



RFP Item #22-253

Advertising Concessions for Augusta, GA – Augusta Regional Airport  
Evaluation Date: Thursday, December 29, 2022 @ 2:00 p.m. via ZOOM

Vendors			Departure Media, Inc. 180 Meeting Street, Suite 350 Charleston, South Carolina 29401	Departure Media, Inc. 180 Meeting Street, Suite 350 Charleston, South Carolina 29401
Phase 1			Ranking of 0-5 (Enter a	
Evaluation Criteria	Ranking	Points	Scale 0 (Low) to 5 (High)	Weighted Scores
1. Completeness of Response • Package submitted by the deadline • Package is complete (includes requested information as required per this solicitation) • Attachment B is complete, signed and notarized	N/A	Pass/Fail	PASS	PASS
2. Qualifications & Experience	(0-5)	20	5.0	100.0
3. Organization & Approach	(0-5)	20	5.0	100.0
4. Scope of Services 4. Scope of Services a. Detailed Scope of services to be provided and concession location of interest identified - Proposed scope of services is appropriate for identified location and customer base. - Scope addresses all known project/service needs and appears achievable in the timeframes set forth in the project/service schedule. b. Project Deliverables - Proposed schedule/ hours of operation. - Proposed method for providing required transactional reports and service fees appear adequate. c. Marketing/business plan - Proposer has provided assessment/methodology used to determine potential success of the project. - Proposer has provided methodology for marketing the project/service to ensure ongoing success.	(0-5)	25	4.5	112.5
5. Financial Stability	(0-5)	5	5.0	25.0
6. References	(0-5)	5	5.0	25.0
Phase 1 Total - (Total Maximum Ranking 25 - Maximum Weighted Total Possible 375)			24.5	362.5
Phase 2 (Option - Numbers 7-8) (Vendors May Not Receive Less Than a 3 Ranking in Any Category to be Considered for Award)				
7. Presentation by Team	(0-5)	10		0.0
8. Q&A Response to Panel Questions	(0-5)	5		0.0
9. Cost/Fee Proposal Consideration (only choose 1 line according to dollar value of the proposal in relation to all fee proposals - enter the point value for the one line only)				Cost/Fee Proposal Consideration
Highest Revenue	5	10	5.0	50.0
Second	5	6		0.0
Third	5	4		0.0
Forth	5	2		0.0
Fifth	5	1		0.0
Total Phase 2 - (Total Maximum Ranking 15 - Maximum Weighted Total Possible 125)			5.0	50.0
Total (Total Possible Score 500) Total (May not Receive Less Than a 3 Ranking in Any				
Total Cumulative Score (Maximum point is 500)			29.5	412.5

Internal Use Only

Evaluator: Cumulative

Date: 12/29/22

Procurement Department Representative: Nancy Williams

Procurement Department Completion Date: 12/29/22