CITY OF JOPLIN, MISSOURI
FORMAL BID TABULATION FORM
ITEMS VALUED OVER $3,000

BID #: 2017-RFP-08 BID ITEM DESCRIPTION: **Joplin CVB Print & Digital Media Buyer**

BID OPENING DEADLINE: August 23, 2017 **DEPARTMENT:** CVB

REQUISITION NUMBER: **DATE & TIME OPENED:** August 23, 2017, 3:40 p.m.

OPENED BY: Patrick Tuttle **WITTNESSED BY:** Donna Miller

	VENDOR / ADDRESS	DATE RECEIVED	CONTACT / EMAIL	PHONE NUMBER	VENDOR DEBARRED OR SUSPENDED Y OR N	BID AMOUNT
#1	**Choice Marketing** **501 E. 7th Street** **Joplin, MO 64801**	August 16, 2017	Cameo Harrington charrington@choicemarketing.biz	417.626.0101	N	12% per ad placement (including digital)
	EXAMPLE: At this placement rate of 12% per ad placement, a $3,000 print ad would cost the JCVB $3,360. A $200 monthly digital campaign on Facebook would cost $224, with no charge for reporting. Total to JCVB = $3,584.					
#2	**VE Victory Enterprises** **680 Greenview Drive** **St Louis, MO 63122**	August 17, 2017	Joe Lakin joe@victoryenterprises.com	563.884.4444	N	14% per ad placement (including digital)
	EXAMPLE: At this placement rate of 14% per ad placement, a $3,000 print ad would cost the JCVB $3,420. A $200 monthly digital campaign on Facebook would cost $228, with no charge for reporting. Total to JCVB = $3,648.					
#3	**Carr Strategies** **600 E. 61st Terrace** **KC MO 64110**	August 22, 2017	Alan Carr alan@carrstrategies.com	816.786.0793	N	15% per ad placement (including digital)
	EXAMPLE: At this placement rate of 15% per ad placement, a $3,000 print ad would cost the JCVB $3,450. A $200 monthly digital campaign on Facebook would cost $230, with no charge for reporting. Total to JCVB = $3,680.					
#4	**Little Bird Marketing** **1027 S. Main Street** **Joplin, MO 64801**	August 23, 2017	Priscilla McKinney info@littlebirdmarketing.com	417.782.1780	N	15% per ad placement (including digital)
	EXAMPLE: At this placement rate of 15% per ad placement, a $3,000 print ad would cost the JCVB $3,450. A $200 monthly digital campaign on Facebook would cost $230, with no charge for reporting. Total to JCVB = $3,680.					
#5	**KM Guru Marketing** **321 Virginia Avenue** **Joplin, MO 64801**	August 23, 2017	Kate (Moss) DeGraff kate@kmgurumarketing.com	408.766.4878		5% Print 17% Digital
	EXAMPLE: At 5% print/17% digital placement rates, a $3,000 print ad would cost the JCVB $3,150. A $200 monthly digital campaign on Facebook would cost $234, with no charge for reporting. Total to JCVB = $3,384.					

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#6	**Revel Advertising** **429 N. Boonville** **Springfield, MO 65806**	August 23, 2017	Chris Jarratt chris@reveladvertising.com	417.368.6966 x102	N	12% per ad placement (including digital)
	EXAMPLE: At the placement rate of 12% per ad placement, a $3,000 print ad would cost the JCVB $3,360. A $200 monthly digital campaign on Facebook would cost $224, with no charge for reporting. Total to JCVB = $3,584.					
N/A						
	NOTES:					
N/A						
	NOTES:					
N/A						
	NOTES:					
N/A						
	NOTES:					

2017-RFP-08 Scoring

Print and Digital Media Buyer for Tourism Marketing for the JCVB annual marketing strategy (FY2018-2020)

		1	2	3	4	5	6
		Choice Marketing	**Victory Enterprises**	**Carr Strategies**	**Little Bird Marketing**	**KM Guru Marketing**	**Revel Advertising**
	% for PRINT placement	**12%**	**14%**	**15%**	**15%**	**5%**	**12%**
	% for DIGITAL placement					**17%**	
	Location:	Joplin	St Louis	K.C.	Joplin	Joplin	Springfield
	Selection criteria (50-points possible):						
1	Buyer's percentage on placement or hourly rate, as applicable (20 points)	20	14	12	12	14	18
2	Buyer's experience within the travel industry (10 points)	10	8	10	1	1	6
3	Buyer's experience with digital marketing (10 points)	10	9	10	10	8	9
4	References within the travel industry (5 points)	4	4	5	1	1	1
5	Buyer's strength in market research and analytics (5 points)	4	3	5	4	2	3
	Total Score	48	38	42	28	26	37