

City Council – Action Request Form

Date: February 19, 2018

To: The City Manager

From: Ben Rowe, Assistant City Manager
Jerry Bates, Purchasing Director

Council Action Requested:

Adoption of Resolution Awarding Contract for Advertising Services for the Dixie Classic Fair.

Strategic Focus Area: Economic Vitality and Diversity
Strategic Objective: Promote Travel and Tourism
Strategic Plan Action Item: No
Key Work Item: No



Summary of Information:

Request for Proposals (RFP) were received January 30, 2018, for advertising services for the Dixie Classic Fair. The objective of the RFP was to identify and select the agency that could best market and advertise the Fair to people living within the primary marketing area. Critical to the selection process was the importance of an established advertising agency with experience in creative services, production of radio, television and newspaper media buys, and public relations work that includes extensive news media contact relationships and community public relations. Preference was given to agencies located in Winston-Salem, Forsyth County and/or with a strong knowledge of the Fair and the local community.

Proposals were submitted by Elephant in the Room, Wildfire, LLC, and Vela Strategic Marketing all located in Winston-Salem, and Spark Strategic Ideas, LLC located in Charlotte, NC. An evaluation panel of City staff reviewed the proposals received to select the one most qualified to meet the requirements of the RFP. Major criteria considered during the evaluation included, but was not limited to:

- Experience of the respondent in providing similar services elsewhere, including the level of experience working with fairs, festivals, and municipalities, and the quality of services performed

Committee Action:

Committee	Finance 2/12/2018	Action	Approval
For	Unanimous	Against	

Remarks:

- Reasonableness/competitiveness of proposed fee and/or benefits to the City, although the City is not bound to select the respondent who proposes the lowest fees or most benefits for services
- Respondent's demonstrated ability to provide the services requested in the RFP
- Adequacy and availability of professional-level staffing.
- Respondent's efforts to use minority or woman-owned businesses to provide all or segments of the proposed services, including media buys and social media services
- Location of the respondent, with greater weight assigned to Winston-Salem based businesses

The evaluation panel assigned the highest score to Wildfire, LLC. Their creative services and media placement are strong and well researched; the agency is very strong in social media such as web site development, social networking, electronic media, and mobile media. Wildfire, LLC has managed the advertising services for the Dixie Classic Fair over the past six years. The Dixie Classic Fair's emphasis on the public relations needs, on-site staffing, and integration of Fairgrounds marketing personnel into website and social media during the Fair is a major area of emphasis that Wildfire, LLC has excelled in over the past years. See Exhibit B for the detailed score sheet for this project.

Based upon Wildfire, LLC's years of proven results in meeting the needs of the Fair and selection as the best overall proposal, the evaluation panel recommended that the contract for advertising services for the Dixie Classic Fair be awarded to Wildfire, LLC for an annual amount, not to exceed the Fair advertising budget of \$230,000 per year. The initial contract term of the RFP is three years (2018, 2019, and 2020), making the total award not to exceed \$690,000. Terms of the RFP allow the City the right to extend the contract one additional term of three years (2021, 2022, and 2023), making the total possible award \$1,380,000, provided both parties agree and funds are made available for that purpose.

On February 12, 2018, City staff presented their recommendation to the Public Assembly Facilities Commission for their review and consideration. The Commission adopted a resolution recommending approval of a contract with Wildfire, LLC by the Mayor and City Council.

M/WBE comment: Please see Exhibit A for a complete list of businesses notified of this RFP opportunity. This RFP was posted on the City's and State's Purchasing websites, and staff from the Office of Business Inclusion and Advancement addressed inquiries from potential respondents about compliance with the City's MWBE policy. Elephant in the Room is a local, minority-owned business, Vela Strategic Marketing is a local, woman-owned business and Spark Strategic Ideas, LLC, located in Charlotte, NC is a woman-owned business.

Wildfire, LLC met the City's goal of contracting 10% of the value of the contract with minority or woman-owned media companies. Wildfire, LLC will ensure that advertisements and social media focus on diverse markets. Moreover, Wildfire, LLC will be required to verify their use of certified MWBE contractors with the Office of Business Inclusion and Advancement over the term of their contract.

Workforce Demographics: See Exhibit A