



Notice of Intent to Award

Solicitation Number	351252	Award Date	12/4/2023 11:50 AM CST
Solicitation Title	Public Relation Services		
Buyer Name	Sandra Walker	Buyer Email	sandra.walker@nashville.gov
BAO Rep	Jeremy Frye	BAO Email	jeremy.frye@nashville.gov

Awarded Supplier(s)

In reference to the above solicitation and contingent upon successful contract negotiation, it is the intent of the Metropolitan Government of Nashville and Davidson County to award to the following supplier(s):

Company Name	McNeely Brockman Public Relations LLC.	Company Contact	Kelly Brockman	
Street Address	611 Commerce Street Suite 3000b			
City	Nashville	State	TN	Zipcode 37203

Company Name	McNeely Pigott & Fox Public Relations, LLC.	Company Contact		
Street Address	611 Commerce Street Suite 3000			
City	Nashville	State	TN	Zipcode 37203

Company Name		Company Contact		
Street Address				
City		State		Zipcode

Certificate of Insurance

The awarded supplier(s) must submit a certificate of insurance (COI) indicating all applicable coverage required by the referenced solicitation. The COI should be emailed to the referenced buyer no more than 15 days after the referenced award date.

Equal Business Opportunity Program

Where applicable, the awarded supplier(s) must submit a signed copy of the letter of intent to perform for any and all minority-owned (MBE) or woman-owned (WBE) subcontractors included in the solicitation response. The letter(s) should be emailed to the referenced business assistance office (BAO) rep no more than two business days after the referenced award date.

Yes, the EBO Program is applicable.

No, the EBO Program is not applicable.

Monthly Reporting

Where applicable, the awarded supplier(s) will be required monthly to submit evidence of participation and payment to all small (SBE), minority-owned (MBE), women-owned (WBE), LGBT-owned (LGBTBE), and service disabled veteran owned (SDV) subcontractors. Sufficient evidence may include, but is not necessarily limited to copies of subcontracts, purchase orders, applications for payment, invoices, and cancelled checks.

Questions related to contract compliance may be directed to the referenced BAO rep.

Yes, monthly reporting is applicable.

No, monthly reporting is not applicable.

Public Information and Records Retention

Solicitation and award documentation are available upon request. Please email the referenced buyer to arrange.

A copy of this notice will be placed in the solicitation file and sent to all offerors.

Right to Protest

Per MCL 4.36.010 – any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the solicitation or award of a contract may protest to the purchasing agent. The protest shall be submitted in writing within ten (10) days after such aggrieved person knows or should have known of the facts giving rise thereto.

MHL

Supervisor (Initial)

Michelle A. Hernandez Lane

Michelle A. Hernandez Lane
Purchasing Agent & Chief Procurement Officer



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Company Name	Blueprint Creative Group	Company Contact	Fabiola Fleuranvil	
Street Address	745 NE 143rd St North			
City	Miami	State	FL	Zipcode 33161

Company Name	Finn Partners, Inc.	Company Contact	Pamela Evans	
Street Address	700 12th Avenue S Suite 400			
City	Nashville	State	TN	Zipcode 327203

Company Name	Hall Strategies	Company Contact	Joe Hall	
Street Address	217 5th Avenue North Suite 200			
City	Nashville	State	TN	Zipcode 37219

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MHL
____ Supervisor (Initial)

Michelle A. Hernandez Lane

Michelle A. Hernandez Lane
Purchasing Agent & Chief Procurement Officer

RFQ: 351252-Public Relation Services

Offeror	Blueprint Creative Group	Finn Partners, Inc.	Hall Strategies	Infusion Enterprises LLC	McNeely Brockman Public Relations LLC	McNeely Pigott & Fox Public Relations, LLC
Experience and Qualifications (40 Points)	25.00	38.00	30.00	12.00	38.00	38.00
Project Approach and Process (25 Points)	25.00	25.00	20.00	8.00	14.00	25.00
Total	50.00	63.00	50.00	20.00	52.00	63.00

Evaluation Comments

Blueprint Creative Group
<p>Strengths - Adequate response documenting qualifications including the ability, capacity, skill, financial strength, and number of years of experience in providing the required services. Adequate response to current client list and discussion if interest coincide or conflict with the interests of Metro. Good overall detailed Project Approach and Process. Detailed understanding of the solicitation scope of services and proposed approach to managing the project. Identified potential risks associated with the execution of the contract and how they would mitigate those risks.</p>
<p>Weaknesses - Failed to provide a response to litigation. Failed to provide client services provided, and the dates of the services. Failed to provide Dates of project, Type of project, Dollar value and Owner contact information for all listed projects.</p>
Finn Partners, Inc.
<p>Strengths - Good overall detailed Experience and Qualifications. Good overall detailed Project Approach and Process. Projects of similar scope. No litigation. Detailed client list. Detailed response documenting qualifications including the ability, capacity, skill, financial strength, and number of years of experience in providing the required services. Detailed response to current client list and discussion if interest coincide or conflict with the interests of Metro. Detailed understanding of the solicitation scope of services and proposed approach to managing the project. Identified potential risks associated with the execution of the contract and how they would mitigate those risks.</p>
<p>Weaknesses- Failed to provide dollar value on one project of similar scope.</p>
Hall Strategies
<p>Strengths - Adequate response documenting qualifications including the ability, capacity, skill, financial strength, and number of years of experience in providing the required services. Projects of similar scope. Good overall detailed Project Approach and Process. Detailed understanding of the solicitation scope of services and proposed approach to managing the project.</p>

Weaknesses- Failed to provide a response to litigation. Failed to provide a response to current client list and discussion if interest coincide or conflict with the interests of Metro. Response to identifying potential risks associated with the execution of the contract and how they would mitigate those risks lacked specific detail.
Infusion Enterprises LLC
Strengths - Adequate response documenting qualifications including the ability, capacity, skill, financial strength, and number of years of experience in providing the required services.
Weaknesses- Failed to provide a response to litigation. Failed to provide a response to current client list and discussion if interest coincide or conflict with the interests of Metro. Failed to provide projects of similar scope. Overall Experience and Qualification lacked detail. Overall Project Approach and Process lacked specific detail.
McNeely Brockman Public Relations LLC
Strengths - Adequate response documenting qualifications including the ability, capacity, skill, financial strength, and number of years of experience in providing the required services. Good overall detailed Experience and Qualifications. Good overall detailed Project Approach and Process. Projects of similar scope. No litigation. Detailed client list. Detailed response to current client list and discussion if interest coincide or conflict with the interests of Metro. Detailed understanding of the solicitation scope of services and proposed approach to managing the project.
Weaknesses- Failed to identify potential risks associated with the execution of this contract and how firm proposes mitigating those risks.
McNeely Pigott & Fox Public Relations, LLC
Strengths - Good overall detailed Experience and Qualifications. Good overall detailed Project Approach and Process. Projects of similar scope. No litigation. Good client list. Detailed response documenting qualifications including the ability, capacity, skill, financial strength, and number of years of experience in providing the required services. Detailed response to current client list and discussion if interest coincide or conflict with the interests of Metro. Detailed understanding of the solicitation scope of services and proposed approach to managing the project. Identified potential risks associated with the execution of the contract and how they would mitigate those risks.
Weaknesses- Failed to provide client contact information.

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BAO Small Business Assessment Sheet

BAO Specialist: Jeremy Frye

Contract Specialist: Sandra Walker

Date: 11/21/2023

Department Name: Metro Wide

RFP/ITB Number: 351252

Project Name: Public Relation Services

Primary Contractor*	Prime Bid Amount	Total Proposed SBE/SDV (\$)	Acknowledged SBE/SDV Requirement	SBE/SDV Requirement (%)	Comments
Blueprint Creative Group	\$ 141,310	TBD	Yes	11%	The prime is not a metro Approved SBE. Acknowledged 11% SBE/SDV requirement over life of the project. and consequences of misrepresentation.
Finn Partners, Inc.	\$ 2,550,002	TBD	Yes	11%	The prime is not a metro Approved SBE. Acknowledged 11% SBE/SDV requirement over life of the project. and consequences of misrepresentation.
Hall Strategies	\$ 176,500	TBD	Yes	11%	The prime is a metro Approved SBE. Acknowledged 11% SBE/SDV requirement over life of the project. and consequences of misrepresentation.
McNeely Brockman Public Relations LLC	\$ 1,005,784	TBD	Yes	11%	The prime is a metro Approved SBE. Acknowledged 11% SBE/SDV requirement over life of the project. and consequences of misrepresentation.
McNeely Pigott & Fox Public Relations, LLC	\$ 327,806	TBD	Yes	11%	The prime is not a metro Approved SBE. Acknowledged 11% SBE/SDV requirement over life of the project. and consequences of misrepresentation.



Statement of M/WBE Utilization

Proposer's/Firm's Name: Blueprint Creative Group	Proposer's Phone #: 305-741-0378
Solicitation Title: Public Relation Services	Proposer's Email Address: Fabiola@blueprintcreativegroup.com
Solicitation #: 351252,3	Amount Self-performed: .58
Proposer's/Firm's Ownership: MBE <input type="checkbox"/>	Total Bid Amount: TBD
Proposed EBO Goal (%) : _____ MBE% _____ WBE%	EBO Goal Met? (Y/N) YES

The following MWBE* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

			Certificate							
MBE/WBE Firm Name	MBE/WBE Firm Address	Phone/E-Mail	Type (MBE or WBE)	* MBE/WBE Group Type *	Code # UNSPS/NAICS	Description of Work	MBE/WBE Dollars (\$)	Percent of Total Contract		
1 duGard Communications	460 10th Circle North	615.823.402	MBE <input type="checkbox"/>	Select	541613	Marketing/PR		15		
2 MEPR Agency	1902 Shelby Avenue Ur	615.592.637	MBE	Select	541613	Engagement		16		
3 Varallo Public Relations	640 Spence Lane Suite	615.482.644	WBE	Select	541820	PR		11		
4			Select	Select						
5			Select	Select						
6			Select	Select						
7			Select	Select						

I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.

Authorized Representative (Printed Name/Title/Signature)	Date
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*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

Has Prime Complied with EBO Goal? YES <input type="checkbox"/>	For Internal Office Use ONLY If No, Good Faith Efforts Met?	BAO Only
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BAO Representative: Jeremy Frye **Metro Buyer:** Sandra Walker **Project Manager:** _____ **Date:** 11/20/2023

Total MBE Subcontracting	31 _____ %	\$ <u>TBD</u> _____
Total WBE Subcontracting	11 _____ %	\$ <u>TBD</u> _____
Total MBE/WBE Participation:	100 _____ %	\$ <u>TBD</u> _____

BAO Notes:

Statement of M/WBE Utilization

Proposer's/Firm's Name: **Finn Partners, Inc** Proposer's Phone #: (615)-610-0314
 Solicitation Title: **Public Relations Services** Proposer's Email Address: **pamela.evans@finnpartners.com**
 Solicitation #: **351252** Amount Self-performed: **69%**
 Proposer's/Firm's Ownership: **Non-M/WBE** Total Bid Amount: **\$490,530**
 Proposed EBO Goal (%): **15** MBE% **16** WBE% EBO Goal Met? (Y/N) **YES**

The following MWBE* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

Certificate		Type		* MBE/WBE		Code #		Percent	
MBE/WBE Firm Name	MBE/WBE Firm Address	Phone/E-Mail	(MBE or WBE)	Group Type *	UNSPS/NAICS	Description of Work	MBE/WBE Dollars (\$)	of Total Contract	Percent
1 MPYER Marketing & Advertising	404 Amberton Ct., Antioch TN 37013	jamal@mpyer.com	MBE	1	80140000	Strategy, outreach, D&I Comm	74,000.00	15%	15%
2 McNeely Brookman Public Relations	611 Commerce St., Cityspace Suite 2007 Nashville, TN	kelly@mcneelybroodman.com	WBE	5	80140000,9314000	Public Relations, Outreach	78,500.00	16%	16%
3			Select	Select					
4			Select	Select					
5			Select	Select					
6			Select	Select					
7			Select	Select					

I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.

Authorized Representative (Printed Name/Title/Signature)

Pamela Evan, Associate Vice President

Date

*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

Has Prime Complied with EBO Goal? **YES**

For Internal Office Use ONLY
 If No, Good Faith Efforts Met? **BAO Only**

BAO Representative: **Jeremy Frye**

Metro Buyer: **Sandra Walker**

Date: **11/20/20**

Total MBE Subcontracting 15 %
 Total WBE Subcontracting 16 %
 Total MBE/WBE Participation: 31 %

BAO Notes:

Statement of M/WBE Utilization

Proposer's Firm's Name: Hall Strategies, LLC
 Solicitation Title: Public Relations Services
 Solicitation #: 351252.3
 Proposer's Firm's Ownershp: Non-M/WBE
Proposed EBO Goal (%): 15% MBE% 16% WBE%

Proposer's Phone #: 615-242-8856
 Proposer's Email Address: joe@hallstrategies.com
 Amount Self-performed: \$125,235 (69% of Total Bid Amount)
 Total Bid Amount: \$181,500.00
 EBO Goal Met? (Y/N) **Select** Yes

The following MWBE* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

Certificate Type (MBE or WBE)		Phone/E-Mail	MBE/WBE Firm Address	Code # UNSPS/NAICS	Description of Work	MBE/WBE Dollars (\$)	Percent of Total Contract
1	Select	615-823-4020	2024A Lindell Ave, Studio 3, Nashville, TN 37203	82140000, 82141500, & 81112103	Graphic design, materials production, website design, creative consulting	\$29,040.00	16%
2	Select	615-266-5590	2817 West End Ave, Ste 143, Nashville, TN 37203	80170000, 80171800, 80141505, & 80171907	Public Relations and Marketing support	\$27,225.00	15%
3	Select						
4	Select						
5	Select						
6	Select						
7	Select						

I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.

Authorized Representative (Printed Name/Title/Signature)

Joe Hall, Chief Manager and President Date: 9/5/2023

*Note: MWBE is defined as business enterprise maintaining a significant business presence in the Program Area & performing a commercial useful function that is owned by one or more of the following: (1) African Americans (2) Native Americans, (3) Hispanic Americans, (4) Asian Americans, and (5) Women.

Has Prime Complied with EBO Goal? YES

For Internal Office Use ONLY
 If No, Good Faith Efforts Met? **BAO Only**

BAO Representative: Jeremy Frye

Metro Buyer: Sandra Walker

Project Manager:

Date: 11/21/2023

Total MBE Subcontracting 15 %
 Total WBE Subcontracting 16 %
 Total MBE/WBE Participation: 31 %

BAO Notes:



Statement of M/WBE Utilization

Proposer's/Firm's Name: McNeely Brockman Public Relations	Proposer's Phone #: (629) 600-6277
Solicitation Title: Public Relations Services	Proposer's Email Address: kelly@mcneelybrockmanpr.com
Solicitation #: RFQ 351252	Amount Self-performed : 69%
Proposer's/Firm's Ownership: WBE <input type="checkbox"/>	Total Bid Amount: NA
Proposed EBO Goal (%) : <u>15</u> MBE% <u>16</u> WBE%	EBO Goal Met? (Y/N) YES <input type="checkbox"/>

The following MWBE* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

				Certificate						
MBE/WBE Firm Name		MBE/WBE Firm Address		Type (MBE or WBE)		* MBE/WBE Group Type *		Code # UNSPS/NAICS		
				Phone/E-Mail		Description of Work		MBE/WBE Dollars (\$)		
								Percent of Total Contract		
1	Culture Shift Team, Inc.	585 Hill Creek Drive, Nashville, TN, 37203		615-480-8667/connect@cultureshi		MBE	1	801400000	Multicultural communications services	15%
2	Crayons and Marketers	1209 Meharry Blvd., Nashville, TN, 37208		615-208-6445/ jacqui.hayes@cray		WBE	5	82100000	Marketing and advertising	8%
3	Julie Lilliston Communications, LLC	P.O. Box 111792, Nashville, TN, 37222		615-663-2121/ julie@julielilliston.c		WBE	5	801400000	Communications services	8%
4						Select	Select			
5						Select	Select			
6						Select	Select			
7						Select	Select			

I am the duly authorized representative and certify the facts and representations contained in this form and supporting documents are true and correct.

Authorized Representative (Printed Name/Title/Signature) Kelly Brockman <i>Partner</i>	Date 09/06/2023
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Has Prime Complied with EBO Goal? YES <input type="checkbox"/>	For Internal Office Use ONLY	If No, Good Faith Efforts Met? BAO Only
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BAO Representative: Jeremy Frye **Metro Buyer:** Sandra Walker **Project Manager:** _____ **Date:** 11/21/20

Total MBE Subcontracting	<u>15</u> %	\$ <u>TBD</u>
Total WBE Subcontracting	<u>16</u> %	\$ <u>TBD</u>
Total MBE/WBE Participation:	<u>100</u> %	\$ <u>TBD</u>

BAO Notes:



Statement of M/WBE Utilization

Proposer's/Firm's Name: **McNeely Pigott & Fox Public Relations, LLC**

Proposer's Phone #: 615-259-4000

Solicitation Title: **Public Relation Services**

Proposer's Email Address: **kstivinder@mpf.com**

Solicitation #: **351252**

Amount Self-performed: **69%**

Proposer's/Firm's Ownership: **WBE**

Total Bid Amount: **\$330,451**

Proposed EBO Goal (%): 15 **MBE%** 16 **WBE%**

EBO Goal Met? (Y/N) **YES**

The following M/WBE* subcontractor(s)/supplier(s) will be utilized for the performance of this project:

M/WBE Firm Name	M/WBE Firm Address	Phone/E-Mail	Certificate Type (MBE or WBE)	* MBE/WBE Group Type *	Code # UNSPS/NAICS	Description of Work	M/WBE	
							Dollars (\$)	Percent of Total Contract
1 Crayon & Marketers, LLC	1209 Meharry Blvd, Nashville, TN 37208		MBE <input type="checkbox"/>	1 <input type="checkbox"/>	80171600	Communications and Marketing	\$49,568	15
2 The Ferrell McDaniel Company	P.O. Box 961 Nashville, TN 37116		WBE <input type="checkbox"/>	5 <input type="checkbox"/>	80141505	Communications and Marketing	\$52,872	16
3			Select	Select				
4			Select	Select				
5			Select	Select				
6			Select	Select				
7			Select	Select				

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Authorized Representative (Printed Name/Title/Signature)

Date

Knight Stivender/Partner

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Has Prime Complied with EBO Goal? **YES**

For Internal Office Use ONLY
If No, Good Faith Efforts Met?

BAO Only

BAO Representative: **Jeremy Frye**

Metro Buyer: **Sandra Walker**

Project Manager: _____

Date: **11/21/23**

Total MBE Subcontracting 15 %
Total WBE Subcontracting 16 %
Total MBE/WBE Participation: 100 %

\$ TBD
\$ TBD
\$ TBD

IAO Notes: