



June 16, 2014

MEMORANDUM

TO: District Board of Trustees
FROM: Jim Murdaugh, President *BRS*
SUBJECT: Recommendation for Media Buyer Services

Item Description

This item is to provide the Board a summary of the results from the College's Request for Proposal (RFP 2014-04) for Media Buyer Services.

Overview and Background

In April, the College issued an RFP for Media Buyer Services seeking competitive pricing, documented experience and reliable customer service. The College advertised for these services on our TCC Purchasing Website, the State of Florida's Vendor Bid System (VBS) as well as direct mailing to known vendors.

The College received proposals from nine (9) vendors which were reviewed and evaluated by TCC and Florida Department of Transportation (FDOT) staff. Based on the proposals received and the scoring done by the evaluation committee, the College recommends that we award the media buyer services contract to St. John & Partners Group.

Past Actions by the Board

There were no previous Board actions required for this initiative.

Funding/Financial Implications

Funding is provided from two (2) Florida Department of Transportation (FDOT) Traffic Safety grants. The grants providing the funding are the Click It or Ticket Media Campaign Project and the Region IV Safety Belt Demonstration Project Challenge.

Staff Resource

Teresa Smith

Recommended Action

Authorize staff to contract with the St. John & Partners Group to provide media buyer services for two (2) Florida Department of Transportation (FDOT) Traffic Safety grants for an initial one (1) year period with the option to renew for an additional five (5) one (1) year terms.

Vendor's Name	Evaluator 1	Evaluator 2	Evaluator 3	Grand Total
St. Johns & Partners	92	91	98	281
Charles Tombras	92	89	98	279
Anson Stoner, Inc.	85	89	96	270
Zimmerman Agency	78	81	88	247
MGSComm	75	79	83	237
Media Source Worldwide	72	80	80	232
Direct Advantage	73	69	81	223
Massey Communications	72	68	82	222
The Cross Agency	63	68	68	199