



METROPOLITAN GOVERNMENT OF NASHVILLE AND DAVIDSON COUNTY

October 23, 2018

Mr. Joe Hall
Hall Strategies
217 5th Avenue North, Suite 200
Nashville, TN 37219
Re: RFQ# **1039699, Public Relations Services**

Dear Mr. Hall:

The Metropolitan Government of Nashville and Davidson County (Metro) has completed the evaluation of submitted solicitation offer(s) to the above RFQ # 1039699 for Public Relations Services. This letter hereby notifies you of Metro's intent to award to Hall Strategies contingent upon successful contract negotiations. Please provide a certificate of Insurance indicating all applicable coverages within 15 business days of the receipt of this letter.

If the Procurement Nondiscrimination Program requirements were a part of this solicitation, the awardee must forward a signed copy of the "Letter of Intent to Perform as Subcontractor/Subconsultant/Supplier/Joint Venture" for any minority/women-owned business enterprises included in the response to the Business Assistance Office within two business days from this notification.

Additionally the awardee will be required to submit evidence of participation of and contractor's payment to all Small, Minority, and Women Owned Businesses participation in any resultant contract. This evidence shall be submitted monthly and include copies of subcontracts or purchase orders, the Prime Contractor's Application for Payment, or invoices, and cancelled checks or other supporting payment documents. Should you have any questions concerning this requirement, please contact Jerval Watson, BAO Representative, at (615) 862-5461 or at Jerval.watson@nashville.gov.

Depending on the file sizes, the responses to the procurement solicitation and supporting award documentation can be made available either by email, CD for pickup, or in person for inspection. If you desire to receive or review the documentation or have any questions, please contact Sandra Walker by email at Sandra.walker@nashville.gov Monday through Friday between 8:30am and 3:30pm.

Thank you for participating in Metro's competitive procurement process.

Sincerely,

A handwritten signature in blue ink, reading "Michelle A. Hernandez Lane".

Michelle A. Hernandez Lane
Purchasing Agent

Cc: Solicitation File, Other Offerors

Pursuant to M.C.L. 4.36.010 Authority to resolve protested solicitations and awards.

A. Right to Protest. Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the Purchasing Agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

Procurement Division

730 Second Avenue South, Suite 112
P.O. Box 196300
Nashville, Tennessee 37219-6300

www.Nashville.gov
Phone: 615-862-6180
Fax: 615-862-6179

RFQ # 1039699-Public Relations Services

Offeror	Blueprint Creative Group	Communications Strategies	Crayons & Marketers, LLC	Hall Strategies	ISI	McNeely Brockman Public Relations	Pomeroy Marketing Communications
Cost Criteria (35 Points)	1.73	2.40	7.37	5.47	28.00	0.51	3.55
Experience and Qualifications (40 Points)	35.00	32.00	29.00	34.00	10.00	15.00	20.00
Project Approach and Process (25 Points)	23.00	18.00	3.00	23.00	5.00	8.00	3.00
Total Evaluation Scores	59.73	52.40	39.37	62.47	43.00	23.51	26.55

Evaluation Comments

Blueprint Creative Group

Strengths -Good overall experience and qualifications and Good overall and detailed Project Approach and Process.

Weaknesses -Failed to provide dates of project and dollar value and Failed to identify potential risks associated with the execution of this contract and how firm proposed to mitigate those risks.

Communications Strategies

Strengths - Good experience and qualifications.

Weaknesses - Projects of similar scope was vague and lacked specific detail and Overall project approach and process lacked specific detail.

Crayons & Marketers, LLC

Strengths - N/A

Weaknesses - Overall experience and qualifications was unclear and hard to follow; Failed to provide dates of project and dollar value and Failed to provide requested project approach and process information.

Hall Strategies

Strengths -Good overall experience and qualifications and Good overall and detailed Project Approach and Process.

Weaknesses - Failed to disclose whether presently a party to any pending litigation or has received notice of any threatened litigation or claim.

ISI

Strengths - N/A

Weaknesses - Offeror failed to understand the requirements of the project.

McNeely Brockman Public Relations

Strengths - N/A

Weaknesses - Failed to provide a current client list; Failed to provide three projects of similar scope and Overall Project Approach and Process lacked specific detail.

Pomeroy Marketing Communications

Strengths - N/A

Weaknesses - Offeror demonstrated a lack of understanding of requirements of experience and qualifications; Failed to disclose whether presently a party to any pending litigation or has received notice of any threatened litigation or claim; Failed to provide client contact information, services provided, and dates of the services and Failed to provide requested project approach and process information.

Solicitation Title & Number	RFP		
	RFP Cost Points	SBE/SDV Points	Total Cost Points
1039699-Public Relations Services	28	7	35

Offeror's Name	Total Bid Amount	SBE/SDV Participation Amount Proposed	RFP		
			RFP Cost Points	SBE/SDV Points	Total Cost Points
Blueprint Creative Group	67,200.00	18,500.00	1.06	0.66	1.73
Communications Strategies	98,820.00	46,820.00	0.72	1.68	2.40
Crayons & Marketers, LLC	195,330.00	195,330.00	0.37	7.00	7.37
Hall Strategies	172,000.00	141,000.00	0.42	5.05	5.47
ISI	2,550.00	0.00	28.00	0.00	28.00
McNeely Brockman Public Relations	139,100.00	0.00	0.51	0.00	0.51
Pomeroy Marketing Communications	278,940.00	91,940.00	0.26	3.29	3.55