

City Council – Action Request Form

Date: December 18, 2017

To: The City Manager

From: 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 September 22, 2017, 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 which 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 Wildfire, LLC of Winston Salem, The Variable of Winston Salem, and BCF Agency of Virginia Beach, VA. A committee, consisting of David Sparks, Fair Director; Robert Mulhearn, Winston-Salem Fairgrounds Manager; Ed McNeal, Marketing Director for the City of Winston-Salem; and Rachael Lough, Fairgrounds Marketing staff member, was formed to review the proposals received. The committee evaluated 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:

Committee Action:

Committee

Action

For

Against

Remarks:

- The experience of the respondent in providing similar services elsewhere, including the level of experience in working with fairs and festivals, municipalities, and the quality of services performed.
- 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.
- The respondent's demonstrated ability to provide the services requested in the RFP.
- Adequacy and availability of professional-level staffing.

The Wildfire, LLC proposal was selected as the best overall. 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. Fair staff is comfortable working with Wildfire, LLC personnel and is confident they would continue to do an excellent job marketing the Fair. The 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 achieving over the past years.

Based upon Wildfire, LLC's years of proven results in meeting the needs of the Fair and selection as the best overall proposal, it is 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.

The Public Assembly Facilities Commission recommended award of a contract to Wildfire, LLC for advertising services for the Dixie Classic Fair at their meeting on December 4, 2017. The Fair Planning Committee also recommended approval at their meeting in November, 2017.

M/WBE comment: See Exhibit A for a complete list of businesses notified of this RFP opportunity. This RFP was posted on the City's website. There are no known area minority or woman-owned companies that provide these services.

Workforce Demographics: See Exhibit A