

PURCHASING DEPARTMENT  
COMMUNICATION

INTER-DEPARTMENTAL

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**TO: RANDY SHERMAN, DIRECTOR OF FINANCE AND ADMINISTRATIVE SERVICES****THROUGH: DEAN MEALY, INTERIM PURCHASING MANAGER** **FROM: RANDY WOOD, CONTRACT ADMINISTRATOR** **DATE: JULY 20, 2016****SUBJECT: AWARD RECOMMENDATION ON RFP 757-16 FOR  
FUNDRAISING CONSULTANT FOR PUBLIC LIBRARY CAPITAL CAMPAIGN**

Consistent with the City of Riviera Beach **Code of Ordinance (MUNICODE Section 16.5)**, a Request for Proposals (RFP) 757-16 was advertised in the "**Legal Notices**" section of the Palm Beach Post on **May 01, 2016**, to solicit qualified proposers for Fundraising Consultants interested in managing a Capital Campaign to raise funds to build a new public library. To provide additional exposure and to ensure maximum competition for the project, it was also advertised on the City's internet web-page on **May 02, 2016**. One (1) proposal was received.

On **June 21, 2016**, an evaluation committee consisting of the following convened to review the responses to the RFP for services of a Fundraising Consultant to raise funds to build a new public library:

- Ms. Cobb, Library Director
- Brynt Johnson, Director of Public Works
- Randy Sherman, Director of Finance & Administrative Services
- DeAndrae Spradley, Principal Planner, Community Development
- Rickey Little, Buyer

Firms were evaluated and ranked based on the criteria established in the City's RFQ, as follows:

| <b>Evaluation Criteria</b>  | <b>Possible Points</b> |
|---|------------------------|
| Demonstrated experience of the consultant, including any staff assigned to the project                                | 35 points              |
| The consultant's understanding of and approach to the project   | 30 points              |
| Cost of consulting services   | 20 points              |
| Experience with library capital campaigns   | 20 points              |
| References  | 15 points              |
| Local Vendor  | 15 points              |
| SBE or M/WBE Participation  | 15 points              |
| <b>Total Available Points for Written Submittal</b>   | <b>150 POINTS</b>      |
| <b>Possible Bonus Points</b> Total qualified business participation as outlined in Ordinance No. 4010, Section 10-302 | 15 points              |
| <b>Total w/Bonus Points</b>   | <b>165 POINTS</b>      |

**EVALUATION COMMITTEE RECOMMENDATION: RFQ 550-15**

Committee members shared their observations, and evaluated and scored the responses in accordance with their understanding of the written criteria established in the public solicitation. Scores for the written proposals were tallied as shown on the attached written evaluation scoring sheet, and based upon a measure of average score, the firm ranked as follows:

| <b>FIRM</b>            | <b>RANKING</b> | <b>AVERAGE SCORE</b> |
|------------------------|----------------|----------------------|
| Brakeley Briscoe, Inc. | 1              | 98.4                 |

The evaluation process has validated that the proposal submitted by Brakeley Briscoe, Inc. satisfies the requirements established in the RFP and that the company is qualified to be awarded the contract for the services identified in RFP #757-16. The company has substantial experience in providing the types of services required by the City. This project will be managed by George Brakeley from the office located at 230 New Canaan Ave., #20, Norwalk, CT 06850, phone 203-912-3362, Email: [gbrakeley@brakeleybriscoe.com](mailto:gbrakeley@brakeleybriscoe.com).

Brakeley Briscoe is proposing to conduct this assignment providing their services as described in the proposal for the fixed fee of \$29,000, plus expenses. According to the proposal neither the library nor its foundation has 501c3 status, which is essential to philanthropic fundraising. Creation of a 501c3 entity, which consist of the application for such status and to put in place the necessary structure (by laws, a rudimentary board, etc.), would entail an incremental fee of \$2,500 plus expenses.

Accordingly, and consistent with the provisions of the solicitation, the evaluation committee hereby recommends award to Brakeley Briscoe, Inc. for providing a Fundraising Consultant to manage a Capital Campaign to raise funds to build a new public library for The City of Riviera Beach.

**Attachments**

- Cc: Ms. Cobb, Library Director
- Brynt Johnson, Director of Public Works
- DeAndrae Spradley, Principal Planner, Community Development
- Rickey Little, Buyer
- Dean Mealy, Purchasing Manager

| Brakeley Briscoe, Inc. (City of Riviera Beach RFP 757-16 Proposal)  |              |              |             |             | Written Average |             |
|---|--------------|--------------|-------------|-------------|-----------------|-------------|
| Member  | 1            | 2            | 3           | 4           | 5               |             |
| <b>DEMONSTRATED EXPERIENCE OF CONSULTANT, INCLUDING STAFF ASSIGNED TO PROJECT- (35 points)</b>  | 28           | 30           | 25          | 28          | 26              | 27.4        |
| <b>PROJECT UNDERSTANDING (30 points)</b><br>Describe in detail, your understanding of the Scope of Work and your positive commitment to timely perform the proposed contract work and your approach to the assignment.  | 28           | 26           | 25          | 18          | 24              | 24.2        |
| <b>COST OF CONSULTING SERVICES (20 points)</b>  | 20           | 12           | 10          | 16          | 16              | 14.8        |
| <b>EXPERIENCE with library capital campaigns (20 points)</b>  | 20           | 17           | 5           | 12          | 20              | 14.8        |
| <b>REFERENCES (15 points)</b><br>Provide a minimum of five (5) references (in matrix format), including at a minimum four (4) municipalities located in the State of Florida for which you provided a similar service within the past six (6) years of the scope and nature required by this RFP. These references must include, as a minimum: name of company, address, contact person, phone number, dates of performance, and a general description of the work performed. Need to identify library projects as part of submittal. | 14           | 10           | 15          | 10          | 12              | 12.2        |
| <b>Principal Office Location and Local Participation (15 points)</b><br>Location Within:<br>Riviera Beach -15 PTS.<br>Palm Beach County - 10 PTS.<br>Florida - 5 PTS.<br>Outside Florida - 0 PTS.   | 5            | 5            | 5           | 5           | 5               | 5           |
| <b>SBE OR M/WBE OWNED (15 points)</b><br>Meet or Exceeds 15% participation - 10 PTS.<br>< 15% participation - 0 PTS.  | 0            | 0            | 0           | 0           | 0               | 0           |
| <b>TOTAL WRITTEN 150 PTS MAX.</b>   | <b>115</b>   | <b>100</b>   | <b>85</b>   | <b>89</b>   | <b>103</b>      | <b>98.4</b> |
| <b>POSSIBLE BONUS POINTS: Total qualified business participation as outlined in Ordinance No. 4010, Section 10-302 (PLEASE REFER TO APPENDIX) - 15 PTS. MAX</b>   | <b>0</b>     | <b>0</b>     | <b>0</b>    | <b>0</b>    | <b>0</b>        | <b>0</b>    |
| <b>TOTAL W/BONUS POINTS 165 PTS. MAX.</b>   | <b>115.0</b> | <b>100.0</b> | <b>85.0</b> | <b>89.0</b> | <b>103.0</b>    | <b>98.4</b> |
| <b>OVERALL TOTAL</b>  |              |              |             |             |                 |             |

