

Adept Strategy & Public Relations

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3
Familiarity with the City and City locale	50	50	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	46	45	50
Quality of proposed approach/work plan	20	16	15	20
Quality of work samples	20	16	15	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	24	25	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	20	20	20
Price	10	6	5	7
POINT TOTAL	200	178	175	197

Total Points 550
Average Score 183

Burg & Co Marketing, LLC

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3
Familiarity with the City and City locale	50	20	25	0
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	20	25	30
Quality of proposed approach/work plan	20	13	15	10
Quality of work samples	20	10	20	10
Qualifications and experience of the staff assigned by proposer to perform these services	30	17	15	20
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	15	20	15
Price	10	3	5	6
POINT TOTAL	200	98	125	91

Total Points 314
Average Score 105

Duval Street Media, LLC

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3
Familiarity with the City and City locale	50	50	50	50
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	23	25	25
Quality of proposed approach/work plan	20	11	20	15

Quality of work samples	20	9	10	2
Qualifications and experience of the staff assigned by proposer to perform these services	30	17	20	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	14	20	10
Price	10	8	10	8
POINT TOTAL	200	132	155	125

Total Points 412

Average Score 137

HCP Associates, Inc.

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3
Familiarity with the City and City locale	50	20	25	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	50	50	45
Quality of proposed approach/work plan	20	17	15	20
Quality of work samples	20	19	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	28	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	18	20	20
Price	10	8	10	10
POINT TOTAL	200	160	170	170

Total Points 500

Average Score 167

WOW Factor Marketing Group

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3
Familiarity with the City and City locale	50	45	50	25
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and	50	38	25	50
Quality of proposed approach/work plan	20	17	18	20
Quality of work samples	20	18	15	20
Qualifications and experience of the staff assigned by proposer to perform these services	30	28	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	20	16	15	15

Price	10	8	10	10
POINT TOTAL	200	170	163	170

Total Points 503
Average Score 168