

BOCC APPROVAL MARCH 5, 2025
BOARD OF BIDS AND CONTRACTS FEBRUARY 27, 2025

6. ON-CALL MARKETING SERVICES – DEPARTMENT OF AGING AND DISABILITIES
FUNDING -- DEPARTMENT OF AGING AND DISABILITIES

(Request sent to 47 vendors)

RFP #24-0063 Contract

	Apples & Arrows	Howerton+White Interactive, Inc. dba Howerton+White	J2 Design Solutions, LLC dba Lifeboat Creative*
	Design Support - \$100.00/hour	\$175.00/hour	\$135.00/hour
	Copy Writing - \$110.00/hour		
	Videography - \$200.00/hour		
	Photography - \$180.00/hour		
	Production - \$150.00/hour		
	Novella Brandhouse Studio, LLC dba Novella Brandhouse	Nye & Associates, Inc.	Strategies 360, Inc.
	\$150.00/hour	\$85.00/hour	Communication Scope - \$200.00/hour
			Design Scope - \$175.00/hour
			Media Management Scope - \$125.00/hour
	The Corporate Yuppie, LLC dba The Corporate Yuppie*	TransPerfect dba TransPerfect Digital	
	Content Creation - \$95.00/hour	Pre Production - \$125.00 - \$200.00/hour	
		Script Writing - \$150.00/hour	
		Animation/Motion Graphics - \$150.00 - \$200.00/hour	
		AR Design - \$200.00/hour	
		Production - \$50.00 - \$200.00/hour	
		Production Equipment Operation Cost - \$200.00 - \$500.00/day	
	Strategic Execution - \$105.00/hour	Production Talent Fees - \$50.00 - \$250.00/minute	
		Post-Production - \$125.00 - \$200.00/hour	
		Graphic Design - \$150.00 - \$200.00/hour	
		Variable - \$100.00 - \$875.00/hour	
		Reporting - \$200.00/hour	
		Search Engine Optimization - \$125.00 - \$200.00/hour	
		Paid Media - \$125.00 - \$200.00/hour	
No Submission	Armstrong Chamberlin Strategic Marketing	Bothner & Bradley, Inc.	Cohlma Marketing
	Fitzgerald Advertising & Video	Mammoth Creative Co.	On The Lake Creative Services, Inc.
		Tower Systems South, Inc.	

On the recommendation of Jaimee O'Laughlin, on behalf of the Department of Aging & Disabilities, Tim Myers moved to **accept the revised proposal with J2 Design Solutions, LLC dba Lifeboat Creative and establish contract pricing at the rate listed above for a period of three (3) years with two (2) one (1) year options to renew.** Philip Davolt seconded the motion. The motion passed unanimously.

A committee comprised of Monica Cissell, Jennifer Lasley, and Cheyenne Roney - Department of Aging & Disabilities and Jaimee O'Laughlin - Purchasing evaluated the proposal responses based on the criteria set forth in the RFP. The committee unanimously agreed to accept the proposal from J2 Design Solutions, LLC dba Lifeboat Creative.

Sedgwick County Department of Aging and Disabilities (SCDOAD) also dba Central Plains Area Agency on Aging (CPAAA) utilizes an on-call marketing firm to assist with special marketing projects, brochure updates, ad development, graphic design, and copywriting. The marketing firm shall also assist with ad buying and consultation on website and branding. This assistance will help promote the agency and specific services through advertising efforts while aligning with the overall goals and mission of the organization. The on-call marketing will focus primarily on CPAAA.

SCDOAD/CPAAA is a government agency under the auspices of Sedgwick County with funding from federal, state, and local government to assist Kansans in Butler, Harvey, and Sedgwick Counties with long term care and support services, including local programming, offered by this agency and contracted partners.

Notes:

*The revised proposals provided an hourly rate as many of the vendors proposed a lump estimated annual cost. An hourly rate was requested from all vendors if that was not already provided in the proposal.

For Federal Fiscal Year 2024 \$66,862.03 was the spend.

This is a proposal not a bid. Proposals are scored based on criteria set forth in the RFP. There are five (5) components to this RFP.

Component	Points
a. Experience working in the Social Services field, specifically focused on marketing to the 60+ population	50
b. Primary staff qualifications	10
c. Firm availability	20
d. References	10
e. Cost	10
Total Points	100

Questions and Answers

Anna Meyerhoff-Cole: I believe we already have a Countywide On-Call Marketing Services so is this because they are needing something different or a different vendor?

Monica Cissell: Apparently we do have an On-Call Marketing and I actually spoke to the Director in the Department of Strategic Communications (Nicole Gibbs) earlier in the week and she said they have On-Call agencies that purchase, do the buy for ads, so I do know that. We've had an On-Call Marketing contract with Apples & Arrows for three (3) years and that ended last September of 2024 so this new one would replace that.

Anna Meyerhoff-Cole: So how does this rate compare to what we already have on contract?

Monica Cissell: So from my understanding we have several contracts with vendors that do the purchasing of the ads but that's all that I'm aware of as far as what's available. So what the contract with this company would do, would be to help with special projects. We have two (2) in mind for this year. One (1) is an Ageism Awareness campaign that would be a full marketing campaign with print, possibly TV, and radio ads and also a Dementia Friendly advertising campaign that is probably coming out later in the summer/late fall. So special projects and then updates of some of our materials. We have a couple of booklets we're working on updating and brochures.

I've talked to Nicole and we are going to work in more detail on how we can work together with Communications with some of our smaller projects and then utilize the On-Call Marketing for some of our larger projects they might not have time for.

Russell Leeds: This contract does not obligate the Department of Aging and Disabilities or CPAAA to any specific dollar amount over the course of the contract, it is just as we use them at the rate of \$135.00 per hour?

Jaimee O'Laughlin: Correct.

Russell Leeds: We have options based on what our needs are and these folks, based on the RFP, demonstrated some expertise and experience in social service fields and marketing to the elderly or to those over 60+ age range. It doesn't obligate us, it just gives us another tool in the tool box with others that we have?

Jaimee O'Laughlin: Correct.