



## Executive/Finance Committee Meeting

Monday, March 7, 2016  
4:30 pm until close of business  
1002 E. Palm Ave, Board Room  
Tampa, FL 33605  
Call: 1 (872) 240-3311  
Access Code: 635-006-125

### Early Learning Coalition of Hillsborough County Mission Statement

The mission of the Early Learning Coalition of Hillsborough County is to promote school and life success for all young children and their families through quality school readiness services and supports.

#### MEETING AGENDA

**I. CALL TO ORDER**

A. Quorum Verification

**A. Patel, Board Chair**

**II. OLD BUSINESS**

**III. ACTION ITEMS**

A. ELCHC RFP Rebrand Vendor Approval

**IV. DISCUSSION**

**V. INFORMATION ITEMS**

**VI. PUBLIC COMMENT**

*Individuals wishing to address the Early Learning Coalition Board of Directors must complete a Public Comment Request Card and submit it to the official recorder prior to the noticed start time of the meeting. Said comments will be limited to three (3) minutes per individual on first come, first serve basis, and only at such time as is identified on the official meeting agenda for public comment.*

**VII. ADJOURNMENT**

#### UPCOMING MEETINGS

Board of Directors Meeting – Monday, April 11, 2016 @ 5:30 pm  
Executive/Finance Committee Meeting – Monday, May 2, 2016 @ 4:00 pm

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<b>ISSUE:</b>	ELCHC Rebrand Vendor Approval
<b>FISCAL IMPACT:</b>	\$25,000
<b>FUNDING SOURCE:</b>	General Fund
<b>RECOMMENDED ACTION:</b>	The ELCHC Communications and Outreach Committee recommends that the ELCHC Executive/Finance Committee approve staff's execution of a contract with the firm Sparxoo for the Rebrand of ELCHC for an amount not to exceed \$25,000.

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**BACKGROUND:**

On Friday, January 15, 2016 staff released a Request for Proposals (#002-2016) for the Rebranding of the Early Learning Coalition of Hillsborough County (ELCHC). To ensure full and proper notification of the release of the RFP, staff direct mailed over 38 local design firms, posted to ELCHC social media channels, posted to multiple professional associations as well as national RFP database (RFPdb.com).

Firms interested in responding to the RFP were given until 4:00 pm on January 22, 2016 to submit a Letter of Intent to Bid. Staff received Letters of Intent to bid from 8 firms. Firms had until January 29, 2016 to review the RFP in detail and attend a face-to-face Proposer's Conference. While the Proposers Conference was not deemed as 'required' as part of the process, firms were strongly encouraged to attend. The Proposers Conference allowed potential proposers direct access to the point of contact for the RFP process/project and an opportunity to ask questions relating to any portion of the RFP. Six firms were represented at the Proposer's Conference.

On the heels of the Proposer's Conference began the Written Question and Answer Period, which ran from 9:00 am January 29, 2016 to 4:00 pm on Friday, February 5, 2016. During this phase of the process, potential proposers were allowed to submit written questions regarding the RFP. Answers to questions posed during the Proposer's Conference as well as the Written Question and Answer Period were transcribed and answered in writing on Friday, February 5, 2016. Responses were only sent to those firms who had submitted a Letter of Intent to Bid. This concluded the inquiry phase of the RFP process. Potential proposers then moved into writing their proposals, which were due to the Coalition by noon on Monday, February 8, 2016. The Coalition received a total of 8 proposals. Of those 8 proposals, 6 were submitted as required. One proposal was disqualified for incomplete submission and another was disqualified for late submission.

All members of the RFP Review Team received the full RFP, original copies of all submitted proposals and the Written Question and Answer documents as well as rating sheets for each proposal. The team entered into the formal RFP review period on Tuesday, February 9, 2016 and concluded their evaluations and ratings on Friday, February 19, 2016 as scheduled. At its final meeting, the RFP Review Team concluded that only one proposal, submitted by a firm called Sparxoo, scored high enough to warrant a final presentation to the team (*see attached Rating Summary Sheet*).

On Friday, February 26, 2016 a team representing Sparxoo presented to the RFP Review Team offering an opportunity for the team to ask questions and gain additional clarifications about the qualifications of the firm and their proposal. At the conclusion of the Sparxoo presentation the RFP team confirmed their earlier scores and agreed that Sparxoo was the best firm to satisfy the Scope of Work and the vision of the ELCHC as outlined in the RFP.

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**REQUESTED ACTION**

In order to remain on the tight timeline for the Rebrand completion date of June 30, 2016 the ELCHC Communications and Outreach Committee recommends that the ELCHC Executive/Finance Committee approve staff's execution of a contract with the firm Sparxoo for the Rebrand of ELCHC for an amount not to exceed \$25,000.

Attachments (1)



**ELCHC Rebranding RFP #002-2016  
RATER SUMMARY SHEET**

<b>SHAKE CREATIVE</b>						
<b>RATER</b>	<b>Agency Profile/Qualifications</b>	<b>Responsiveness to Scope of Work</b>	<b>Experience/Technical Qualifications</b>	<b>Budget/Time Effectiveness</b>	<b>TOTAL</b>	
D. Jacob	3	9	10	12	34	
R. Lence	7	8	7	13	35	
T. White	5	7	13	7	32	
					<b>101</b>	
<b>VISTRA COMMUNICATIONS</b>						
<b>RATER</b>	<b>Agency Profile/Qualifications</b>	<b>Responsiveness to Scope of Work</b>	<b>Experience/Technical Qualifications</b>	<b>Budget/Time Effectiveness</b>	<b>TOTAL</b>	
D. Jacob	7	16	22	13	58	
R. Lence	9	7	12	11	39	
T. White	10	15	21	13	59	
					<b>156</b>	
<b>SPARXOO</b>						
<b>RATER</b>	<b>Agency Profile/Qualifications</b>	<b>Responsiveness to Scope of Work</b>	<b>Experience/Technical Qualifications</b>	<b>Budget/Time Effectiveness</b>	<b>TOTAL</b>	
D. Jacob	10	29	29	13	81	
R. Lence	10	31	26	20	87	
T. White	10	29	31	13	83	
					<b>251</b>	
<b>MCSHANE COMMUNICATIONS</b>						
<b>RATER</b>	<b>Agency Profile/Qualifications</b>	<b>Responsiveness to Scope of Work</b>	<b>Experience/Technical Qualifications</b>	<b>Budget/Time Effectiveness</b>	<b>TOTAL</b>	
D. Jacob	8	23	23	13	67	
R. Lence	10	9	21	12	52	
T. White	7	23	22	15	67	
					<b>186</b>	
<b>ROGER WEST CREATIVE AND CODE</b>						
<b>RATER</b>	<b>Agency Profile/Qualifications</b>	<b>Responsiveness to Scope of Work</b>	<b>Experience/Technical Qualifications</b>	<b>Budget/Time Effectiveness</b>	<b>TOTAL</b>	
D. Jacob	10	20	18	13	61	
R. Lence	9	10	10	10	45	
T. White	10	18	15	6	49	
					<b>155</b>	
<b>BAISDEN BRANDING + ADVERTISING</b>						
<b>RATER</b>	<b>Agency Profile/Qualifications</b>	<b>Responsiveness to Scope of Work</b>	<b>Experience/Technical Qualifications</b>	<b>Budget/Time Effectiveness</b>	<b>TOTAL</b>	
D. Jacob	9	26	21	17	73	
R. Lence	10	17	19	20	66	
T. White	10	25	22	16	73	
					<b>212</b>	