



**CITY OF PLANO
COUNCIL AGENDA ITEM**

CITY SECRETARY'S USE ONLY					
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory					
Council Meeting Date:		1/28/13			
Department:		Plano Convention and Visitors Bureau			
Department Head		Mark Thompson			
Agenda Coordinator (include phone #): Sharron Mason - Ext. 7247					
CAPTION					
RFQ No. 2013-19-B RFQ for a one (1) year contract with three (3) additional one (1) year City optional renewals for Public Relations Firm for Plano Convention and Visitors Bureau to Tucker & Associates, LLC in the estimated annual amount of \$58,975 and authorizing the City Manager or his designee to execute all necessary documents.					
FINANCIAL SUMMARY					
<input type="checkbox"/> NOT APPLICABLE <input checked="" type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP					
FISCAL YEAR:	2012 thru 2016	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
	Budget	0	313,069	176,925	489,994
	Encumbered/Expended Amount	0	-166,237	0	-166,237
	This Item	0	-58,975	-176,925	-235,900
	BALANCE	0	87,857	0	87,857
FUND(s): CONVENTION & TOURISM FUND					
<p>COMMENTS: This item approves price quotes. Expenditures will be made in the Convention & Visitors Bureau Budget based on need within the approved budget appropriations for each year of the contract. The estimated annual amount to be spent in FY 2012-13 is \$58,975. The estimated future annual amount is \$176,925, which will be made within approved budget appropriations. Remaining balance will be used for other Convention & Visitors Bureau services.</p> <p>STRATEGIC PLAN GOAL: Providing a public relations firm to promote the City of Plano Convention & Visitors Bureau relates to the City's goal of Exciting Urban Centers - Destination for Residents and Guests.</p>					
SUMMARY OF ITEM					
Staff recommends the Request for Qualifications to Tucker & Associates, LLC in the estimated annual amount of \$58,975 be accepted as the most qualified for the Public Relations Firm for Plano Convention and Visitor Bureau, and conditioned upon timely execution of any necessary contract documents.					
List of Supporting Documents: Recommendation Memo and Recap			Other Departments, Boards, Commissions or Agencies		



PLANO

convention & visitors bureau

DATE: December 19, 1012

TO: Sharron Mason, Buyer

CC: Diane Palmer, Purchasing Manager

FROM: Mark W. Thompson

SUBJECT: Recommendation of Award for 2013-19-B RFQ for Public Relations Firm

This memo is being written to describe the process and methodology used in the selection of the Tucker & Associates, LLC Public Relations Firm as the CVB's Public Relations Firm.

Description of Services

The general scope of services to be obtained includes professional promotional services with the primary purpose of promoting Plano, Texas as a visitors, meetings and sports destination. Respondents are requested to submit RFQs to perform the following services:

1. Become familiar with the Plano tourism industry, including advertising, research, and resources.
2. Establish a press kit for the Plano CVB.
3. Identify target audiences, travel writers, and publications to attract qualified travel writers to Plano.
4. Organize travel writer familiarization trips to promote Plano which will result in published articles.
5. If budget permits, represent Plano at travel writer conferences and other related shows.
6. Support the CVB with work that may include creation of individual media itineraries, creation and implementation of group destination press FAMs, response to individual media requests for information, and support with any and all public relations initiatives at the bureau as assigned.
7. Identification of a key message topic published, at least quarterly, for which an effective news release will be developed and distributed by the Agency, highlighting appropriate examples within the destination.
8. Public Relations activities will focus on the creation of at least one, and possibly more destination event(s) per calendar year to inform key travel media about what's new and newsworthy in Plano. Each event will be appropriately themed and targeted to attract top tier media. Destination partners that fit with the event theme will be provided with an opportunity to participate in these events in some fashion, to be determined.
9. Collaborate with the CVB on press releases and proactively solicit coverage with media to ensure maximum exposure.
10. Advocate tourism on behalf of the Plano CVB to encourage positive articles in bona fide publications.

11. The consultant should have previous experience working with a municipality or non-profit organization, having produced a promotional campaign for at least two years, and have a portfolio to support this work.

Evaluation Process

The evaluation team met with the Buyer from the City of Plano Purchasing Division to “kickoff” the evaluation process. Each team member was provided a set of proposals to review the scope of services of each PR Firm. Team members were instructed to review the 3 proposals and score each section as listed below in the “Evaluation Criteria”.

- A. Professional Capabilities and Experience (30%) The PCVB review panel will evaluate this area based on how well paragraphs 5, 6, and 7 under the RFQ FORMAT SECTION.
- B. Staffing: (15%) The PCVB review panel will evaluate this area based on how well paragraphs 11, 12, and 17 under the RFQ FORMAT SECTION.
- C. Approach to Project: (20%) The PCVB review panel will evaluate this area based on how well paragraphs 13, 15, and 16 under the RFQ FORMAT SECTION.
- D. Experience and Quality of like Work: (25%) The PCVB review panel will evaluate this area based on how well paragraphs 9, 10, and 14 under the RFQ FORMAT SECTION.
- E. Fulfillment of requested specifications of the web site (10%) The PCVB review panel will evaluate this area based on how well paragraphs 1, 2, 3, 8, and 18 under the RFQ FORMAT SECTION.

On Nov. 28, 2012, the evaluation team and Buyer met to discuss all of the submissions. The evaluators discussed and scored each respondent based on the evaluation criteria above. Based on the discussion and the scores the committee decided to go with the top scoring RFQ which was Tucker & Associates, LLC. Please review and begin the necessary steps for award of this contract.

If contract is not awarded the CVB, because of staff restrictions would not be able to do the media familiarization tours we have done in the past, distribute and manage story ideas to regional, state and national media, produce the number of press releases we have in the past and support our clients and patterns with PR help which would mean that we would miss out on the PR exposure the CVB had last year which generated 103,104,020 media impressions for the City of Plano with an ad value of \$336,484.22 and a PR value of \$1,009,957.



CITY OF PLANO

RFQ NO. 2013-19-B RFQ for Public Relations Firm for Plano CVB

RFQ RECAP

RFQ Opening Date/Time: Monday, November 5, 2012 at 4:00 pm (CST)

Number of Vendors Notified: 3024

Vendors Submitting "No Bids": 0

Qualification Statements Evaluated Non-Responsive to Specifications: 0

Number of Qualification Statements Submitted: 3

TexHahn Media, Inc. dba Hahn, Texas
Levenson Brinker Public Relations
Tucker & Associates, LLC

Recommended Vendor(s):

Tucker & Associates, LLC in the estimated annual amount of \$58,975.

Sharron Mason

Sharron Mason
Sr. Buyer

January 2, 2013

Date