

RFP 108-2024 LAKE PARK CRA PR and MARKETING SERVICES

PROPOSAL SCORING MATRIX

Evaluation Criteria Breakdown		Points	A5 Branding & Digital	Civic Consulting Group	RMA	Ryan Williams Agency
Completeness of Response to RFP (Pass/Fail)						
	ALL required schedules, forms and informational items have been submitted.	Pass/Fail	X	X	X	X
1	Qualifications and Personnel	25 Points				
	Evaluator 1.		17	15	24	23
	Evaluator 2.		20	25	25	10
	Evaluator 3		20	25	25	20
	TOTAL ALL SCORES		57	65	74	53
2	Record of Performance	25 Points				
	Evaluator 1.		20	12	24	18
	Evaluator 2.		12	20	25	22
	Evaluator 3		20	20	25	15
	TOTAL ALL SCORES		52	52	74	55
3	Creative Approach to Scope of Work	30 Points				
	Evaluator 1.		26	20	20	25
	Evaluator 2.		22	25	25	20
	Evaluator 3		25	25	25	20
	TOTAL ALL SCORES		73	70	70	65
4	Verifiable Documentation that business is legally established to Operate in the Town	10 Points				
	Evaluator 1.		10	10	10	10
	Evaluator 2.		10	5	10	10
	Evaluator 3		10	10	10	10
	TOTAL ALL SCORES		30	25	30	30
5	Proposal Conforms to RFQ Requirements	10 Points				
	Evaluator 1.		10	9	10	10
	Evaluator 2.		5	5	8	10

	Evaluator 3		10	10	10	10
	TOTAL ALL SCORES		25	24	28	30
	TOTAL	110 Points (X 2)	237	236	276	233

Evaluation Committee Member 1. Allison Justice, CRA Administrator

Friday, May 17, 2024

Signature

Evaluation Committee Member 2. Merryl Angstreich, PIO

Friday, May 17, 2024

Signature

Evaluation Committee Member 3. Riunite Franks, Special Events Director

Friday, May 17, 2024

Signature