

RFP 2022-165 Annual Contract for Marketing Services
 Best and Final Offer Scores

Primary Award

Primary Award

		Medium Giant Dallas, TX HUB - No CO-OP - Yes	Belmont Icehouse, LLC Dallas, TX HUB - No CO-OP - Yes
Evaluation Criteria	Max Points	Score	Score
Qualifications and Experience	30	22.76	21.81
Sample Work Submission (Portfolio)	30	22.00	20.00
References	10	10.00	10.00
Price - Hourly Rates	20	20.00	20.00
Price - Percentage Markup	10	10.00	5.00
Total Score	100	84.76	76.81

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Initial Scores

		Alpha Business Images LLC Dallas, TX HUB - Yes	Medium Giant Dallas, TX HUB - No CO-OP - Yes	Tovoy Solutions LLC Cleveland, TX HUB - Yes	Belmont Icehouse, LLC Dallas, TX HUB - No CO-OP - Yes
Evaluation Criteria	Max Points	Score	Score	Score	Score
Qualifications and Experience	30	19.93	22.76	13.47	21.81
Sample Work Submission (Portfolio)	30	16.00	22.00	12.00	20.00
References	10	6.67	10.00	0.00	10.00
Price - Hourly Rates	20	17.79	20.00	17.75	20.00
Price - Percentage Markup	10	10.00	0.00	3.75	5.00
Total Score	100	70.39	74.76	46.97	76.81