



## PROCUREMENT SUMMARY

**PROCUREMENT TYPE:** Formal Written Quotes

**PROCUREMENT TITLE:** Public Relations Firms

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**DATE:** Quotes were requested on August 24, 2020 **Due date:** January 4, 2021

**CONTRACT TYPE:** On call as needed one-year agreement

**CONTRACT ANNUAL VALUE (EST.):** \$25,000 -\$49,000

**VENDOR LIST:** Three firms were asked to provide written proposals, S+C Communications, Gordon C. James and OH Partners. All three firms stated they could return a proposal by the due date. OH Partner did not return a quote and was contacted again with no response.

**PROPOSALS RECEIVED:** Two (2) responses were received in response to the procurement. The respondents were: S+C Communications and Gordon C. James.

**REQUESTED SCOPE OF WORK:** The Town of Paradise Valley is seeking competitive written quotes from qualified and interested consultants to provide Public Relations services. The Town is looking for a consultant to develop a strategic communications plan to educate the public about high-profile development projects and other Town issues. Services will include distilling contractual obligations, public sector procedures, and other information into clear press releases, website information and other media formats. Services will be requested on an as-needed, basis, and the Town makes no guarantee as to the amount of services the consultant(s) will be asked to provide.

**EVALUATION COMMITTEE:** The Evaluation Committee composed of the following team members:

Jill Keimach – Town Manager  
Duncan Miller – Town Clerk

Sarah Meland – Executive Assistant  
Peggy Ferrin – Procurement Coordinator

**PROPOSAL EVALUATION:** Each firm was asked to address the following information in their proposal:

- I. Firm's management and Organization Capabilities
- II. Qualifications and Experience of their Firm, key people who will be responsible for performing the work under the contract
- III. List 3 specific references that may be contacted
- IV. Provide a sample of written work similar to the requested Scope of Services
- V. Provide a website link with sample of content Firm has created
- VI. Provide a price proposal. Offerors were asked to provide fully loaded hourly labor rates for positions identified

The submitted proposals were evaluated and the committee found both firms to be qualified. S+C proposed an hourly rate of \$200 for both partners and Gordon C. James had a fee of \$250 for main partner and \$150 for support staff with a minimum fee of \$2000 per project.

**REFERENCES:**

S+C Communications - Cushman & Wakefield, Arizona Commerce Authority, Korean Air, City of Mesa, Valley Metro and Town of PV – Fire.

Gordon C. James – Arizona Public Service, Pfizer, Inc., and Triwest Healthcare Alliance.

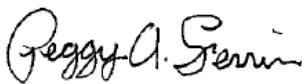
**PRESENTATION/INTERVIEWS:** The Evaluation Committee found it advantageous to hold presentation/interviews to clarify the cost consideration, conflict of interests and to meet the proposed team members.

**RECOMMENDATION:**

The firms were evaluated to select the most responsible offer whose proposal is determined in writing to be the most advantageous based on the evaluation criteria listed.

The evaluation team found S+C Communications proposal and qualified team member to be the best fit for the Town based on their overall responsiveness, previous experience, experience with social media and knowledge of the town's current situations. They had experience with Short term rentals (STR) and new the language and had no possible conflict of interests within the Town. S+C had no minimum fee and is willing to work with the Town. S+C Communications examples of work, including a website they developed, and their references were impressive.

**The Evaluation Committee recommends S+C Communications.**



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Peggy A. Ferrin, CPPB, Procurement Coordinator

January 24, 2021

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Date