

Strategic Marketing Services, Proposal #PUR0915-056

Proposal Evaluation Summary, December 17, 2015

Evaluators: Jasmine Almoayed, Economic Development Liaison; Maria Johnson, Communications Manager; Joe Mailander, Development Services Manager; Jennifer Pratt, Community Development Director

Proposals received:

	Name of Company	Location	Evaluation Score
1	Brand Acceleration	Indianapolis	830
2	Ady Advantage	Madison, WI	700
3	Amperage	Cedar Rapids	
4	DeNovo Alternative Marketing	Cedar Rapids	
5	FusionFarm	Cedar Rapids	

Top ranked firms:

1. Brand Acceleration

Firm fixed price	\$77,500 + options
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Facts:

- a) Proposal response met the City’s requests for Scope of Services
- b) Economic development expertise
- c) Has site selector advisory board to assist with marketing campaigns
- d) Dashboard option updates statistical information automatically
- e) Provides online marketing to database of over 12,000 contacts

2. Ady Advantage

Firm fixed price	\$89,125
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Facts:

- a) Provided a very detailed response to the City’s proposal
- b) Proposed a different marketing brochure for each targeted business
- c) Economic development is their expertise
- d) Developed Iowa’s Creative Corridor campaign with NorthStar
- e) Following creation of website, all research data is provided to the City

3. Amperage

Firm fixed price	\$107,080
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Facts:

- a) Proposal response did not provide enough detail in relation to the City's Scope of Services
- b) Expertise is in graphic design
- c) Has provided services to the City on other projects

4. DeNovo Alternative Marketing

Firm fixed price	\$24,700
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Facts:

- a) Proposal did not meet the City's Scope of Services
- b) Proposed marketing plans utilizing existing information instead of new research

5. FusionFarm

Firm fixed price	\$91,340
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Facts:

- a) Proposal addressed some of the City's Scope of Services
- b) Economic development is not their expertise

Recommendation for Award:

The evaluation team ranked each proposal independently and unanimously chose **Brand Acceleration** as the top proposal.