

Karl S. Sporleder, Chairman
 Mitchell Wardell, Commissioner
 James L. Chamberlain, Commissioner



**HUERFANO COUNTY GOVERNMENT
 PROCUREMENT MEMORANDUM**

Date: March 18, 2025
To: Huerfano County Board of County Commissioners
From: Carl Young, County Administrator
Re: Huerfano County Solicitation #2025-01: Marketing and Public Relations Services
Attachments: RFP, Mission2Market Proposal, Agreement

Summary: On January 17, 2025 the County released RFP 2025-01 seeking proposals from qualified firms to provide marketing and public relations services including, but not limited to: (1) destination marketing Huerfano County, through the County Tourism Board, as Spanish Peaks Country; (2) advertising County services, such as the Spanish Peaks Airfield; and (3) assisting the County in providing general public information and emergency communications. Proposals were due on February 10, 2025 and we received 15 submissions. A committee consisting of members of the County Tourism Board and County staff reviewed the proposals and has decided to recommend Mission2Market for Award.

Requested Motion/Action:

Motion to approve the award for Marketing and Public Relations Services RFP #2025-01 to Mission2Market and authorize the Chair of the Tourism Board and the Chairman of the Board of County Commissioners to sign the agreement.

Background: On January 17th Huerfano County released RFP 2025-01 seeking proposals from qualified firms to provide marketing and public relations services. 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 previous projects undertaken and references	20 Points
5 Qualifications, years of relevant experience, and proven abilities in performing similar work.	30 Points
Total	100 Points

The Solicitation closed on February 10th with 15 responses received. The total scores for each submission were as follows:

Respondent	Score
Colvita Creative	90.25

Mission 2 Market	89.4
Destination iQ	86.2
Sol Mountain Studios	82.8
Orange 142	81.8
Hermann Global	80
The Creative Agency	76.4
Mariposa Marketing	73
Digital Hart Media	72.75
Bigtop Collective	70.20
PB+J Creative	67
Kronus Communication	65.8
Owl Bridge Media	61.6
Red Hawk Creative Entrepreneur	56.6
Megan Day	45

Interviews with 3 firms that scored the highest in committee reviews were held on March 3, 2025. Following the interviews, the committee ranked the three finalists as follows:

1. Mission2Market
2. Destination iQ
3. Colvita Collective

In keeping with the scores and the ranking of the finalists, the Committee recommends Mission2Market for award.

Signature of the Chair

Approved

Approved with Changes

Denied