

**REQUEST FOR PROPOSAL NO.04C-027N - RFP TO DEVELOP A MARKETING PLAN FOR
ACADEMY PROGRAMS**

DATE:	September 17, 2004	DATE ADVERTISED:	July 7, 2004
DATE SOLICITED:	July 7, 2004	DATE OPENED:	August 4, 2004
PRESENTED TO BOARD:	December 8, 2004	DATE POSTED:	September 17, 2004

CONTRACT PERIOD: December 9, 2004 through December 8, 2005
 DEPARTMENT: 9039 FUNCTION: 5300 OBJECT: 3101 FUND: 0421
 FUNDING SOURCE: Special Revenue Budget - Consultants
 REQUESTING DEPARTMENT: Career and Secondary Education
 10 RFPs Solicited, 3 Responses (1 RFPs, 2 No Proposal) 7 No Response
 0 M/WBEs Solicited, 0 M/WBE Responses (RFPs, No RFPs) 0 M/WBE No Response

FINANCIAL IMPACT

The financial impact to the Special Revenue Budget is estimated at \$50,600. The source of funds is the Secondary and Career Education Department budget, the Carl Perkins Grant.

Services to be provided include the development of brochures, informational videos, news releases, etc., to enhance knowledge and enrollment of the District's Academy Programs.

<u>VENDOR</u>	<u>MINORITY STATUS</u>	<u>TOTAL POINTS AWARDED</u>
MEDIAWISE COMMUNICATIONS	--	<u>72</u>

LEGEND:

_____ = Award

() = Reject

MINORITY - (2-Black, 3-Hispanic, 4-Indian/Alaska, 5-Asian, 6-Women, 7-Disabled, 8-Other)

The Evaluation Committee, consisting of District staff, convened and reviewed all responsive proposals. It is the recommendation of the Committee to award this contract to the highest rated proposer.

RECOMMENDATION: I recommend contract award be made to Mediawise Communications, based on the evaluation criteria outlined in the RFP.

Note: Original RFP / Bid document is available upon request.

RFP PROTEST

Failure to file a protest within the time prescribed in §120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes and applicable Board rules, regulations and policies. Offers from the vendors listed herein are the only offers received timely as of the above opening date and time. All other offers submitted in response to this solicitation, if any, are hereby rejected as late.

If a proposer wishes to protest a RFP, they must do so in strict accordance with the procedures outlined in FS 120.57(3). Any person who files an action protesting a decision or intended decision pertaining to this RFP pursuant to FS 120.57(3)(b), shall post with the Purchasing Department, at the time of filing the formal written protest, a bond secured by an acceptable surety company in Florida payable to the School District of Palm Beach County in an amount equal to 1 percent (1%) of the total estimated contract value, but not less than \$500 nor more than \$5,000. Bond shall be conditioned upon the payment of all costs that may be adjudged against the protester in the administrative hearing in which the action is brought and in any subsequent appellate court proceeding. In lieu of a bond, a cashier's check, certified bank check, bank certified company check or money order will be acceptable form of security. If, after completion of the administrative hearing process and any appellate court proceedings, the District prevails, it shall recover all costs and charges included in the final order of judgment, including charges by the Division of Administrative Hearings. Upon payment of such costs and charges by the protester, the protest security shall be returned. If the protest prevails, he or she shall recover from the District all costs and charges, which shall be included in the final order of judgment.


SS:DG:NR:hs

**SCHOOL DISTRICT OF PALM BEACH COUNTY
PURCHASING DEPARTMENT**

RFP 04C-027N
RFP FOR ACADEMY PROGRAMS MARKETING PLAN

EVALUATION CRITERIA					COMMENTS
A. Experience & Qualifications of the firm (15 points)	2	14			
B. Qualifications of the Staff (15 points)		15			
C. Approach Methodology (20 points)		18			
D. Time of Completion (10 points)		10			
E. Cost of Services (30 points)		15			
F. Minority/Women Business Enterprise (10 points)		0			
TOTAL POINTS (A-F) (100)		72			

Philip M DiAmico
Signature of Committee Chairperson

8-10-04
Date

Philip M DiAmico
Printed Signature of Committee Chairperson