

BEFORE THE COUNCIL OF THE
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF AUTHORIZING) Resolution No. 89-1042
AN AMENDMENT TO THE CONTRACT)
WITH THE HALLOCK AGENCY FOR) Introduced By: Executive
FURTHER ADVERTISING SERVICES) Officer Cusma

WHEREAS, The contract with The Hallock Agency expired on
July 31, 1988; and


WHEREAS, The RFP process for selecting the advertising
agency for the next three years has been delayed for a variety of
reasons; and

WHEREAS, The Zoo is currently working with The Hallock
Agency on the opening of the Africa Exhibit (scheduled for April 29
and 30, 1989); now, therefore,

BE IT RESOLVED,

That the Council of the Metropolitan Service District
authorizes a contract amendment with The Hallock Agency as provided in
Exhibit A attached hereto.

ADOPTED by the Council of the Metropolitan Service
this 9th day of March, 1989.



Mike Ragsdale, Presiding Officer

DEC/srs
891042

EXHIBIT A

(Resolution No.89-1042).

METRO CONTRACT NO. 85-7-861-Z

METRO BUDGET NO. 20-05-00-7500-00000

CONTRACT AMENDMENT NO. 1

This is an amendment to the contract by and between the METROPOLITAN SERVICE DISTRICT (Metro) and THE HALLOCK AGENCY (Contractor).

The contract shall be amended as follows:

1. The expiration date shall change to May 1, 1989.
2. The contract sum shall be increased by \$19,120 for a total not to exceed cost of \$104,920.
3. All other terms and conditions shall remain the same.

Metro

The Hallock Agency

Date

Date

STAFF REPORT

CONSIDERATION OF CONTRACT AMENDMENT
WITH THE HALLOCK AGENCY

January 9, 1989

Presented by: A. McKay Rich

FACTUAL BACKGROUND AND ANALYSIS

Metro entered into a three year contract with The Hallock Agency as advertising agency for the zoo on August 8, 1985.

Because of a variety of complications, including a misplaced RFP and a later determination by the Executive Officer that a second RFP process was flawed, the contract has been continued beyond its original expiration date, and needs to be continued until April 30, which is the opening of the new Africa Exhibit.

Between now and April 30, the Zoo will prepare a new RFP and recommend an agency for providing the advertising service for the ensuing three years.

Because The Hallock Agency is in the middle of assisting us with a variety of preparations for the Africa opening, it is imperative that their service be continued until that opening date.

It is therefore recommended by the staff that the contract be amended by \$19,120 for a total not to exceed the amount of \$104,920.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of this contract amendment.



GRANT/CONTRACT SUMMARY

METROPOLITAN SERVICE DISTRICT

GRANT/CONTRACT NO. 85-7-861-Z BUDGET CODE NO. 20 05 00 7500 00000
 FUND: Zoo DEPARTMENT: Marketing (IF MORE THAN ONE) - - - -
 SOURCE CODE (IF REVENUE) - - - -

INSTRUCTIONS

- OBTAIN GRANT/CONTRACT NUMBER FROM CONTRACTS MANAGER. CONTRACT NUMBER SHOULD APPEAR ON THE SUMMARY FORM AND ALL COPIES OF THE CONTRACT.
- COMPLETE SUMMARY FORM.
- IF CONTRACT IS —
 - SOLE SOURCE, ATTACH MEMO DETAILING JUSTIFICATION.
 - UNDER \$2,500, ATTACH MEMO DETAILING NEED FOR CONTRACT AND CONTRACTOR'S CAPABILITIES, BIDS, ETC.
 - OVER \$2,500, ATTACH QUOTES, EVAL. FORM, NOTIFICATION OF REJECTION, ETC.
 - OVER \$50,000, ATTACH AGENDA MANAGEMENT SUMMARY FROM COUNCIL PACKET, BIDS, RFP, ETC.
- PROVIDE PACKET TO CONTRACTS MANAGER FOR PROCESSING

1. PURPOSE OF GRANT/CONTRACT ADVERTISING SERVICES FOR ZOO

2. TYPE OF EXPENSE PERSONAL SERVICES LABOR AND MATERIALS PROCUREMENT
 PASS THROUGH AGREEMENT INTER-GOVERNMENTAL AGREEMENT CONSTRUCTION
 OTHER

OR

TYPE OF REVENUE GRANT CONTRACT OTHER

3. TYPE OF ACTION CHANGE IN COST CHANGE IN WORK SCOPE
 CHANGE IN TIMING NEW CONTRACT

4. PARTIES The Hallock Agency

5. EFFECTIVE DATE 8/8/85 TERMINATION DATE 5/1/89
 (THIS IS A CHANGE FROM 7/31/88)

6. EXTENT OF TOTAL COMMITMENT:	ORIGINAL/NEW	\$	<u>85,800</u>
	PREV. AMEND		<u>-0-</u>
	THIS AMEND		<u>19,120</u>
	TOTAL	\$	<u>104,920</u>

7. BUDGET INFORMATION

A. AMOUNT OF GRANT/CONTRACT TO BE SPENT IN FISCAL YEAR 198 8-8-9 \$ 19,120
 B. BUDGET LINE ITEM NAME Contract Svcs. AMOUNT APPROPRIATED FOR CONTRACT \$ 26,900
 C. ESTIMATED TOTAL LINE ITEM APPROPRIATION REMAINING AS OF 11/30, 1988 \$ 58,633

8. SUMMARY OF BIDS OR QUOTES (PLEASE INDICATE IF A MINORITY BUSINESS ENTERPRISE)

SUBMITTED BY _____ \$ _____ MBE
 AMOUNT
 SUBMITTED BY _____ \$ _____ MBE
 AMOUNT
 SUBMITTED BY _____ \$ _____ MBE
 AMOUNT

9. NUMBER AND LOCATION OF ORIGINALS 3

COMMITTEE REPORT

MEETING DATE: 8.2

AGENDA ITEM: March 9, 1989

CONSIDERATION OF ORDINANCE NO. 89-1042 FOR THE
PURPOSE OF AUTHORIZING AN AMENDMENT TO THE CONTRACT
WITH THE HALLOCK AGENCY FOR FURTHER ADVERTISING
SERVICES AT THE ZOO

Date: March 1, 1989

Presented By: Councilor Bauer

COMMITTEE RECOMMENDATION: The Committee members present -- Councilors Collier, Hansen, Ragsdale and Bauer -- voted unanimously to recommend that the Council adopt Resolution No. 89-1042.

COMMITTEE DISCUSSION AND ISSUES: Kay Rich, Assistant Zoo Director, presented the Staff Report. He indicated that the three-year contract for advertising services at the Zoo expired in August 1988; that the Zoo had undertaken a procurement process for a new three-year contract during the fall of 1988; and for a variety of reasons the award of the new contract had been halted by Executive Management in December 1988. In the meantime, the Zoo has continued to use the services of the Hallock Agency and will need to do so to assist in the opening of the new Africa exhibit which is scheduled to open around April 30, 1989.

The Committee spent considerable time discussing the original procurement process for the new three-year contract. The Committee received a memo from Deputy Executive Officer Engstrom which explained the reason for terminating the contract award (see Attachment A). Mr. Engstrom's memo indicated that the award was stopped because:

1. The RFP sent out to prospective proposers had not been reviewed by either the Legal Counsel or the Contracts Officer; and
2. The RFP did not include the appropriate language regarding use of subconsultants in compliance with DBE/WBE goals.

Based on questions of Mr. Rich and Dan Cooper, General Counsel, information was provided that:

1. The RFP had been sent to the Contracts Officer for review as required by the Metro Code and that a response had been received by the Zoo staff; and
2. The establishment of DBE/WBE contract goals for this type of contract and the insertion of language regarding the use of subconsultants is permissive by the Metro Code and not mandatory. In fact the Code requires the DBE/WBE Liaison

Officer to indicate in writing to the Departments if a DBE/WBE contract goal is to be set.

The Committee concluded that it is appropriate at this time for the Council to approve the extension of this contract as specified in Resolution No. 89-1042 because work has been done and is needed to be done by the contractor in the immediate future; and that there is strong evidence that the procurement process conducted by the Zoo Department was valid as far as meeting the provisions of the Metro Code. On this latter point, the Committee will consider this matter at its March 9, 1989, meeting to determine whether or not a new three-year contract should be awarded to the Hallock Agency which was the successful proposer in the procurement process.

The original resolution before the Committee identified the Internal Affairs Committee as the approval body. The Committee amended the Resolution to insert the Metro Council as the approval body. This was done because the Metro Code (Section 2.04.054(a)) limits personal service contracts to three years without soliciting competitive proposals unless:

"...there are fewer than three (3) potential contractors qualified to provide the quality and type of services and the initiating department makes detailed findings that the quality and type of services required make it necessary or impractical to solicit proposals."

The effect of Council approval of Resolution No. 89-1042 is to waive the three-year limitation provision in Section 2.04.054(a) of the Metro Code.

DEC/srs
891042



METRO

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1616

Memorandum

ATTACHMENT A

(Committee Report)

Date: January 12, 1988

To: Mike Ragsdale, Presiding Officer

From: *DE* Dick Engstrom, Deputy Executive Officer

Re: Request for Proposals for Advertising Agency Services-
Metro Washington Park Zoo

Request for Proposal for Advertising Services at the Metro Washington Park Zoo were advertised with last date for receipt of proposals October 15, 1988. Six agencies submitted proposals. They were Gilchrist & Associates, Inc., Leopold and Ray Advertising, Bowler & Associates, Inc., The Hallock Agency, Morgan Associates and Murphy Media.

The six firms were interviewed by Jane Hartline, Richard Engstrom, Vickie Rucker and Joella Werlin, KATU Public Affairs Director. The Hallock Agency was recommended for selection as the zoo's ad agency for a period of three years.

The scope of work for this contract is :

- A. Contractor will assist the Zoo Marketing Manager in the creation and development of public service campaigns, special events and promotions aimed at increasing community support and Zoo attendance.
- B. Contractor will meet with the Zoo Marketing Manager for up to 4 hours per month to provide advice and consultation on matters relating to promotion of the Zoo.
- C. Contractor will conceive, write, produce and direct two sets of public service announcements per year with a maximum production budget of \$15,000 per year. (Sets may include PSA's of the same theme in varying lengths.)
- D. Contractor will develop concepts and write copy for a maximum of 7 brochures, 2 sets of billboards, 2 sets of busboards, and up to 5

other printed items per year, as needed. Contractor may be responsible for printing, production and placement of these materials. In most cases, the Zoo's internal graphic artist will be used for print graphic materials.

- E. The Zoo Marketing Manager must approve all materials written or produced by the contractor in concept development, draft, pre-production and final phases.

In developing the proposed contract for submission to the Council, it was determined that the RFP had not been reviewed by either the Legal Counsel or the Contracts Officer.

Upon review by Dan Cooper, General Counsel, it was determined that the RFP did not include the appropriate language regarding use of subconsultants and compliance with DEB/WBE goals (Section 2.04-160 of the Metro Code). It was Mr. Coopers recommendation that we reject all proposals and re-advertise.

Since the contractor was to have assisted in the development of the advertising campaign for opening of Africa II, the Zoo will be submitting a request for an extension of the existing contract with the Hallock Agency. This extension request will cover the period to April 30, 1989. Between now and April 30th, a new RFP will be developed, advertised and approved.

We do understand the frustration of the Hallock Agency over the unfortunate handling of this proposed contract.

I have asked Sherry Sheng, Zoo Director, to contract Mr. Hallock to deal with his concerns.

I have attached the relevant materials for your review. If you have any questions, please contact me at your convenience.

cc: Rena Cusma
Sherry Sheng
Ray Phelps
Dan Cooper
Amha Hazen
Don Carlson



METRO

Memorandum

2000 S.W. First Avenue
Portland, OR 97201-5398
503/221-1646

Date: December 20, 1988
To: Richard Engstrom, Deputy Executive Officer
From: Amha M. Hazen, Contracts Administrator *Amha*
Re: RFP for Advertising Services-Metro Washington Park Zoo

The above referenced was not received and/or reviewed by the Contracts Office. RFPs above \$10,000 will be reviewed by the Contract Administrator and forwarded to Metro Counsel for legal review.

If you have any questions, please contact me.

AMH:jp

cc: Ray Phelps, Director - Finance & Administration
Neil Saling, Construction Projects Manager

ADVERTISING AGENCY
REQUEST FOR PROPOSALS

I. INTRODUCTION

The Zoo Department of the Metropolitan Service District (Metro) is requesting proposals for advertising agency services for a three year period. Proposals will be due on October 15, 1988 at 5:00 p.m. at the Washington Park Zoo, 4001 SW Canyon Road, Portland, OR 97221. Details concerning this project and proposal are contained in this document.

II. BACKGROUND OF PROJECT

The Zoo's Marketing Division is a three-person office which is responsible for the promotion of the Zoo through advertising (usually on a public service basis), press relations and special events. The Marketing Manager reports to the Zoo Director. An advertising agency is retained to assist the marketing manager in the development of promotional campaigns to increase attendance and public support which usually includes television public service announcements, billboards and busboards. The agency also provides miscellaneous copywriting services and advises the Marketing Manager on other promotional matters.

The total Marketing Division budget for the 1988-89 fiscal year is \$298,633 (including salaries).

The Division Manager has developed a Marketing Plan which outlines goals for the Zoo's markets and strategies for achieving those goals. In addition to the above mentioned activities the division coordinates a speakers bureau and sends out a travelling exhibit to shopping centers, fairs and other high-traffic public areas. The division has an aggressive program of marketing the Zoo as a place for company picnics and arranged tours (through tour operators).

The division currently conducts quarterly gate surveys and generates a monthly attendance analysis. In fall, 1988, an area-wide phone survey will be conducted.

III. PROPOSED SCOPE OF WORK/SCHEDULE

Metro is seeking proposals from qualified firms to perform the following services and to deliver the products described:

- A. Contractor will assist the Zoo Marketing Manager in the creation and development of public service campaigns, special events and promotions aimed at increasing community support and Zoo attendance.
- B. Contractor will meet with the Zoo Marketing Manager for up to 4 hours per month to provide advice and consultation on matters relating to promotion of the Zoo.

III. PROPOSED SCOPE OF WORK (cont.)

- C. Contractor will conceive, write, produce and direct two sets of public service announcements per year with a maximum production budget of \$15,000 per year. (Sets may include PSA's of the same theme in varying lengths.)
- D. Contractor will develop concepts and write copy for a maximum of 7 brochures, 2 sets of billboards, 2 sets of busboards, and up to 5 other printed items per year, as needed. Contractor may be responsible for printing, production and placement of these materials. In most cases, the Zoo's internal graphic artist will be used for print graphic materials.
- E. The Zoo Marketing Manager must approve all materials written or produced by the contractor in concept development, draft, pre-production and final phases.

IV. PROPOSAL INSTRUCTIONS

A. Submission of Proposals

Three copies of the proposal shall be furnished to Metro addressed to:

Jane Hartline, Marketing Manager
Metro Washington Park Zoo
4001 SW Canyon Road
Portland, OR 97221

B. Deadline

Proposals will not be considered if received after 5:00 p.m. October 15, 1988. Postmarks are acceptable.

C. Proposals should contain the following information:

1. How your firm would perform the services requested.
2. Resumes of key personnel.
3. Amount of time each key person will be involved with the activities described in the above scope of work.
4. List of subconsultants which might be used including identification of Certified Disadvantaged Business Enterprises and Women-Owned Business Enterprises.
5. Work history in terms of similar services.

IV. PROPOSAL INSTRUCTIONS (cont.)

6. History of successful work previously completed for Metro and/or ability to furnish recommendations of satisfied clients.
7. Budget which includes:
 - monthly service fee
 - out-of-pocket expenses
 - production costs of television public service announcements not to exceed \$15,000 per year
 - production costs for printed materials not to exceed \$5,000 per year. (Production for most printed materials is handled by in-house staff.)

V. GENERAL PROPOSAL/CONTRACT CONDITIONS

1. This RFP does not commit Metro to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. Metro reserves the right to accept or reject any or all proposals as the result of this request, to negotiate with all qualified sources, or to cancel all or part of this RFP.
2. Metro intends to award a personal services contract with the selected firm for this project. A copy of the standard form contract which the successful consultant will be required to execute is attached.
3. Proposers are informed that the billing procedures of the selected firm are subject to the review and prior approval of Metro before reimbursement of services can occur. A monthly billing, accompanied by a progress report will be prepared for review and approval.
4. The proposal shall be considered valid for a period of ninety (90) days at least and shall contain a statement to that effect. The proposal shall contain the name, title, address and telephone number of an individual or individuals with authority to bind any company contacted during the period in which Metro is evaluating the proposal.

VI. EVALUATION OF PROPOSALS

1. Proposals that conform to the proposal instructions will be evaluated. Proposals will be reviewed by a selection committee and oral presentations will be required of finalists in the selection process.

Packets mailed to all these
Agencies

ADVERTISING AGENCIES
Disadvantaged, Minority and Woman Business Enterprises

Biggs, Joan Public Relations
319 SW Washington, Suite 1200
Portland, OR 97204

Business Week Northwest
828 N. Killingsworth
Portland, OR 97217

Chadwick, B., Group Ltd.
3802 NE Union Ave., Suite 203
Portland, OR 97211

CMC Research International
742 SW Vista, Suite 32
P.O. Box 10932
Portland, OR 97210

Creative Company, Inc.
345 Court Street NE
Salem, OR 97301

Fouts, Samy, Graphic Design
8207 SW 30th Avenue
Portland, OR 97219

Lee Graphics Design
395 19th St., NE
Salem, OR 97301

Lien, Vicky, Studio
2256 NW Johnson, Suite 1
Portland, OR 98210

Lolita Designs
600 SW 10th, Suite 509
Portland, OR 97205

MARCO-Ideas Unlimited
7160 SW Fir Loop
Portland, OR 97223

Sawaya, Linda Graphic Design Studio
600 SW 10th, Suite 423A
Portland, OR 97205

Slatt, Carolyn M., Communications Consultant
6809 NE Hancock
Portland, OR 97213

ADVERTISING AGENCIES - OTHER

Leopold and Ray
133 SW 2nd Avenue
Portland, OR 97204
Attn: Frank Myers

Turner Group
1324 SW 21st
Portland, OR 97201

Blackford Company
P.O. Box 429
Lebanon, OR 97355
Attn: Bill Ford

Morgan Associates
Postal Bulding
510 SW 3rd, Suite 400
Portland, OR 97204

Mandala Communications
709 NW Wall Street, Suite 100
Bend, OR 97701
Attn: David Day

Bowler & Associates
320 SW 6th, Suite 200
Portland, OR 97204

Murphy Media
3207 SW First Ave.
Portland, OR 97201

Gilchrist & Associates
815 SW 2nd, Suite 300
Portland, OR 97204

The Hallock Agency
2445 NW Irving
Portland, OR 97210

Kay. Here's the breakdown
of how I figured the
total amt of the 3 year
contract Based on Gallock's bid.

retainer 750 mo. x 36	27,000
exp. 50 mo. x 36	1,800
Print. ^{PSP} 15,000 year x 3	45,000
Print. ^{material} 5,000 year x 3	15,000
	<u>88,800</u>

STAFF REPORT

Consideration of Award a Contract for the Advertising Agency for the Zoo

Date: November 28, 1988

Presented By: Jane Hartline

FACTUAL BACKGROUND AND ANALYSIS

The zoo retains an advertising agency for various services, including copywriting, development of advertising campaigns and production of television public service announcements.

An advertisement soliciting Requests for Proposals was placed in the Daily Journal of Commerce and The Skanner. Six agencies submitted proposals. They were Gilchrist & Associates, Inc., Leopold & Ray Advertising, Bowler & Associates, The Hallock Agency, Inc., The Morgan Associates and Murphy Media.

All six agencies made presentations to a four person selection committee consisting of Zoo Marketing Manager Jane Hartline, Metro Deputy Executive Officer Dick Engstrom, Metro Director of Public Affairs Vickie Rucker, and KATU Public Affairs Director, Joella Werlin.

The selection committee rated the six firms on a set of predetermined criteria after the presentations.

The Hallock Agency came out highest in the ratings, and the selection committee unanimously agreed to recommend that firm as the zoo's agency for the next three years.

Executive Officer's Recommendation

CONTRACT CHECKLIST

TO Z03 ASSISTANT DIRECTOR'S OFFICE

FROM Marketing DATE 11/23/88

INSTRUCTIONS—USE THIS FORM AS A CHECKLIST TO MAKE SURE YOU HAVE ALL THE INFORMATION NEEDED TO PREPARE A CONTRACT. COMPLETE THE FORM AND ATTACH TO IT ALL THE DOCUMENTS REQUIRED TO PREPARE A NEW CONTRACT OR A CONTRACT ADDENDUM.

THIS IS A NEW CONTRACT

CONTRACTOR The Hallock Agency PHONE 524-1711
ADDRESS 2445 NW Irving St. Portland ZIP 97210
PROJECT TITLE Advertising Agency

THIS IS A PERSONAL SERVICES CONTRACT

- SCOPE OF WORK IS ATTACHED
- TERMS OF PAYMENT ARE ATTACHED
- IF UNDER \$2,500, MEMO EXPLAINING NEED FOR CONTRACT AND QUALIFICATIONS OF CONTRACTOR OR COPIES OF AT LEAST 3 VERBAL QUOTES/WRITTEN PROPOSALS ARE ATTACHED
- IF OVER \$2,500 AND A SOLE SOURCE CONTRACT, MEMO OF JUSTIFICATION IS ATTACHED
- IF OVER \$2,500, DRAFT LETTER OF REJECTION TO FIRMS/INDIVIDUALS NOT SELECTED IS ATTACHED (OPTIONAL - IF NOT ATTACHED, ASSISTANT DIRECTOR WILL PREPARE)
- IF BETWEEN \$2,500 AND \$10,000, RFP, RFP MAILING LIST, PROPOSALS RECEIVED AND PROPOSAL RATING SHEETS ARE ATTACHED
- IF OVER \$10,000, ALL OF THE ABOVE PLUS PROOF THAT RFP WAS ADVERTISED IS ATTACHED

THIS IS A LABOR AND MATERIALS CONTRACT

- SCOPE OF WORK IS ATTACHED
- TERMS OF PAYMENT ARE ATTACHED
- IF A SOLE SOURCE CONTRACT, MEMO OF JUSTIFICATION IS ATTACHED
- IF UNDER \$500, COMPLETED VERBAL QUOTE FORM IS ATTACHED
- IF BETWEEN \$500 AND \$10,000, REQUEST FOR WRITTEN QUOTES/BIDS, QUOTE/BID MAILING LIST AND WRITTEN QUOTES/BIDS RECEIVED ARE ATTACHED
- IF OVER \$10,000, REQUEST FOR SEALED BIDS, BID MAILING LIST, SEALED BIDS RECEIVED, PROOF THAT BID INVITATION WAS ADVERTISED AND BID BONDS ARE ATTACHED
- IF OVER \$2,500, DRAFT LETTERS OF REJECTION TO FIRMS/INDIVIDUALS NOT SELECTED IS ATTACHED (OPTIONAL - IF NOT ATTACHED, ASSISTANT DIRECTOR WILL PREPARE)

THIS IS AN INTER-GOVERNMENTAL AGREEMENT (SUCH AS A GRANT CONTRACT)

- COPIES OF CONTRACT ARE ATTACHED FOR SIGNATURE
- MEMO EXPLAINING NEED FOR THE CONTRACTED PROJECT IS ATTACHED

THIS IS A CONTRACT ADDENDUM (A CHANGE TO THE ORIGINAL CONTRACT)

- CONTRACTOR _____ CONTRACT NO. _____
- AMOUNT OF CONTRACT ADDENDUM (IF CONTRACT SUM HAS CHANGED) \$ _____
- TOTAL AMOUNT OF CONTRACT INCLUDING THIS ADDENDUM \$ _____
- NEW TERMINATION DATE (IF TERMINATION DATE HAS CHANGED) _____
- REVISED SCOPE OF WORK IS ATTACHED (IF SCOPE OF WORK HAS CHANGED)
- MEMO JUSTIFYING NEED FOR ADDENDUM IS ATTACHED

ALL CONTRACTS OR ADDENDUMS

AMOUNT OF CONTRACT \$ 88,800

AMOUNT OF CONTRACT TO BE SPENT DURING FY 19 88 \$ 25,600

BUDGET LINE ITEM BALANCE REMAINING AS OF 11/23/88, 19 _____ \$ 66,302.60

BUDGET LINE ITEM NAME Contract Services NUMBER 20-05-00-7500-0000

CONTRACT EFFECTIVE DATE 12/23/88 CONTRACT TERMINATION DATE 12/22/91

• THE ASSISTANT DIRECTOR MAY DETERMINE THAT HIS OFFICE WILL COORDINATE ALL OR SOME ASPECT OF CONTRACTOR SELECTION FOR CONTRACTS OVER \$10,000.

Recap
 Advertising Agency Criteria Ratings
 Interview/Evaluation 11/88

<u>Criteria</u>	<u>Agencies</u>					
	Leopold	Morgan	Hallock	Murphy	Bowler	Gilchrist
Qualifications of principals	69	18	71	40	62	55
Qualifications of subcontractors	60	18	68	37	60	65
Previous work	120	38	175	65	160	145
creative skills						
client list and relevance to zoo						
Proposal	36	9	33	23	31	16
Totals	231	83	347	165	313	281