Adept Strategy & Public Relations

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work plan	20	20
Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	7
POINT TOTAL	200	0

Burg & Co Marketing, LLC

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	0
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	<i>30</i>
Quality of proposed approach/work plan	20	10
Quality of work samples	20	10
Qualifications and experience of the staff assigned by proposer to perform these services	30	20
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15
Price	10	6
POINT TOTAL	200	0

Duval Street Media, LLC

Duvai Street Media, LLC		
Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	50

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Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work plan	20	15
Quality of work samples	20	2
Qualifications and experience of the staff assigned by proposer to perform these services	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	10
Price	10	8
POINT TOTAL	200	0

HCP Associates, Inc.

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	25
Specialized experience in the type of work		
to be performed, specifically including work in a city of similar size and geographic location	50	45
Quality of proposed approach/work plan	20	20
Quality of work samples	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	0
POINT TOTAL	200	0

WOW Factor Marketing Group

Selection Criteria	Max Points	Reviewer 3
Familiarity with the City and City locale	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work plan	20	20

POINT TOTAL	200	0
Price	10	10
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15
assigned by proposer to perform these services	30	30
Quality of work samples Qualifications and experience of the staff	20	20

Adept Strategy & Public Relations

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Quality of proposed approach/work	20	15
Quality of work samples	20	15
Qualifications and experience of the staff assigned by proposer to perform these services	30	25
the marketing and communications services described in this RFP on an	20	20
Price	10	5
POINT TOTAL	200	0

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Burg & Co Marketing, LLC

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	25
Specialized experience in the type of		
work to be performed, specifically	50	
including work in a city of similar size	30	US
and geographic location		3
Quality of proposed approach/work	20	15
Quality of work samples	20	20
Qualifications and experience of the		
staff assigned by proposer to perform	30	15
these services		
Availability and capability to perform		
the marketing and communications	20	20
services described in this RFP on an		
Price	10	5
POINT TOTAL	200	0

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Duval Street Media, LLC

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	50

POINT TOTAL	200	0
Price	10	18
services described in this RFP on an	20	00
the marketing and communications		10
Availability and capability to perform		
these services		
staff assigned by proposer to perform	30	10
Qualifications and experience of the		
Quality of work samples	20	10
Quality of proposed approach/work	20	10
and geographic location		
including work in a city of similar size	50	25
work to be performed, specifically		
Specialized experience in the type of		

HCP Associates. Inc.

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	25
Specialized experience in the type of		
work to be performed, specifically	50	(n
including work in a city of similar size	30	50
and geographic location		
Quality of proposed approach/work	20	15
Quality of work samples	20	20
Qualifications and experience of the		
staff assigned by proposer to perform	30	30
these services		,,,
Availability and capability to perform		
the marketing and communications	20	20
services described in this RFP on an		
Price	10	10
POINT TOTAL	200	0

WOW Factor Marketing Group

Selection Criteria	Max Points	Reviewer 2
Familiarity with the City and City	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work	20	18

POINT TOTAL	200	0
Price	10	10
services described in this RFP on an		
the marketing and communications	20	15
Availability and capability to perform		
these services		
staff assigned by proposer to perform	30	30
Qualifications and experience of the		
Quality of work samples	20	15

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Adept Strategy & Public Relations

Selection Criteria	Max Points	Reviewer
Familiarity with the City and City	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	46
Quality of proposed approach/work	20	16
Quality of work samples	20	16
Qualifications and experience of the staff assigned by proposer to perform these services	30	24
the marketing and communications services described in this RFP on an	20	20
Price	10	6
POINT TOTAL	200	0

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Burg & Co Marketing, LLC

Selection Criteria	Max Points	Reviewer 1
Familiarity with the City and City	50	2.0
Specialized experience in the type of		
work to be performed, specifically	50	
including work in a city of similar size	50	
and geographic location		20
Quality of proposed approach/work	20	13
Quality of work samples	20	10
Qualifications and experience of the		
staff assigned by proposer to perform	30	
these services	1 1	17
Availability and capability to perform		
the marketing and communications	20	
services described in this RFP on an		15
Price	10	3
POINT TOTAL	200	0

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Duval Street Media, LLC

Selection Criteria	Max Points Reviewer	
Familiarity with the City and City	50	50

Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	23
Quality of proposed approach/work	20	11
Quality of work samples	20	9
Qualifications and experience of the staff assigned by proposer to perform these services	30	17
Availability and capability to perform the marketing and communications services described in this RFP on an	20	14
Price	10	93
POINT TOTAL	200	0

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HCP Associates. Inc.

Selection Criteria	Max Points	Reviewer
Familiarity with the City and City	50	20
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work	20	17
Quality of work samples	20	19
Qualifications and experience of the staff assigned by proposer to perform these services	30	28
Availability and capability to perform the marketing and communications services described in this RFP on an	20	18
Price	10	92
POINT TOTAL	200	0

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WOW Factor Marketing Group

Selection Criteria	Max Points	Reviewer 1
Familiarity with the City and City	50	405
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	38
Quality of proposed approach/work	20	17

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Quality of work samples	20	18	
Qualifications and experience of the			1
staff assigned by proposer to perform	30	23	
these services		100	
Availability and capability to perform			
the marketing and communications	20	110	Comples
services described in this RFP on an		10	/
Price	10	8	Complex 120/hr
POINT TOTAL	200	0	
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