

Supplement B
Department of Budget and Management
ACTION AGENDA
May 24, 2017



DBM 23B

Supplemental

Contact: Brian Lawrence 410-767-1368
brian.lawrence@maryland.gov

10-S. MARYLAND DEPARTMENT OF COMMERCE
Division of Tourism, Film and the Arts (DTFA)
Services Contract

Contract ID: Advertising Creative, Media Placement and Social Media Services;
ADPICS # T00B7400017 (Services); T00B7400018 (Media Budget)

Contract Description: Provide Advertising Creative, Media Placement, and Social Media Services to promote Maryland as a desirable place to visit and to establish and expand businesses in Maryland through two Functional Areas (FAs): FA I - Marketing and Advertising Creative Services; and FA II - Media Placement Services.

Award: Marriner Marketing Communications
Columbia, MD

Term: 6/1/2017 (or earlier upon BPW approval) – 5/31/2022

Amount: \$ 3,153,720 (Services)
\$22,388,353 (Media Budget Pass-Through)
\$25,542,073 Total (5 Years)

Procurement Method: Competitive Sealed Proposals

Proposals: See page ?B

MBE Participation: 2.08% Total Contract (25% for FA I; 0% for FA II)

Performance Security: Payment Bond (\$300,000)

Incumbent: Siquis, Limited
Baltimore, MD

Requesting Agency Remarks: A notice of the availability of the Request for Proposals (RFP) was advertised on *eMaryland Marketplace*. Copies of the solicitation notice were sent directly to 21 prospective vendors, 19 of which are Maryland firms, and included no MBEs. A copy was also sent to the Governor's Office of Minority Affairs.

Supplement B
Department of Budget and Management
ACTION AGENDA
May 24, 2017



Supplemental

10-S. MARYLAND DEPARTMENT OF COMMERCE (cont'd)

A total of 13 proposals from seven Offerors were received in response to the RFP. As per the RFP, Offerors could respond to each FA individually or both FAs. Six proposals (one each for FA I & FA II) from three Offerors were determined not to be reasonably susceptible of being selected for award based upon the lack of experience in print, broadcast and digital media and lack of experience and knowledge in travel and tourism demonstrated in the proposals for the three Offerors. Their financial proposals were returned unopened.

Seven proposals (three for FA I and four for FA II) from four Offerors were determined to be reasonably susceptible of being selected for award. Marriner Marketing Communications (Marriner) was ranked overall #1 in both FAs with the highest ranked technical offers in each FA and the second lowest priced financial offers in each FA. It was determined that the technical differences between Marriner and the lowest priced financial offerors (ranked second technically) in each FA outweighed the 20% and 24%, respectively, differences in prices. Therefore, award is recommended to Marriner has having the most advantageous offers for the State.

The Maryland Office of Tourism Development is within the Division of Tourism, Film, and the Arts and serves as the State's official travel marketing agency. This contract will promote Maryland's attractions, accommodations and services to increase visitor spending in the State by providing residents and out-of-State visitors with information and services to ensure a positive trip experience; and positioning Maryland as a competitive destination. The Department's goal is to maximize the State's investment of Maryland as a desirable place to visit and to establish and expand businesses.

Tourism is an important engine for the state and the latest Return on Investment numbers support that tourism is a bright spot on Maryland's economic landscape:

- In 2016, Maryland welcomed 42.1 million visitors, up 4% from 40.5 million visitors in 2015.
- Visitors to Maryland spent \$17 billion on travel in Maryland - an increase of more than 4 percent in 2015.
- Visitor spending is important to State and local governments by generating \$2.3 billion in state and local taxes in 2015.
- Each household would need to pay an additional \$1,040 in taxes to replace the tax revenue generated by visitors.
- The latest research conducted by Strategic Marketing and Research, Inc. on the effectiveness of the Maryland Office of Tourism's advertising showed that for every dollar invested in the State's tourism marketing campaign, the return was \$5 in State sales tax revenue and \$177 dollars in customer spending at the State's accommodations, attractions, tour services, shops and restaurants.

Supplement B
Department of Budget and Management
ACTION AGENDA
May 24, 2017



Supplemental

10-S. MARYLAND DEPARTMENT OF COMMERCE (cont'd)

A protest against the award recommendation for FA II was received on February 17, 2017 from Media Works, LTD. The Department denied the protest on February 22, 2017. The period for filing an appeal with the Maryland State Board of Contract Appeals has passed, and the Offeror has taken no further action against the Department. Therefore, the Department is moving forward with its award recommendation.

Fund Source: 100% General
Appropriation Code: T00G0003
Resident Business: Yes
MD Tax Clearance: 17-0284-1111

This Item was withdrawn as Item 8-S from the 4/5/2017 Agenda.

BOARD OF PUBLIC WORKS ACTION – THIS ITEM WAS:

APPROVED	DISAPPROVED	DEFERRED	WITHDRAWN
WITH DISCUSSION		WITHOUT DISCUSSION	

Supplement B
 Department of Budget and Management
ACTION AGENDA
 May 24, 2017



Supplemental

10-S. MARYLAND DEPARTMENT OF COMMERCE (cont'd)

Proposals (cont'd):

Functional Area I:

Offerors	Technical Ranking	Financial Offer/ Ranking	Overall Ranking *
Marriner Marketing Communications Columbia, MD	1	\$2,129,064 (2)	1
HZDG, Inc. Rockville, MD	2	\$1,708,260 (1)	2
Weber Shandwick Baltimore, MD	3	\$3,500,000 (3)	3

Functional Area II:

Offerors	Technical Ranking	Financial Offer/ Ranking	Overall Ranking *
Marriner Marketing Communications Columbia, MD	1	\$1,024,656 (2)	1
Media Works, LTD Baltimore, MD	2	\$780,000 (1)	2
HZDG, Inc. Rockville, MD	3	\$1,279,500 (3)	3
Weber Shandwick Baltimore, MD	4	\$13,000,000 (4)	4

*Note: * Technical and financial factors had equal weight in the overall award determination.*