

Notice of Award
Request for Qualifications (RFQ) 2010-11
Public Relations, Media Planning and Buying Services

At the January 21, 2011, Board Meeting, Florida Housing's Board of Directors authorized Florida Housing to enter into contract negotiations with the following companies in ranked order:

Kidd Group, EVOK Advertising and The Zimmerman Agency. If contract negotiations fail with either of the ranked companies, then the Review Committee recommends that Florida Housing enter into contract negotiations with the fourth ranked Offerors, Uzzell Group and Ideaworks.

Please note, any unsuccessful applicant may file a notice of protest and a formal written protest in accordance with Section 120.57(3), Fla. Stat., and Rule Chapter 28-110, F.A.C. Failure to file a protest within the time prescribed in Section 120.57(3), Fla. Stat., et. al. or failure to post the bond or other security required by law within the time allowed for filing a bond shall constitute a waiver of proceedings under Chapter 120, Fla. Stat.

Submitted by:
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Contracts Administrator
Florida Housing Finance Corporation
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OFFERORS		Circle of One Marketing				ESP Media Corp				EVOK Advertising			
SECTION SIX ITEM REFERENCE	Max Score	Cecka	Jenifer	Taylor	Total	Cecka	Jenifer	Taylor	Total	Cecka	Jenifer	Taylor	Total
A.1. Cover Letter	Yes/No	YES	YES	YES		YES	NO	NO		YES	YES	YES	
A.2. Department of State	Yes/No	YES	YES	YES		NO	NO	NO		YES	YES	YES	
B.1. History of Business	20	17	20	20		11	20	15		12	20	20	
B.2. Description of Media Buy	25	23	25	20		10	0	18		22	25	25	
B.3. Business Approach	20	17	20	15		10	20	13		16	20	20	
B.4. Ex of Buys	15	5	15	13		7	15	12		10	15	15	
B.5. Additional Info	10	8	10	8		3	3	7		10	10	10	
C Schedule	15	5	15	10		0	0	10		11	15	15	
D.1 and D.2 Costs and Fees	Yes/No	YES	YES	YES		YES	YES	YES		YES	YES	YES	
E. Drug Free Workplace	Yes/No	YES	YES	YES		YES	YES	YES		NO	NO	NO	
F. Minority Business Enterprise	Yes/No	YES	YES	YES		YES	YES	YES		NO	NO	NO	
G. Certification Statement (Threshold)	Yes/No	YES	YES	YES		YES	YES	YES		YES	YES	YES	
TOTALS:	105	75	105	86	191	41	58	75	174	81	105	105	291

Ranking:	Cecka	Jenifer	Taylor	Total
Circle One	4	6	6	16
ESP Media	7	7	7	21
EVOK	3	2	1	6
Ideaworks	6	5	3	14
Kidd Group	1	1	2	4
Uzzell Group	5	4	5	14
Zimmerman	2	3	4	9

Ideaworks				Kidd Group				Uzzell Group				The Zimmerman Agency			
Cecka	Jenifer	Taylor	Total	Cecka	Jenifer	Taylor	Total	Cecka	Jenifer	Taylor	Total	Cecka	Jenifer	Taylor	Total
YES	NO	NO		YES	YES	YES		YES	NO	NO		YES	NO	NO	
YES	YES	YES		YES	YES	YES		YES	YES	YES		YES	YES	YES	
12	20	17		18	20	18		16	20	18		18	20	18	
12	25	22		25	25	23		18	25	20		25	25	23	
16	20	17		15	20	19		10	20	18		18	20	20	
10	8	15		15	15	15		10	15	14		10	12	13	
8	10	10		8	10	8		8	10	8		8	10	8	
13	15	15		15	15	14		9	15	13		9	15	14	
YES	YES	YES		YES	YES	YES		YES	YES	YES		YES	YES	YES	
YES	YES	YES		YES	YES	YES		YES	YES	YES		NO	NO	NO	
YES	YES	YES		NO	NO	NO		YES	YES	YES		NO	NO	NO	
YES	YES	YES		YES	YES	YES		YES	YES	YES		YES	YES	YES	
71	98	96	265	96	105	97	298	71	105	91	267	88	102	96	286