



COMMISSIONERS COURT
COMMUNICATION

REFERENCE NUMBER _____

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DATE: 01/23/2024

SUBJECT: **RFP NO. F2024026 - ANNUAL CONTRACT FOR MARKETING SERVICES - COUNTYWIDE - VARIOUS VENDORS - PER CONTRACT TERMS**

COMMISSIONERS COURT ACTION REQUESTED

It is requested that the Commissioners Court award RFP No. F2024026, Annual Contract for Marketing Services, Countywide, to the following vendors at the per contract terms:

Primary	Belmont Icehouse, LLC
	Proscalar, LLC

BACKGROUND

Notice of the County's intent to bid was advertised in local newspapers, as required by State statute, and posted on the Internet, the Arlington Black Chamber of Commerce, the Fort Worth Hispanic Chamber of Commerce, the Fort Worth Metropolitan Black Chamber of Commerce, and the Tarrant County Asian American Chamber of Commerce. One hundred seventy-six (176) vendors were contacted and requested to participate in this proposal process. All documents pertaining to this RFP were posted on the Tarrant County website and were downloaded by interested parties. A pre-proposal conference held on November 9, 2023, was attended by eight (8) vendors as well as representatives from the County Administrator's Office, Public Health, and Purchasing. Eight (8) proposals were received.

Proposals were evaluated by the County Administrator's Office, HIV Administrative Agency, Public Health, and Purchasing representatives. Evaluations were based upon the criteria and processes set forth in the RFP.

Clear Channel Outdoor was deemed non-responsive for failure to provide all submittal requirements necessary for evaluation, including proposal pricing and agency requirements.

A Best and Final Offer (BAFO) was requested from the two (2) highest-scoring vendors, which resulted in a two percent (2%) reduction in total price for Proscalar, LLC. The proposals received from the vendors listed above meet all specifications and are acceptable to the County Administrator's Office, HIV Administrative Agency, and Public Health.

The term of the contract is twelve (12) months, effective January 23, 2024, with two (2) options for renewal periods of twelve (12) months each.

SUBMITTED BY:	Purchasing	PREPARED BY: APPROVED BY:	Kehinde Olugbile Chris Lax, CPSM, CPSD, CPCP
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This service is to assist Tarrant County with marketing needs for large-scale projects where the ultimate aim is public education and outreach.

Therefore, it is the joint recommendation of the County Administrator's Office, HIV Administrative Agency, Public Health, and Purchasing that RFP No. F2024026, Annual Contract for Marketing Services, be awarded to the vendors listed above at the per contract terms.

FISCAL IMPACT

Expenses for last year were approximately \$1,290,645.11. Services are provided on an as-needed basis, billed per hourly rates according to various labor categories as proposed by awarded vendors. Funding is available in account of Various Funds/Various Cost Centers/579031 Advertising/Public Service.