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From: Brandi Schroeder (OSP)
Sent: Friday, April 12, 2024 4:54 PM
To: Jay.Salyers@MilesPartnership.com
Subject: S000000310 Notification

Hello, Jay.

After careful evaluation and consideration, it has been determined that the proposals submitted by Miles Partnership, LLLP for Categories 1, 3, and 4 are not the most advantageous for the state, and the Department is choosing to abandon discussions with Miles Partnership. Miles Partnership LLLP's proposals will not be subject to further consideration.

ADHPT appreciates the efforts made by Miles Partnership but recognizes that the Department's success hinges on the right expertise. ADPHT remains committed to achieving its goals and will seek partnerships that align with its vision. (*Section 1.2 Background & Objectives*)

The following items were provided as justification:

1. **Transition Period:** The proposal, presentation, and discussion outlined a transition period that would be cost-prohibitive for the state and lead to a loss of momentum gained over the last 18 months. Given our priorities and motion, we cannot proceed with a solution that imposes significant delays in productivity and loss in markets. The responses to questions related to this topic were macro vs. micro and did not provide the details to move forward with contracting. (*Section 2.10, A. B. & C. – Implementation Plan*)
2. **Implementation Plan:** We noted concerns about the potential loss of institutional knowledge if we were to proceed with the Miles proposal. The continuity of services and expertise is crucial for the successful implementation of any project. While the proposal/presentation recognized this issue, the solution presented did not display an adequate approach to remedy the issue. The time to be invested in familiarity with the state and the state's resources would be significant. Responses to related questions did not instill confidence in bridging the gap and loss of this strategic intelligence can hinder our ability to make informed decisions and adapt to changing circumstances. (*Section 2.10, A. B. & C. – Implementation Plan*) The pricing provided within the proposal, specifically the hour estimate, does not take into consideration transition expenses associated with research and data mining.
3. **Uncertainty About Staff Structure:** The proposal lacked clarity regarding the staff structure, roles within the organization and doesn't meet expectations. Without a well-defined team and responsibilities, we cannot confidently move forward. Concerns related to key leadership and investment for the first year but not continued beyond (year 2-3) establishment were discouraging. While 2 positions within Arkansas meet minimum requirements, the project management approach as opposed to a full team approach, may pose challenges in ensuring efficient and streamlined communication channels. Given the complexity and scope of the project, we believe that a more robust team composition and clearly defined roles are essential to facilitate seamless coordination, resource allocation, and task prioritization. Timely access to key decision-makers is crucial for addressing critical issues, creative decisions, resolving conflicts, and making informed decisions promptly. (*Section 2.2 B. 3. – Clear Lines of Communication*)
4. **Approach to Providing Top Talent:** While the proposal highlighted the provision of top talent, it remained conceptual and lacked granular details. We require a more comprehensive understanding of how your team would meet our specific needs. Despite assurances of top-tier expertise, there are still concerns about finding this talent in a timely manner, ever-changing, and competitive market as well as building a team that can problem-solve, prevent communication gaps in a transition period, and maintain deadlines/deliverables. The pricing provided within the proposal, specifically the hour estimates, does not take into consideration the transition expenses associated with building understanding of physical assets and building relationships.

- Existing Relationships and Brand Representation:** The company's existing relationships, ownership, and representation of other brands, such as Travel South, Brand USA, and Coraggio Group, raised questions about potential conflicts of interest. We prioritize transparency and impartiality in our partnerships. We recognize that in some respects these relationships are added value to a potential contract. While discussions provided some understanding about client-to-client relationships within the Miles Partnership structure, we value autonomy in the Arkansas brand and approach.

ADPHT appreciates the effort and time invested by the Miles Partnership team in preparing the proposal and presentations. They would like to thank you for your interest in working with the State of Arkansas and they wish you success in future endeavors.

Additionally, the TSS Office of State Procurement appreciates your interest in doing business with the State and your participation in the procurement process.

Regards,



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RFP Proposal Tab

Solicitation #/Description: S000000310 Advertising, Marketing, Media Buying, and Public Relations Services

RFP Opening		Read By:		Witness		Proposed Submitted By:		Weighted Technical Proposal Score		Cost		Grand Total Score			
Date:	3/12/2024	B Schroeder		T DeBord				Max. Possible:	700	Cost	Max. Possible:	300	*Weighted Technical Proposal Score + Cost Score	Max. Possible:	1,000
Time:	2:00 pm CST														
Category 1: Lead Creative Content Development, Advertising and Marketing, and Social Media															
Insight Creative Group								140.00		\$ 7,685,750.00		219.46	359.46		
Stone Ward Inc								676.67		\$ 6,377,500.00		264.48	941.15		
4Media Group, Inc								501.67		\$ 7,031,000.00		239.89	741.56		
Miles Partnership, LLLP								700.00		\$ 6,094,750.00		276.74	976.74		
Cranford Johnson Robinson Woods Inc								700.00		\$ 6,310,750.00		267.27	967.27		
World Media House								140.00		\$ 5,622,300.00		300	440.00		
Category 2: Public Relations															
4Media Group, Inc								490.00		\$ 3,428,500.00		289.19	779.19		
Ghidotti								665.00		\$ 3,515,000.00		282.08	947.08		
Cranford Johnson Robinson Woods Inc								700.00		\$ 3,305,000.00		300	1000.00		
Category 3: Media Planning & Buying															
Stone Ward Inc								536.67		\$ 13,688,875.00		294.96	831.63		
GWL Advertising								431.67		\$ 14,286,250.00		282.63	714.30		
4Media Group, Inc								513.33		\$ 14,467,250.00		279.09	792.42		
Miles Partnership, LLLP								700.00		\$ 14,291,500.00		282.52	982.52		
Cranford Johnson Robinson Woods Inc								700.00		\$ 14,600,000.00		276.55	976.55		
World Media House								140.00		\$ 13,459,000.00		300	440.00		
Category 4: Website Development & Hosting															
4Media Group, Inc								536.67		\$ 2,178,000.00		217.43	754.10		
Miles Partnership, LLLP								700.00		\$ 1,578,550.00		300	1000.00		
Ace One Media, LLC								431.67		\$ 1,657,900.00		285.64	717.31		
Cranford Johnson Robinson Woods Inc								700.00		\$ 1,645,300.00		287.83	987.83		