



STAFF REPORT

Meeting Date: November 2, 2015

Agenda Item #: 9b

TO: Mayor and Town Council
FROM: Bonnie Schwerd, Finance Director
THRU: Susan Parker, Town Administrator
TITLE: Marketing and Tourism Proposal Reviews

Summary: The Mayor and Town Council members provided feedback to the Finance Director from their reviews of the Marketing and Tourism Request for Proposals (RFP) submissions.

Discussion: The Marketing & Tourism RFP was published twice. Martin-McGill; Awesome Website Guys, LLC; and InterCoastal Net Designs submitted proposals for review.

The Town Council member's individual feedback indicated a consensus of concerns. The issues of concern related to lack of quality and incompleteness of the submissions, the high costs associated with proposed services, and a need to better define the marketing goals of the Town. Additional input from the Town Council members ranged from a stance of rethinking the support for awarding an RFP for this purpose to a desire to have further discussion regarding the needs, goals and plans for the Town.

The rankings provided from the feedback are summarized in the table below:

Entity	Number of votes by ranking		
	1 st choice	2 nd choice	3 rd choice
Martin-McGill	2	1	0
InterCoastal Net Designs	1	1	1
Awesome Website Guys	0	1	2

Staff Recommendation: It appears that it may be beneficial for the Town Council to engage in additional discussion regarding the goals for a Marketing/Tourism initiative of the Town prior to considering the award of any such contract. Thus, no award is recommended at this time.