

Evaluation Committee Members					
1	Jim Bouquet (JB)	4	Jim Gilleran (JG)		
2	Samantha Farist (SF)	5	Gary Volenec (GV)		
3	Michael Turner (MT)	6	Marilyn Wilbarger (MW)		

**KEY WEST AMPHITHEATER VENUE MANAGEMENT - RFP No. 006-18**  
**Evaluation Committee Proposal Ranking**  
 Key West City Hall, Room 216 Friday, May 18, 2018 10:00 AM  
 (Publicly-advertised meeting)

**Qualifications Proposal Points (Maximum 300 Points)**

Part I - Letter of Transmittal and Company Background		EVALUATION PANEL SCORING																		
		Frameless Creative						KLASS						We've Got The Keys						
Part II - Qualifications/Experience (Maximum 150 Points)		Points (Range)	JB	SF	MT	JG	GV	MW	JB	SF	MT	JG	GV	MW	JB	SF	MT	JG	GV	MW
A. Proposer's experience in providing proposed services, including, but not limited to, demonstrating relevant venue management experience, established relationships with concert promoters & examples of sponsorship development.		0 - 50	40	30	38	0	46	35	40	40	40	0	38	40	30	35	35	0	32	45
B. Qualifications and experience of Key Personnel assigned to the Venue Management team.		0 - 20	5	5	10	0	18	10	15	10	8	0	10	20	5	10	15	0	15	15
C. Number of venues that all or some of proposed Venue Management team have worked together.		0 - 10	0	5	4	0	7	2	10	10	4	0	7	5	0	10	6	0	8	7
D. Familiarity with local conditions and community involvement. Provide a description of your local community knowledge and relationships that will offer insight on your ability to successfully manage this venue.		0 - 10	5	5	2	0	8	3	5	3	0	0	7	1	10	5	10	0	10	10
E. Provide a description of your vision for the Key West Amphitheater and how this venue can drive economic development through tourism. Give examples of events you think are realistic to book at the Amphitheater.		0 - 30	10	5	15	0	25	5	10	15	10	0	20	5	15	30	25	0	23	25
F. Provide a one-page conclusion on why your organization should be selected as Venue Manager for the Key West Amphitheater		0 - 20	5	10	10	0	18	5	10	10	8	0	15	5	15	5	15	0	18	20
G. Reference Verification		0 - 10	5	10	10	0	9	10	5	10	8	0	8	10	2	5	6	0	7	10

**Part III - Venue Management Approach (Maximum 150 Points)**

A. Marketing approach - Include first year initial marketing efforts for a "new" Venue and continued ongoing marketing needs to grow and maintain a stable and balanced use of the Amphitheater. This will include national, state, and local outreach to provide a broad range of bookings to serve the community and visitors of Key West.		0 - 50	30	20	35	0	45	20	20	20	25	0	30	20	40	40	45	0	45	45
B. Financial Approach – Present a financial management plan which shall include cash management, business controls, and accounting procedures for booking fees, performance guaranties and settlements with concert promoters following events.		0 - 50	30	20	35	0	45	35	20	30	30	0	32	35	30	20	45	0	47	35
C. Facility Approach – Provide a brief summary of facility management of the Venue, including proposed means to interface and coordinate with City staff. Means of periodic facility review including condition, cleanliness, necessary repairs and possible enhancements to further the goal of balanced use of the Amphitheater should be incorporated.		0 - 25	20	12	20	0	22	15	10	25	10	0	22	15	15	12	25	0	24	25
D. Provide a copy of Proposer's most recent financial statement		0 - 25	15	0	0	0	10	0	10	25	10	0	15	5	20	25	15	0	15	20

<b>Total Compensation Proposal that is in the best interest of the City (Max. 200 Points)</b>	0 - 200	100	80	120	0	180	100	100	125	100	0	190	75	150	145	150	0	175	150
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<b>Total Points</b>	265	202	299	0	433	240	255	323	253	0	394	236	332	342	392	0	419	407
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<b>Proposer Average Proposal Points</b>	<b>239.8</b>	<b>243.5</b>	<b>315.3</b>
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