

## EL PASO COUNTY PURCHASING REVIEW FORM

| Procurement Item  |  |  |
|---|--|--|
| Agenda Date: 8/22/24  |  | Department: Economic Development Department      |
| Item Description:<br><i>Approve award recommendation 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.</i> |  |  |
| <b>Item Information</b>   |  | <b>Previous PRP Action</b>                       |
| Specs<br>✓ Bid Award<br>Contract<br>Contract Amendment      Price Bid      Construction<br>Other<br>✓ RFP      RFI      RFQ   |  | Date      Approved for CC      Returned To Dept. |

### ACTION TAKEN BY PROCUREMENT REVIEW PANEL

Reviewed and Accepted (as is) for Commissioners Court Action  
Recommend Award to Vendor and accept for Commissioners Court Action  
Return to Department for further action/information/documentation (\*reason specified below)  
Not Accepted/Other (\*reason specified below)

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Item requires contract/contract review. Dept. needs to contact County Attorney's Office for more information.

Placement on Commissioners Court Agenda By:

Department      ✓ Purchasing Department

Auditor's Verification of Funds:

✓ Funds Verified      No Funds

*This procurement item has been reviewed by the Procurement Review Panel. Said review should not be relied upon by any person or entity other than the County of El Paso, its officers, and employees.*

### Panel Members

County Contract Administrator/Designee: Accept | Not Accept: \_\_\_\_\_

County Auditor/Designee      Accept | Not Accept: Michael Lamas 08/30/2024

County Purchasing Agent/Designee      Accept | Not Accept: Karen Davidson 09-03-2024

County Department Head      Accept | Not Accept: \_\_\_\_\_

County Attorney Reviewer: Approved for further action: Y / N: Michelle R. Martinez 09/05/2024

Subject Matter Expert (as needed)      Accept | Not Accept: \_\_\_\_\_

### **Other Meeting Attendees (PLEASE PRINT NAME):**

1.) \_\_\_\_\_ 2.) \_\_\_\_\_ 3.) \_\_\_\_\_

4.) \_\_\_\_\_ 5.) \_\_\_\_\_ 6.) \_\_\_\_\_

## PROPOSAL SUMMARY

RFP TITLE Marketing Support for Small Businesses Along the Mission Trail for the El Paso County, TX for the Economic Development Department

RFP NUMBER 24-020 BID TECH Claudia Parra

DEPARTMENT Economic Development CONTACT Ramon Ransom

| <u>DESCRIPTION</u>                      | <u>DATE</u>                      |
|---|----------------------------------|
| APPROVAL BY COMMISSIONER'S COURT        | <u>4/22/2024</u>                 |
| PR AGENDA DATE                          | <u>4/19/2024</u>                 |
| PR APPROVED SPECIFICATIONS              | <u>4/22/2024</u>                 |
| RECEIVED SPECIFICATIONS FROM DEPARTMENT | <u>4/12/2024</u>                 |
| RFP ISSUED                              | <u>5/13/2024</u>                 |
| RFP ADVERTISED                          | <u>5/12/2024 &amp; 5/19/2024</u> |
| PRE-BID CONFERENCE                      | <u>5/28/2024</u>                 |
| DEADLINE TO QUESTIONS                   | <u>5/30/2024</u>                 |
| OPENING DATE                            | <u>6/27/2024</u>                 |
| EVALUATION KICK-OFF MEETING             | <u>7/16/2024</u>                 |
| FINAL TABULATION SIGNED                 | <u>8/21/2024</u>                 |
| PR APPROVED AWARD RECOMMENDATION        | <u>9/05/2024</u>                 |
| PLACED ON COMMISSIONER'S COURT AGENDA   | <u>09/23/2024</u>                |

### ADDENDUMS

| <u>DATE:</u>    | <u>REASON:</u>  |
|-----------------|---|
| <u>06/14/24</u> | <u>Opening date has been extended to Thursday, June 27, 2024, at 2:00 p.m.</u>        |
| <u>06/20/24</u> | <u>Addendum has been issued to notify vendors of the following questions received</u> |

### COMMENTS:

**Received 3 Responses from EFO LLC dba EFO Media of El Paso, TX; Exito & Co, LLC of Alexandria, VA; My Nest-Egg, LLC dba Nest-Egg Digital of Georgetown, TX; Parachute RGV LLC Mission, TX; of Charter Communications Holdings, LLC dba Spectrum Reach of El Paso, TX; Collaboratorz, LLC dba Xclaymation of Frisco, TX**



**RFP 24-020**  
**Marketing Support for Small Businesses**  
**Along the Mission Trail for the County of El Paso, TX**  
**for the Economic Development Department**

**Proposers**

EFO LLC dba EFO Media  
El Paso, TX

Exito & Co, LLC  
Alexandria, VA

My Nest-Egg, LLC dba Nest-Egg Digital  
Georgetown, TX

Parachute RGV LLC  
Mission, TX

Charter Communications Holdings, LLC dba Spectrum Reach  
El Paso, TX

Collaboratorz, LLC dba Xclaymation  
Frisco, TX

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Approved By (Print)

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Date

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Approved By (Sign)

| Supplier Participation Detail Spreadsheet - RFP 24-020 Marketing Support for Small Businesses Along the Mission Trail for the County of El Paso, TX for the Economic Development Department |                 |                          |                        |           |            |       |           |                |                                |  |
|---|-----------------|--------------------------|------------------------|-----------|------------|-------|-----------|----------------|--------------------------------|--|
| Participant Name  | Response Status | Contact                  | Address                |           | City       | State | Zip Code  | Phone          | Email                          |  |
| Spectrum Reach (Charter Communications)   | Submitted       | alfonso marquez          | 201 E Main St          | 1701      | EL PASO    | TX    | 79901     | (915) 881-2218 | alfonso.marquez@charter.com    |  |
| Exito and Co., LLC  | Submitted       | Daiquiri Ryan Mercado    | 6428 14th Street       |           | Alexandria | VA    | 85035     | (972) 963-0827 | daiquiri@exitoandco.com        |  |
| Nest-Egg Digital (My Nest-Egg, LLC)   | Submitted       | Angela Bryant McGlothlin | 404 Sunset Ridge       |           | GEORGETOWN | TX    | 78633-537 | (703) 618-8344 | angela@nest-egg.com            |  |
| Xclaymation (Collaboratorz)   | Submitted       | Neeraj Malkoti           | 13352 Kettle Camp rd   |           | frisco     | TX    | 75035-100 | (302) 415-4996 | neeraj.malkoti@xclaymation.com |  |
| EFO Media (EFO LLC)   | Submitted       | Ellen Ordaz              | 6006 N. Mesa St        | Suite 903 | El Paso    | TX    | 79912     | (915) 307-3786 | efordaz@efo-media.com          |  |
| QANNEX CORP   | No Bid          | LILY NOLASCO             | 1490A GEORGE DIETER DR | #221      | EL PASO    | TX    | 79936     | (915) 791-0060 | lily@qannex.com                |  |
| PARACHUTE RGV LLC   | Submitted       | DEIDRA JOHNSON-EGNER     | 3204 HARMONY LANE      |           | MISSIN     | TX    | 78574     | (907) 312-0677 | INFO@PARACHUTERGV.COM          |  |
| Shelby Distributions Inc  | No Bid          | Spiros P Ninos           | 29 A Butterfield Trail |           | El Paso    | TX    | 79906     | (915) 590-3050 | sninos@shelbydistributions.com |  |
| Textbook Warehouse (Textbook Warehouse, LLC)  | No Bid          | James Adams              | 936 Curie Drive        |           | Alpharetta | GA    | 30005     | (800) 796-9152 | bids@textbookwarehouse.com     |  |
| Delshawn Alfonzo Cruz   | Unsubmitted     | Deli                     | 1201 Harwall rd        |           | Baltimore  | MD    | 21207     | (410) 694-1067 | kingcruzreally@gmail.com       |  |
| Revby LLC   | Viewed          | Michael Aparicio         | 75 Arlington St        | Suite 500 | Boston     | MA    | 02116     | (617) 553-4343 | michael@revby.co               |  |



County of El Paso Purchasing Department  
800 E. Overland, Room 300  
El Paso, Texas 79901  
(915) 546-2048 / Fax: (915) 546-8180

## MEMORANDUM

**To:** All Interested Vendors

**From:** El Paso County Purchasing Department

**Date:** 09/17/2024

**Subject:** RFP 24-020 Marketing Support for Small Businesses Along the Mission Trail for the County of El Paso, TX for the Economic Development Department

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Thank you for taking the time and responding on the above-mentioned RFP. We realize that your time and resources are valuable, and we appreciate you taking the time to respond to this solicitation. The Purchasing Department will be presenting this solicitation to Commissioners Court meeting as a Consent Item on **Monday, September 23, 2024**, to award this solicitation.

The recommendations and justification will be posted on the Commissioners Court Agenda three (3) days prior to the meeting. To access the Agenda on our website, go to [www.epcounty.com](http://www.epcounty.com); County Meetings; Regular Meeting Agendas; select the HTML file that corresponds with the meeting date as shown in the above paragraph.

Vendors may view the meeting on our website at [www.epcounty.com/video](http://www.epcounty.com/video) , click on streaming videos, **select live meeting**. If the vendor would like to address the court, they may do so by referencing this bid when the item is up for discussion (during the Regular Agenda items). If you would like to participate remotely, please call 888-835-7272 and leave your call back information. You will receive a call back when the item is up for discussion. This information is only for vendors who submitted a response. Thank you for your time.