

WANTMAN Group

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	42	43	30	25
Qualifications and experience of the staff assigned by proposer to perform	40	30	34	25	30
Quality of proposed approach/work	20	18	16	15	10
Quality of work samples	20	14	16	11	10
Familiarity with the City and City	30	15	15	20	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	26	20	14	25
Price	10	7	6	2	10
POINT TOTAL	200	152	150	117	125

Total Points 544
Average Score 136

Green Advertising

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	40	44	30	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	30	36	25	25
Quality of proposed approach/work	20	15	17	11	10
Quality of work samples	20	15	18	16	10
Familiarity with the City and City	30	20	22	8	10
Availability and capability to perform the marketing and communications services described in this RFP on an	30	25	23	14	15
Price	10	7	9	3	5
POINT TOTAL	200	152	169	107	105

Total Points 533
Average Score 133.25

McBride Marketing

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45	45	45	25

Qualifications and experience of the staff assigned by proposer to perform these services	40	38	37	39	30
Quality of proposed approach/work	20	19	18	18	20
Quality of work samples	20	17	18	15	20
Familiarity with the City and City	30	25	27	21	25
Availability and capability to perform the marketing and communications services described in this RFP on an	30	27	26	25	25
Price	10	8	8	9	10
POINT TOTAL	200	179	179	172	155

Total Points **685**
Average Score **171.25**

Monkey Pickles

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	10	30	10	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	15	25	10	15
Quality of proposed approach/work	20	7	12	5	10
Quality of work samples	20	5	12	1	5
Familiarity with the City and City	30	3	15	2	5
Availability and capability to perform the marketing and communications services described in this RFP on an	30	15	20	5	10
Price	10	5	7	3	6
POINT TOTAL	200	60	121	36	81

Total Points **298**
Average Score **74.5**

BG AD Group

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	20	30	15	20
Qualifications and experience of the staff assigned by proposer to perform these services	40	26	20	8	20
Quality of proposed approach/work	20	12	12	11	5
Quality of work samples	20	6	10	9	10

Familiarity with the City and City	30	4	15	17	10
Availability and capability to perform the marketing and communications services described in this RFP on an	30	15	15	10	15
Price	10	6	6	8	5
POINT TOTAL	200	89	108	78	85

Total Points **360**
Average Score **90**

Aqua Marketing Communication Design

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	49	45	40	50
Qualifications and experience of the staff assigned by proposer to perform these services	40	40	37	39	35
Quality of proposed approach/work	20	19	18	13	20
Quality of work samples	20	17	18	16	18
Familiarity with the City and City	30	26	23	10	25
Availability and capability to perform the marketing and communications services described in this RFP on an	30	27	25	22	25
Price	10	5	8	1	10
POINT TOTAL	200	183	174	141	183

Total Points **681**
Average Score **170.25**

Adept Strategy & Public Relations

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45	41	25	45
Qualifications and experience of the staff assigned by proposer to perform these services	40	36	35	15	35
Quality of proposed approach/work	20	18	17	12	20
Quality of work samples	20	18	16	5	18
Familiarity with the City and City	30	29	30	28	30
Availability and capability to perform the marketing and communications services described in this RFP on an	30	29	28	15	30
Price	10	8	8	7	10

POINT TOTAL	200	183	175	107	188
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Total Points 653
Average Score 163.25

Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency

Selection Criteria	Max Points	Reviewer 1	Reviewer 2	Reviewer 3	Reviewer 4
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	48	46	40	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	40	38	35	30
Quality of proposed approach/work	20	19	18	14	15
Quality of work samples	20	19	19	14	12
Familiarity with the City and City	30	28	25	15	10
Availability and capability to perform the marketing and communications services described in this RFP on an	30	30	26	22	20
Price	10	8	9	6	8
POINT TOTAL	200	192	181	146	125

Total Points 644
Average Score 161