



## COMMISSION STAFF REPORT

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**MEETING DATE:** February 20, 2024

**ITEM TITLE, PRESENTER:** Consideration and Approval of the Notice of Award and Intent to Negotiate a Contract with BWP Communications, Inc. for the San Juan County Monticello Cancer Screening Marketing and Advertising Firm Solicitation. Mack McDonald, Chief Administrative Officer

**RECOMMENDATION:** Make a Motion approving the Notice of Award

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### SUMMARY

San Juan County received 3 responsive proposals for the Marketing affirm that will be used for the Monticello Cancer Screening Marketing and Advertising Solicitation Services as we begin our marketing efforts outside of San Juan County to those former residents who have moved from Monticello. All the firms who provided proposals were well-established firms in marketing and had various levels of costs and experience. One preference that the proposal had was experience working with Cities and Counties and public health campaigns. A review committee was formed to review the proposals. BWP Communications, Inc. was the apparent most responsive and responsible proposal.

Total Cost proposed is \$48,000 for the first year.