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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	30
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

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	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	10
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

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	15
Price	10	10
POINT TOTAL	200	0

Adept Strategy & Public Relations

Karen Olson

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
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20
Price	10	5
POINT TOTAL	200	0

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0**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 including work in a city of similar size and geographic location	50	25
Quality of proposed approach/work	20	15
Quality of work samples	20	20
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	20
Price	10	5
POINT TOTAL	200	0

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0**Duval Street Media, LLC**

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	20
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	20	20
Price	10	10
POINT TOTAL	200	0

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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 including work in a city of similar size and geographic location	50	50
Quality of proposed approach/work	20	15
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	20	20
Price	10	10
POINT TOTAL	200	0

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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

Quality of work samples	20	15
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	20	15
Price	10	10
POINT TOTAL	200	0

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Doug Brashaw

Adept Strategy & Public Relations

Selection Criteria	Max Points	Reviewer 1
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
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	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	20
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	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 these services	30	17
Availability and capability to perform the marketing and communications services described in this RFP on an	20	15
Price	10	3
POINT TOTAL	200	0

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Duval Street Media, LLC

Selection Criteria	Max Points	Reviewer 1
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	8
POINT TOTAL	200	0

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HCP Associates, Inc.

Selection Criteria	Max Points	Reviewer 1
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	8
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	45
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 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	10
Price	10	8
POINT TOTAL	200	0

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