



HIGHLANDS COUNTY
 BOARD OF COUNTY COMMISSIONERS
 Purchasing Department

SCORE TABULATION OF SEALED PROPOSALS
RFP 17-019

Highlands County Search Engine Optimization ("SEO") and Search Engine Marketing ("SEM") for the visithighlandscounty.com and the visitsebring.com websites

Proposal Opening Date:
 03/22/17

	EVALUATORS' SCORES			TOTAL	RANK
	Danielle Gilbert	Taylor Benson	Casey Wohl Hartt		
EVOK Advertising and, Design Inc., dba EVOK	125	134	131	390	1
WTSPTV & Digital	51	99	74	224	2

Local Preference was not used to award this project; none of the Proposers qualify.

Recommendation:

Recommend, that the Project Manager or Tourism Lead Consultant present this score tabulation, and the details of EVOK's proposal to the Tourism Development Council. (TDC) The Tourism Lead Consultant shall ask for a recommendation from the TDC, as to which one of the proposed Tiers should be included in the contract, and if any additional items should be negotiated.

Based on the recommendation of the TDC, the Evaluators recommend proceeding with contract or negotiations with EVOK, at the discretion of the Project Manager.

Danielle Gilbert 4-6-17
 Danielle Gilbert, HCBCC Purchasing Manager Date

Taylor Benson 4/11/17
 Taylor Benson, HCBCC Economic Dev. Coordinator Date

Casey W. Hartt 4-11-17
 Casey Wohl Hartt, Gray Dog Communications Date

This is not a notice to proceed.