



SHORT LIST SUMMARY SHEET
 Initial Evaluation Committee Meeting
 RFP No. GEN2116476P1
 Advertising Agency Services
 September 12, 2019
 Governmental Center, 115 S. Andrews Avenue, Room 430
 Fort Lauderdale, Florida 33301

Vendors <i>(Listed Alphabetically)</i>	Cate Farmer	Kara Franker	Jorge Hernandez	Andrea Saucedo	Margaret Stapleton	TOTAL	Shortlisted Firms
Aqua Marketing & Communications, Inc.	1		1	1	1	4	X
Fry/Hammond/Barr Inc. dba &Barr	1		1		1	3	X
Fuseideas LLC dba Fuseideas	1	1		1		3	X
Lightship Media, Inc. dba Lightship Studios		1	1			2	
Metropolitan Public Strategies						0	
MMGY Global		1			1	2	
Modop, LLC dba Mod Op			1	1		2	
Nobox Marketing LLC dba NoBox		1		1	1	3	X
Pace Communications Group, Inc. dba Pace Branding and Marketing		1	1	1		3	X
Paradise Advertising and Marketing, Inc.	1	1			1	3	X
PP+K, Inc. dba PPK					1	1	
Relevant Brands Inc. dba Relebrand	1	1	1	1		4	X
Starmark International, Inc. dba Starmark	1		1	1		3	
The Zimmerman Agency	1				1	2	
Comments:	Tie Breaker was used in determination of Shortlisting.						7

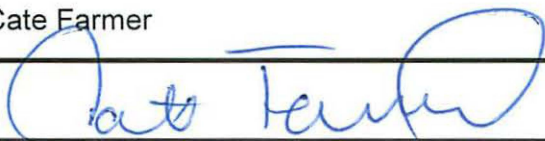
NOTE: Procurement Code: Section 21.31.d, Criteria for Breaking Ties - RLI and RFP:

1. Vendor located within Broward County as set forth in Subsection 21.31.c.
2. Vendor which provides domestic partner benefits.
3. Vendor that has the lowest dollar volume of work previously awarded by the County over a five (5) year period from the date of the submittal.
4. A re-vote or re-assessment of only the tied vendors.
5. Preference to vendor receiving a majority of the total first-place votes.



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The Zimmerman Agency	<input checked="" type="checkbox"/>

SC Member Name	Cate Farmer
SC Member Signature	
Date	9/12/19



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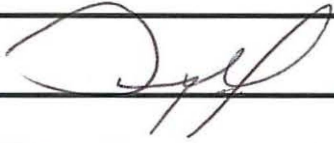
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Lightship Media, Inc. dba Lightship Studios	✓
Metropolitan Public Strategies	
MMGY Global	✓
Modop, LLC dba Mod Op	
Nobox Marketing LLC dba NoBox	✓
Pace Communications Group, Inc. dba Pace Branding and Marketing	✓
Paradise Advertising and Marketing, Inc.	✓
PP+K, Inc. dba PPK	
Relevant Brands Inc. dba Relebrand	✓
Starmark International, Inc. dba Starmark	
The Zimmerman Agency	

SC Member Name	Kara Franker
SC Member Signature	
Date	Sept. 12, 2019



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PP+K, Inc. dba PPK	
Relevant Brands Inc. dba Relebrand	✓
Starmark International, Inc. dba Starmark	✓
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SC Member Name	Jorge Hernandez
SC Member Signature	
Date	9/12/2019



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A29

SC Member Name	Andrea Saucedo
SC Member Signature	<i>ASaucedo</i>
Date	9/12/19



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Relevant Brands Inc. dba Relebrand	
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The Zimmerman Agency	✓

SC Member Name	Margaret Stapleton
SC Member Signature	<i>Margaret Stapleton</i>
Date	9/12/19