



## **County of El Paso Agenda Item Details**

**Item Title:** Approve and authorize the award of RFP 24-020 Marketing Support for Small Businesses Along the Mission Trail for the County of El Paso, TX

**Submitted By:** Karen Davidson, Purchasing Agent

**Department:** Purchasing

**Department Phone Number:** 915-273-3349

**Subject:** Approve and authorize the award of RFP 24-020 Marketing Support for Small Businesses Along the Mission Trail for the County of El Paso, TX for the Economic Development Department to the highest scoring firm, EFO LLC dba EFO Media of El Paso, TX. Purchasing approved on September 5, 2024. Funds are available in SG-GUSSBA24-OPERATING EXP.

**Background:** The El Paso County, Texas was seeking to solicit proposals from qualified vendors ("Offerors") to provide comprehensive marketing assistance to small businesses along the Mission Trail. Raising awareness about the award program and elucidating the prerequisites necessary to deliver precise marketing assistance for micro and small businesses established within the Mission Trail area.

RFP Advertised: May 12, 2024 and May 19, 2024  
RFP Opening: June 27, 2024  
Vendors Notified: 515  
Notifications Viewed: 11  
Vendors Responding: 3  
Contract Term: Start date is effective upon the execution of the agreement not to exceed five years. Efforts with a positive impact may be considered for extended/permanent funding through the Economic Development Department (EDD) subject to recommendation by the EDD and approval by the Commissioners Court. A detailed timeline with milestones and deliverable due dates will be mutually agreed upon contract award.

Proposals were received and evaluated by a committee consisting of representatives from the Economic Development

Department. The Purchasing Department facilitated the evaluation process. Evaluation criteria included:

- Experience of the project team/commitment of resources
- Methodology
- Tailored Support Services
- Price
- Experience
- References
- Health Insurance Provision for Employees

The evaluation team reviewed, scored, and ranked the firms against the evaluation criteria and EFO LLC dba EFO Media of El Paso, TX, was determined to meet the County's needs.

**Fiscal Impact:**

Fiscal Impact Historical

Fiscal Impact Projected

Funds available in:

GUSSBA24-600000-601400-601404

COSG-7341-0002024-431-60-11191-0001-00000-600000-

SG-GUSSBA24-OPERATING EXP

Long Account Number: Amount:

Long Account Number: COSG-7341-0002024-431-60-11191-0001-00000-600000- Amount:

**Budget or Unbudgeted Match:**

**Recommendation:**

Approve and authorize the award of RFP 24-020 Marketing Support for Small Businesses Along the Mission Trail for the County of El Paso, TX for the Economic Development Department to the highest scoring firm, EFO LLC dba EFO Media of El Paso, TX. Purchasing approved on September 5, 2024. Funds are available in SG-GUSSBA24-OPERATING EXP.

**Prior Action:**

On April 22, 2024, Commissioners Court approved the RFP process.

**Strategic Plan:**

Goal:

null

Objective:

**Strategic Plan Information:**

**Estimated Time Needed  
For This Item:**