



AWARD NOTICE

RFP 2023-09 was released to the public on June 30, 2023 via the TCC Purchasing Website and the State of Florida Vendor Bid System. The College received complete and acceptable submittals from the below vendors on July 19, 2023, as a result of this Request for Proposals (RFP).

Civil Mafia LLC
Cox Media Group
Curiosity Marketing Group
Curley & Pynn
DCOBYS USA LLC
Do Good Communications
ESP Media
First Revolution Marketing
FKQ Marketing
Frankle Media Group
MCA Group
Medium Four, LLC
Pace Branding & Marketing
Push
Rebranding Experts
Ronin Advertising Group
Salter Mitchel PR
Shifino Lee
Spark 451 Marketing Communications
Tailfin Marketing LLC
The Mitchell's
Vision Point Marketing
Yoodle LLC
Zimmerman

Based on the evaluation criteria outlined in the RFP, the submittals were evaluated by a committee in two parts. Part one consisted of an initial review of submittals and scoring based on the evaluation criteria as outlined in the RFP and the responses submitted. Part two of the evaluation process included an invitation to the *Tailfin Marketing LLC* and *Pace Branding & Marketing*, who met the minimum criteria for an in-person presentation and Q&A session. The Committee heard presentations from both firms carefully considering such factors as:

- Overall presentation and fit for the project;
- Cost reasonableness; and
- Experience working with Higher Education institutions.

Based upon the qualifications submitted and the results of the two-part evaluation process *Pace Branding & Marketing*, is recommended for the award.