



**COMMISSIONERS COURT
COMMUNICATION**

COURT ORDER NUMBER _____

PAGE 1 OF 7

DATE: 11/5/2024

**SUBJECT: RFP NO. F2024026 - ANNUAL CONTRACT FOR MARKETING SERVICES
- COUNTYWIDE - VARIOUS VENDORS - EXERCISE FIRST OPTION FOR
RENEWAL - SAME CONTRACT TERMS**

***** CONSENT AGENDA *****

COMMISSIONERS COURT ACTION REQUESTED

It is requested that the Commissioners Court approve renewal of RFP No. F2024026, Annual Contract for Marketing Services, for the first optional twelve (12) month period, at the same contract terms.

BACKGROUND

On January 23, 2024, the Commissioners Court, through Court Order #142495, awarded RFP No. F2024026, Annual Contract for Marketing Services, Countywide, to the following vendors:

Belmont Icehouse, LLC
Proscalar, LLC

The awards were based upon evaluation criteria set forth in the RFP specifications and contained options to renew for two (2) additional twelve (12) month periods.

This service is to assist Tarrant County with marketing needs for large-scale projects where the ultimate aim is public education and outreach. As marketing services are needed, the requesting department works with either of the approved vendors to determine the desired project activities and deliverables. The vendor then proposes a quote detailing a workplan, activities, and deliverables according to the contracted hourly rates according to labor category.

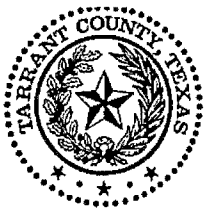
The vendors notified Purchasing in writing that they will extend the same contract terms through January 22, 2026. The County Administrator's Office notified Purchasing in writing that they are pleased with the vendors and want to renew.

Therefore, it is the joint recommendation of the County Administrator's Office and Purchasing that the Commissioners Court approve renewal of RFP No. F2024026, Annual Contract for Marketing Services, for another twelve (12) month period.

FISCAL IMPACT

Expenses for last year were approximately \$246,572.98. Services are provided on an as-needed basis. Funding is available in account Various Funds/Variou Cost Centers/579031 Advertising/Public Service.

SUBMITTED BY	Purchasing	PREPARED BY:	Kehinde Olugbile
		APPROVED BY:	Christopher Lax, CPSM, CPSD, CPCP



TARRANT COUNTY PURCHASING DEPARTMENT

100 E. Weatherford St. #303 • Fort Worth, TX 76196 • (817) 884-1414 • (817) 884-2629 (Fax)

Melissa Lee, C.P.M., A.P.P.
Purchasing Agent

Chris Lax, CPSM, CPSD, CPCP
Assistant Purchasing Agent

September 25th, 2024

Erica Page
Belmont Icehouse
3116 Commerce Street Suite D,
Dallas, TX 75226

Re: IFB No. F2024026 **ANNUAL CONTRACT FOR MARKETING SERVICES**

Dear Erica:

The contract referenced above will expire on January 22, 2025. The contract includes two (2) options to renew for an additional twelve (12) months. The effective dates for the first renewal option will run from January 23, 2025 through January 22, 2026.

Tarrant County Purchasing Department hereby extends an invitation to Belmont Icehouse to accept the first renewal option for an additional one (1) year period as the Primary vendor for this bid as awarded on January 23, 2024. Belmont Icehouse acknowledges formal renewal of the option, and any contract is contingent upon review and approval by the Tarrant County Commissioner's Court at a later date. Please mark the appropriate response below and provide your signature above your printed name. All prices must remain firm for the optional renewal period through January 22, 2026.

Yes, Belmont Icehouse will accept the offer to extend the same contract terms through January 22, 2026. **Please include a current 1295 Form with your response.**

No, Belmont Icehouse will NOT accept the offer to extend the same contract terms through January 22, 2026.

Are any other governmental entities currently utilizing this contract? Yes No
If yes, please return a listing of the participating entities with this letter.

Please email your signed response.

Sincerely,

Handwritten signature of Kehinde Olugbile in black ink.

Kehinde Olugbile- Senior Buyer
Tarrant County

Handwritten signature of Tim Hudson in black ink.

Tim Hudson - President
Belmont Icehouse

Handwritten date stamp "9/25/24" in black ink.

Date



TARRANT COUNTY PURCHASING DEPARTMENT

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Melissa Lee, C.P.M., A.P.P.
Purchasing Agent

Chris Lax, CPSM, CPSD, CPCP
Assistant Purchasing Agent

September 25th, 2024

Stephen Smith
Proscalar LLC
2415 W Grapevine Mills Ct Suite 593,
Grapevine, TX 76051

Re: IFB No. F2024026 ANNUAL CONTRACT FOR MARKETING SERVICES

Dear Mr Stephen:

The contract referenced above will expire on January 22, 2025. The contract includes two (2) options to renew for an additional twelve (12) months. The effective dates for the first renewal option will run from January 23, 2025 through January 22, 2026.

Tarrant County Purchasing Department hereby extends an invitation to Proscalar LLC to accept the first renewal option for an additional one (1) year period as the Primary vendor for this bid as awarded on January 23, 2024. Proscalar LLC acknowledges formal renewal of the option, and any contract is contingent upon review and approval by the Tarrant County Commissioner's Court at a later date. Please mark the appropriate response below and provide your signature above your printed name. All prices must remain firm for the optional renewal period through January 22, 2026.

[X] Yes, Proscalar LLC will accept the offer to extend the same contract terms through January 22, 2026.
Please include a current 1295 Form with your response.

[] No, Proscalar LLC will NOT accept the offer to extend the same contract terms through January 22, 2026.

Are any other governmental entities currently utilizing this contract? [X] Yes [] No
If yes, please return a listing of the participating entities with this letter.

Please email your signed response.

Sincerely,

[Signature]
Kehinde Olugbile- Senior Buyer
Tarrant County

[Signature]
Stephen Smith
Proscalar LLC

9/25/2024
Date

List of Departments using Proscalar on F2024026 Annual Contract for Marketing Services:

- 1. Tarrant County Sheriff's Office
2. Tarrant County Clerk's Office
3. Tarrant County HIV Administration is currently exploring contracting with Proscalar

Memorandum

To: Regina Calderon

Dept: Administration Department

From: Kehinde Olugbile, Sr. Buyer, Purchasing Department

Date: 9/17/2024

Re: First Renewal of RFP No. F2024026, Annual Contract for Marketing Services

The above referenced contract will expire on January 22, 2025. This contract included two (2) options to renew with the vendor for additional twelve (12) month terms. The first renewal term would commence January 23, 2025 and would expire January 22, 2026.

If you wish to exercise this option to renew and continue this contract with the vendor listed below for twelve more months, please check the appropriate item and email this form back to me by September 19, 2024:

Primary: Belmont Icehouse, LLC
Proscalar, LLC

Yes, I wish to continue the current contract with the above mentioned vendor for the first renewal term of the contract.

Funds to support this contract will be provided by the following accounts:

No, I do not wish to continue the current contract with the above-mentioned vendor for the following reason(s).

SIGNATURE:



DATE:

09/25/2024

RFP NO. F2024026 Annual Contract for Marketing Services
 Best and Final Offer Scores

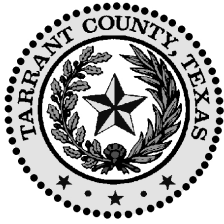
Evaluation Criteria	Max Points	Primary Award	
		Primary Award	Primary Award
		Belmont Icehouse Dallas, TX HUB - No CO-OP - Yes	Proscalar, LLC Grapevine, TX HUB - No CO-OP - Yes
Qualifications and Experience	300	Score 253.5	Score 240.7
Sample Work Submission (Portfolio)	300	270	243.8
References	50	50	50
Price	350	207.6	196.5
Total Score	1000	781.1	731

Notes: Clear Channel was deemed non-responsive for failure to provide all submittal requirements necessary for evaluation, including proposal pricing and agency requirement.

RFP NO. F2024026 Annual Contract for Marketing Services
Initial Scores

Evaluation Criteria	Max Points	Primary Award						Score
		Belmont Icehouse Dallas, TX HUB - No CO-OP - Yes	Proscalar, LLC Grapevine, TX HUB - No CO-OP - Yes	Medium Giant Dallas, TX HUB - No	JB Management Dallas, TX HUB - Yes	WeUsThem Inc. Halifax, NS HUB - Yes	Arrowhead Consulting Tulsa, OK HUB - No	
Qualifications and Experience	300	253.5	240.7	182.3	198.6	172.6	131.2	36.9
Sample Work Submission (Portfolio)	300	270	243.8	210	150	172.5	101.3	15
References	50	50	50	50	50	16.7	33.4	33.4
Price	350	207.6	194.3	186.9	191.1	131.3	170.1	350
Total Score	1000	781.1	728.8	629.2	589.7	493.1	436	435.3

Notes: Clear Channel Outdoor was deemed non-responsive for failure to provide all submittal requirements necessary for evaluation, including proposal pricing and agency requirement.



TAKINGS IMPACT ASSESSMENT CHECKLIST

Complete this form for any county action that involves the adoption of a regulation, policy, guideline, court resolution, or order.

Project/Regulation Name: RFP No. F2024026 - Annual Contract for Marketing Services - Countywide - Various Vendors – Exercise First Option for Renewal - Same Contract Terms

County Department: PURCHASING

Contact Person: Melissa Lee, C.P.M., A.P.P.

Phone Number for Contact Person: (817) 884-3245

Type of TIA Performed: SHORT TIA or FULL TIA. Circle one after answering the questions in Sections II and III below.

I. Stated Purpose

Attach to this checklist an explanation of the purpose of the regulation, policy, guideline, court resolution, or order.

Note: The remainder of this Takings Impact Assessment Checklist should be completed in consultation with the Criminal District Attorney's Office.

II. Potential Effect on Private Real Property

1. Does the county action require a physical invasion, occupation, or dedication of real property?

Yes _____ No √

2. Does the county action limit or restrict a real property right, even partially, or temporarily?

Yes _____ No √

If you answered yes to either question, go to Section III. If you answered no to both, STOP HERE and circle SHORT TIA at the top of the form.
