

PROCUREMENT SUMMARY

RFP#

Date Submitted:	May 9, 2023	Procurement Process:	Request for Proposals (RFP)																
Submitted by:	Amy Scott	Length of Advertising:	Standard (15+) days																
Supplier Name:	M3 Agency	Source Selection Method:	Highest Proposal Scoring																
Description:	2023 CATS Rebranding	Fair Price Determination:	Adequate Price Competition																
Agreement Type:	Purchase Order	Not Low Bid Award:	See Proposal Scoring Totals																
Contract Number:	2023-020	County Business:	No Identified County Businesses																
Contract Category:	Specialty Services	Submissions Received:	6	Vendors Contacted:	822														
Contract Term:	180 days from NTP	<table><tr><th colspan="2">RFP/RFQ Selection Criteria Used in Selection Process</th></tr><tr><th>Weight</th><th>Evaluation Criteria</th></tr><tr><td>50%</td><td>Cost of Item(s) and/or Services</td></tr><tr><td>10%</td><td>Key Staff Capabilities</td></tr><tr><td>10%</td><td>Previous Experience</td></tr><tr><td>10%</td><td>Project Plan</td></tr><tr><td>20%</td><td>Technical Understanding of Project</td></tr></table>				RFP/RFQ Selection Criteria Used in Selection Process		Weight	Evaluation Criteria	50%	Cost of Item(s) and/or Services	10%	Key Staff Capabilities	10%	Previous Experience	10%	Project Plan	20%	Technical Understanding of Project
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Contract Value:	\$3,495.00																		
Contract Options/Renewals:	None																		
Source of Funds:	SPLOST																		
Debarred/Suspended:	No (screen-print on file)																		
SAM Requirement:	Registration Not Required																		
BOC Meeting Prepared for:	June 6, 2023																		

Bidder/Proposing Business	Place of Business	Evaluated Price	Score
M3 Agency	Augusta, GA	\$3,495.00	92.61
Bullhorn	Lexington, KY	\$45,000.00	31.21
ER marketing	Newberry, SC	\$14,820.00	50.49
Studio Ostendo	Nampa, ID	\$18,500.00	38.31
The Rebrand Creative Agency	Atlanta, GA	\$10,000.00	55.14
Black Inc.	Greenwich, CT	\$30,500.00	32.96

***Important Price Evaluation Notes**

The Procurement Department received 6 proposals. The average response cost for this project was \$ 20,386.00. Four(4) of the six(6) companies were below this average responses cost. M3 agency was \$16,891 below the average at \$ 3,495.00. The company was contacted to verify their pricing and ability to perform the necessary work for this price. The CEO of M3 approved the pricing.

Other Important Considerations