

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: WANTMAN Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	42	42
Qualifications and experience of the staff assigned by proposer to perform these services	40	30	30
Quality of proposed approach/work plan	20	18	18
Quality of work samples	20	14	14
Familiarity with the City and City locale	30	15	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	26	26
Price	10	7	7
POINT TOTAL	200	152	

Reviewer's Signature

Date

Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Green Advertising

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	40	40
Qualifications and experience of the staff assigned by proposer to perform these services	40	30	30
Quality of proposed approach/work plan	20	15	15
Quality of work samples	20	15	15
Familiarity with the City and City locale	30	20	20
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	25	25
Price	10	7	7
POINT TOTAL	200	152	

  
Reviewer's Signature

9/14/15  
Date

Usselle Carvajal  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: McBride Marketing

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
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
Qualifications and experience of the staff assigned by proposer to perform these services	40	38	38
Quality of proposed approach/work plan	20	19	19
Quality of work samples	20	17	17
Familiarity with the City and City locale	30	25	25
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	27	27
Price	10	8	8
POINT TOTAL	200	179	

Reviewer's Signature

Date

Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Aqua Marketing Communication Design

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	49	49
Qualifications and experience of the staff assigned by proposer to perform these services	40	40	40
Quality of proposed approach/work plan	20	19	19
Quality of work samples	20	17	17
Familiarity with the City and City locale	30	26	26
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	27	27
Price	10	5	5
POINT TOTAL	200	183	

Reviewer's Signature

Date

Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT


**Project Number:** RFP #10-015

Firm: Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	48	48
Qualifications and experience of the staff assigned by proposer to perform these services	40	40	40
Quality of proposed approach/work plan	20	19	19
Quality of work samples	20	19	19
Familiarity with the City and City locale	30	28	28
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	30	30
Price	10	8	8
POINT TOTAL	200	192	

  
Reviewer's Signature

  
Date

  
Print Name

## SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Adept Strategy & Public Relations

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
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
Qualifications and experience of the staff assigned by proposer to perform these services	40	36	36
Quality of proposed approach/work plan	20	18	18
Quality of work samples	20	18	18
Familiarity with the City and City locale	30	29	29
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	29	29
Price	10	8	8
POINT TOTAL	200	183	

  
Reviewer's Signature

9/16/15  
Date

Lissette Carey  
Print Name

## SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Monkey Pickles

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	10	10
Qualifications and experience of the staff assigned by proposer to perform these services	40	15	15
Quality of proposed approach/work plan	20	7	7
Quality of work samples	20	5	5
Familiarity with the City and City locale	30	3	3
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	15	15
Price	10	5	5
POINT TOTAL	200	60	

  
Reviewer's Signature

  
Date

  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: BG AD Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED	
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	20	20
Qualifications and experience of the staff assigned by proposer to perform these services	40	26	26
Quality of proposed approach/work plan	20	12	12
Quality of work samples	20	6	6
Familiarity with the City and City locale	30	4	4
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	15	15
Price	10	6	6
POINT TOTAL	200	89	

Reviewer's Signature

Date

Print Name




### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Adept Strategy & Public Relations

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	41
Qualifications and experience of the staff assigned by proposer to perform these services	40	35
Quality of proposed approach/work plan	20	17
Quality of work samples	20	16
Familiarity with the City and City locale	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	28
Price	10	8
POINT TOTAL	200	

 9-22-15  
Reviewer's Signature Date

Doug Bradshaw  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: WANTMAN Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	43
Qualifications and experience of the staff assigned by proposer to perform these services	40	34
Quality of proposed approach/work plan	20	16
Quality of work samples	20	16
Familiarity with the City and City locale	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	20
Price	10	6
POINT TOTAL	200	



Reviewer's Signature

9-22-15  
Date

Doug Bradshaw  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Green Advertising

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	44
Qualifications and experience of the staff assigned by proposer to perform these services	40	36
Quality of proposed approach/work plan	20	17
Quality of work samples	20	18
Familiarity with the City and City locale	30	22
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	23
Price	10	9
POINT TOTAL	200	



Reviewer's Signature

9-22-15

Date

Doug Bradshaw

Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Monkey Pickles

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	25
Quality of proposed approach/work plan	20	12
Quality of work samples	20	12
Familiarity with the City and City locale	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	20
Price	10	7
POINT TOTAL	200	



Reviewer's Signature

9-22-15

Date

Doug Bradshaw

Print Name

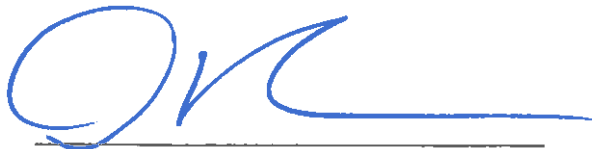
**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: McBride Marketing

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Qualifications and experience of the staff assigned by proposer to perform these services	40	37
Quality of proposed approach/work plan	20	18
Quality of work samples	20	18
Familiarity with the City and City locale	30	27
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	26
Price	10	8
POINT TOTAL	200	



Reviewer's Signature

9-22-15

Date

Doug Bradshaw

Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: BG AD Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	20
Quality of proposed approach/work plan	20	12
Quality of work samples	20	10
Familiarity with the City and City locale	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	15
Price	10	6
POINT TOTAL	200	



Reviewer's Signature

9-22-15

Date

Doug Bradshaw

Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Aqua Marketing Communication Design

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Qualifications and experience of the staff assigned by proposer to perform these services	40	37
Quality of proposed approach/work plan	20	18
Quality of work samples	20	18
Familiarity with the City and City locale	30	23
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	25
Price	10	8
POINT TOTAL	200	

  
Reviewer's Signature

9-22-15  
Date

Doug Bradshaw  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	46
Qualifications and experience of the staff assigned by proposer to perform these services	40	38
Quality of proposed approach/work plan	20	18
Quality of work samples	20	19
Familiarity with the City and City locale	30	25
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	26
Price	10	9
POINT TOTAL	200	

  
Reviewer's Signature

9-22-15  
Date

Day Bradshaw  
Print Name




## SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Adept Strategy & Public Relations

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Qualifications and experience of the staff assigned by proposer to perform these services	40	15
Quality of proposed approach/work plan	20	12
Quality of work samples	20	5
Familiarity with the City and City locale	30	28
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	15
Price	10	7
POINT TOTAL	200	107

  
Reviewer's Signature

Oct-13-15  
Date

Evaluator Worthington  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: WANTMAN Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	25
Quality of proposed approach/work plan	20	15
Quality of work samples	20	11
Familiarity with the City and City locale	30	20
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	14
Price	10	2
POINT TOTAL	200	117

  
Reviewer's Signature

Oct-13-15  
Date

Evalena Worthington  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Green Advertising

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	25
Quality of proposed approach/work plan	20	11
Quality of work samples	20	16
Familiarity with the City and City locale	30	8
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	14
Price	10	3
POINT TOTAL	200	107

  
Reviewer's Signature

Oct-13-15  
Date

Evalena Worthington  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Monkey Pickles

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	16
Qualifications and experience of the staff assigned by proposer to perform these services	40	10
Quality of proposed approach/work plan	20	5
Quality of work samples	20	1
Familiarity with the City and City locale	30	2
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	5
Price	10	3
POINT TOTAL	200	36

  
Reviewer's Signature

Oct-13-15  
Date

Evelyn Worthington  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: McBride Marketing

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Qualifications and experience of the staff assigned by proposer to perform these services	40	39
Quality of proposed approach/work plan	20	18
Quality of work samples	20	15
Familiarity with the City and City locale	30	21
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	25
Price	10	9
POINT TOTAL	200	172

  
Reviewer's Signature

Oct-13-15  
Date

  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: BG AD Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	15
Qualifications and experience of the staff assigned by proposer to perform these services	40	8
Quality of proposed approach/work plan	20	11
Quality of work samples	20	9
Familiarity with the City and City locale	30	17
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	10
Price	10	8
POINT TOTAL	200	78

  
Reviewer's Signature

Oct-13-15  
Date

  
Print Name

## SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT


**Project Number:** RFP #10-015

Firm: Aqua Marketing Communication Design

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	40
Qualifications and experience of the staff assigned by proposer to perform these services	40	39
Quality of proposed approach/work plan	20	13
Quality of work samples	20	16
Familiarity with the City and City locale	30	10
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	22
Price	10	1
POINT TOTAL	200	141

  
Reviewer's Signature

Oct-13-15  
Date

  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

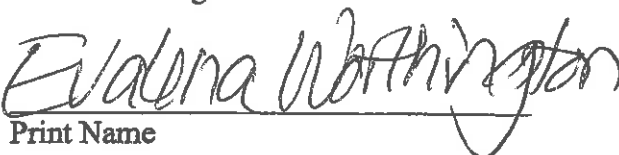
**Project Number:** RFP #10-015

**Firm:** Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	40
Qualifications and experience of the staff assigned by proposer to perform these services	40	35
Quality of proposed approach/work plan	20	14
Quality of work samples	20	14
Familiarity with the City and City locale	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	22
Price	10	6
POINT TOTAL	200	146

  
Reviewer's Signature

  
Date

  
Print Name



### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Birdwell Photography and Multimedia, Inc. DBA Birdwell Agency

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	30
Quality of proposed approach/work plan	20	15
Quality of work samples	20	12
Familiarity with the City and City locale	30	10
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	20
Price	10	8
POINT TOTAL	200	<del>117</del> 125

Jack Anderson  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Aqua Marketing Communication Design

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	50
Qualifications and experience of the staff assigned by proposer to perform these services	40	35
Quality of proposed approach/work plan	20	20
Quality of work samples	20	18
Familiarity with the City and City locale	30	25
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	25
Price	10	10
POINT TOTAL	200	183

Jack Anderson  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY, WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: BG AD Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	20
Qualifications and experience of the staff assigned by proposer to perform these services	40	20
Quality of proposed approach/work plan	20	5
Quality of work samples	20	10
Familiarity with the City and City locale	30	10
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	15
Price	10	5
POINT TOTAL	200	85

  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: McBride Marketing

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Qualifications and experience of the staff assigned by proposer to perform these services	40	30
Quality of proposed approach/work plan	20	20
Quality of work samples	20	20
Familiarity with the City and City locale	30	25
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	25
Price	10	10
POINT TOTAL	200	155

Jack Anderson  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Monkey Pickles

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	15
Quality of proposed approach/work plan	20	10
Quality of work samples	20	5
Familiarity with the City and City locale	30	5
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	10
Price	10	0
POINT TOTAL	200	81

Jack Anderson  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

**SELECTION CRITERIA MATRIX**

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Green Advertising

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	30
Qualifications and experience of the staff assigned by proposer to perform these services	40	25
Quality of proposed approach/work plan	20	10
Quality of work samples	20	10
Familiarity with the City and City locale	30	10
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	15
Price	10	5
POINT TOTAL	200	105

  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: WANTMAN Group

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	25
Qualifications and experience of the staff assigned by proposer to perform these services	40	30
Quality of proposed approach/work plan	20	10
Quality of work samples	20	10
Familiarity with the City and City locale	30	15
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	25
Price	10	10
POINT TOTAL	200	125

Jack Anderson  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name

### SELECTION CRITERIA MATRIX

**Task Order Name:** MARKETING SERVICES KEY WEST HISTORIC SEAPORT

**Project Number:** RFP #10-015

Firm: Adept Strategy & Public Relations

SELECTION CRITERIA	MAXIMUM POINTS	POINTS EARNED
Specialized experience in the type of work to be performed, specifically including work in a city of similar size and geographic location	50	45
Qualifications and experience of the staff assigned by proposer to perform these services	40	35
Quality of proposed approach/work plan	20	20
Quality of work samples	20	18
Familiarity with the City and City locale	30	30
Availability and capability to perform the marketing and communications services described in this RFP on an ongoing basis	30	30
Price	10	10
POINT TOTAL	200	188

  
Reviewer's Signature

9/30/15  
Date

Jack Anderson  
Print Name