

John Galusha, Chairman  
Arica Andreatta, Commissioner  
Karl Sporleder, Commissioner



## HUERFANO COUNTY GOVERNMENT PROCUREMENT MEMORANDUM

**Date:** March 14, 2023  
**To:** Huerfano County Board of County Commissioners  
**From:** Carl Young, County Administrator  
**Re:** Huerfano County Solicitation #2023-02: Agency of Record  
**Attachments:** RFP, AdPro Proposal

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**Summary:** On January 4<sup>th</sup> Huerfano County released RFP 2023-02 to find an agency of record to provide marketing and public relations services including, but not limited to: (1) marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as Parks, the Spanish Peaks Regional Airport, and the County Waste Transfer Station; (3) assisting the County in providing general public information and emergency communications; and (4) assisting County partner agencies with marketing and public relations needs. The Committee was comprised of County Staff and Officials involved in public engagement and a representative of the Tourism Board. I request you approve the award as recommended to AdPro.

### **Requested Motion/Action:**

Motion to approve the award for the Agency of Record RFP to Ad Pro.

**Background:** On January 4, 2023 Huerfano County released RFP 2023-01 to find an agency of record to provide marketing and public relations services including, but not limited to: (1) marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as Parks, the Spanish Peaks Regional Airport, and the County Waste Transfer Station; (3) assisting the County in providing general public information and emergency communications; and (4) assisting County partner agencies with marketing and public relations needs. The following criteria were used for ranking of most qualified respondent:

#	Criteria	Points
1	Qualifications, years of relevant experience, and proven abilities in performing similar work.	30 Points
2	Experience working in a rural context and familiarity with Huerfano County and/or Southern Colorado	25 Points
3	Approach to client service, communication methods and approaches, capacity to take on projects.	25 Points
4	Quality of references and results of reference checks.	20 Points
<b>Total</b>		<b>100 Points</b>

The Solicitation closed on February 7<sup>th</sup> and we received ten submissions. County staff reviewed the responses on February 9<sup>th</sup> and sought input from other stakeholders. After all reviews were complete, the full committee decided to interview four respondents with the possibility of other interviews later: VistaWorks, AdPro, Versatility Media, and PAC/West. Interviews were held on

March 6, 2023. The Committee ranked the interviewees and chose the interviewee they felt would serve the County's many needs the best. The final ranking of respondents is as follows:

<b>Respondent</b>	<b>Rank</b>	<b>Staff Review Score</b>	<b>Final Score</b>
<b>AdPro</b>	1	92	112
<b>Versatility Creative Group</b>	2	90	105
<b>PAC/WEST</b>	3	94	104
<b>VistaWorks</b>	4	97	102
<b>The Stasko Agency</b>	5	77	77
<b>Fox Theatre</b>	6	77	77
<b>YPE</b>	7	70	70
<b>SetSail</b>	8	64	64
<b>Ascent</b>	9	55	55
<b>Red Hawk</b>	10	40	40

In keeping with the scores the Committee recommends the selection of AdPro.

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Signature of the Chair

Approved

Approved with Changes

Denied