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## 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:**

## EL PASO COUNTY PURCHASING REVIEW FORM

Procurement Item							
<b>Agenda Date:</b> 8/22/24	<b>Department:</b> Economic Development Department						
<b>Item Description:</b> <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>							
<p style="text-align: center;"><u>Item Information</u></p> <p>Specs</p> <p>✓ Bid Award</p> <p>Contract</p> <p>Contract Amendment      <b>Price Bid</b>      <b>Construction</b></p> <p>Other</p> <p>✓ RFP      RFI      RFQ</p>	<p style="text-align: center;"><u>Previous PRP Action</u></p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left; border-bottom: 1px solid black; width: 20%;">Date</th> <th style="text-align: left; border-bottom: 1px solid black; width: 40%;">Approved for CC</th> <th style="text-align: left; border-bottom: 1px solid black; width: 40%;">Returned To Dept.</th> </tr> </thead> <tbody> <tr> <td style="height: 100px;"> </td> <td> </td> <td> </td> </tr> </tbody> </table>	Date	Approved for CC	Returned To Dept.			
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)

**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

\_\_\_\_\_  
Approved By (Print)

\_\_\_\_\_  
Date

\_\_\_\_\_  
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	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	GEORGE	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	El Paso	TX	79912	(915) 307-3786	efordaz@efo-media.com
GANNEX CORP	No Bid	LILY NOLASCO	1490A GEORGE DIETER DR	EL PASO	TX	79936	(915) 791-0060	lily@gannex.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 Currie Drive	Alpharetta	GA	30005	(800) 796-9152	bids@textbookwarehouse.com
Deishawn Alfonzo Cruz	Unsubmitted	Deli	1201 Hanwall rd	Baltimore	MD	21207	(410) 694-1067	kingcruzreally@gmail.com
Revby LLC	Viewed	Michael Aparicio	75 Arlington St	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.