

RFP TITLE: ADVERTISING & PROMOTIONAL SERVICES

RFP #:189-0284-P(RG)

Evaluation Date: August 29, 2019

| | | | | KATIE | BRIDGES | KEN | HANNON | TIM | RAMSBERGER | | |
|------------------|--|-----------------|--|-------|----------------|------|----------------|------|----------------|----------------|----------------|
| Potential Points | Criteria | Consensus Range | | | Total Score | | Total Score | | Total Score | TOTAL POINTS | TOTAL AVERAGE |
| 1 | Birdsall, Voss & Associates, Inc. dba BVK | | | | No 1 | | No 2 | | No 3 | | |
| 350 | Qualifications, Experience and Background | 70-90 | | 90% | 315.00 | 90% | 315.00 | 90% | 315.00 | 945.00 | 315.00 |
| 400 | Demonstration of Strategic Thinking and Creative Approach | 100 | | 100% | 400.00 | 100% | 400.00 | 100% | 400.00 | 1200.00 | 400.00 |
| 100 | Statement of Work | 70-90 | | 85% | 85.00 | 80% | 80.00 | 90% | 90.00 | 255.00 | 85.00 |
| 100 | Compensation | | | 51% | 51.37 | 51% | 51.37 | 51% | 51.37 | 154.12 | 51.37 |
| 50 | Exceptions to RFP | | | 100% | 50.00 | 100% | 50.00 | 100% | 50.00 | 150.00 | 50.00 |
| 1000 | Total | | | | 901.37 | | 896.37 | | 906.37 | 2704.12 | 901.37 |
| 200 | Company Overview and Qualifications | 70-90 | | 90% | 180.00 | 90% | 180.00 | 90% | 180.00 | 540.00 | 180.00 |
| 300 | Demonstration of Strategic Thinking and Creative Approach to Brand Positioning | 100 | | 100% | 300.00 | 100% | 300.00 | 100% | 300.00 | 900.00 | 300.00 |
| 300 | Demonstration of Strategic Thinking and Creative Approach to Media Buying | 70-90 | | 90% | 270.00 | 90% | 270.00 | 90% | 270.00 | 810.00 | 270.00 |
| 100 | Compensation | 70-90 | | 90% | 90.00 | 90% | 90.00 | 90% | 90.00 | 270.00 | 90.00 |
| 100 | Compelling Argument | 100 | | 100% | 100.00 | 100% | 100.00 | 100% | 100.00 | 300.00 | 100.00 |
| 1000 | Oral Presentation Total | | | | 940.00 | | 940.00 | | 940.00 | 2820.00 | 940.00 |
| 2000 | TOTAL COMBINED SCORE | | | | 1841.37 | | 1836.37 | | 1846.37 | 5524.12 | 1841.37 |

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| Potential Points | Criteria | Consensus Range | | Total Score | Total Score | Total Score | Total Score | Total Score | TOTAL POINTS | TOTAL AVERAGE | |
| 2 | Communications Consultants Holdings, LLC dba BCF | | | No 1 | No 2 | No 3 | | | | | |
| 350 | Qualifications, Experience and Background | 70-90 | 80% | 280.00 | 75% | 262.50 | 75% | 262.50 | 805.00 | 268.33 | |
| 400 | Demonstration of Strategic Thinking and Creative Approach | 40-60 | 60% | 240.00 | 60% | 240.00 | 60% | 240.00 | 720.00 | 240.00 | |
| 100 | Statement of Work | 70-90 | 70% | 70.00 | 70% | 70.00 | 70% | 70.00 | 210.00 | 70.00 | |
| 100 | Compensation | | 56% | 55.86 | 56% | 55.86 | 56% | 55.86 | 167.59 | 55.86 | |
| 50 | Exceptions to RFP | | 100% | 50.00 | 100% | 50.00 | 100% | 50.00 | 150.00 | 50.00 | |
| 1000 | Total | | | 695.86 | | 678.36 | | 678.36 | 2052.59 | 684.20 | |
| 1000 | Oral Presentation Total | | | 0.00 | | 0.00 | | 0.00 | 0.00 | 0.00 | |
| 2000 | TOTAL | | | 695.86 | | 678.36 | | 678.36 | 2052.59 | 684.20 | |

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|----------|------------------|---|-----------------|-------|---------------|------|---------------|------|---------------|----------------|---------------|
| 3 | Potential Points | Criteria | Consensus Range | | Total Score | | Total Score | | Total Score | TOTAL POINTS | TOTAL AVERAGE |
| | | Hoffman York, Inc | | | No 1 | | No 2 | | No 3 | | |
| | 350 | Qualifications, Experience and Background | 70-90 | 85% | 297.50 | 80% | 280.00 | 80% | 280.00 | 857.50 | 285.83 |
| | 400 | Demonstration of Strategic Thinking and Creative Approach | 70-90 | 80% | 320.00 | 80% | 320.00 | 80% | 320.00 | 960.00 | 320.00 |
| | 100 | Statement of Work | 70-90 | 90% | 90.00 | 85% | 85.00 | 75% | 75.00 | 250.00 | 83.33 |
| | 100 | Compensation | | 45% | 45.42 | 45% | 45.42 | 45% | 45.42 | 136.25 | 45.42 |
| | 50 | Exceptions to RFP | | 0% | 0.00 | 0% | 0.00 | 0% | 0.00 | 0.00 | 0.00 |
| | 1000 | Sub Total | | | 752.92 | | 730.42 | | 720.42 | 2203.75 | 734.58 |
| | 1000 | Oral Presentation Total | | | 0.00 | | 0.00 | | 0.00 | 0.00 | 0.00 |
| | 2000 | TOTAL | | | 752.92 | | 730.42 | | 720.42 | 2203.75 | 734.58 |
| | | | | | | | | | | | |
| | | | | KATIE | BRIDGES | KEN | HANNON | TIM | RAMSBERGER | | |
| | Potential Points | Criteria | Consensus Range | | Total Score | | Total Score | | Total Score | TOTAL POINTS | TOTAL AVERAGE |
| 4 | | Paradise Advertising & Marketing, Inc. | | | No 1 | | No 2 | | No 3 | | |
| | 350 | Qualifications, Experience and Background | 70-90 | 80% | 280.00 | 70% | 245.00 | 80% | 280.00 | 805.00 | 268.33 |
| | 400 | Demonstration of Strategic Thinking and Creative Approach | 70-90 | 85% | 340.00 | 80% | 320.00 | 80% | 320.00 | 980.00 | 326.67 |
| | 100 | Statement of Work | 70-90 | 80% | 80.00 | 75% | 75.00 | 80% | 80.00 | 235.00 | 78.33 |
| | 100 | Compensation | | 49% | 49.11 | 49% | 49.11 | 49% | 49.11 | 147.33 | 49.11 |
| | 50 | Exceptions to RFP | | 100% | 50.00 | 100% | 50.00 | 100% | 50.00 | 150.00 | 50.00 |
| | 1000 | Total | | | 799.11 | | 739.11 | | 779.11 | 2317.33 | 772.44 |
| | 1000 | Oral Presentation Total | | | 0.00 | | 0.00 | | 0.00 | 0.00 | 0.00 |
| | 2000 | TOTAL | | | 799.11 | | 739.11 | | 779.11 | 2317.33 | 772.44 |

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|------------------|--|-----------------|------------|----------------|-------------|----------------|-------------|----------------|----------------|----------------|
| Potential Points | Criteria | Consensus Range | | Total Score | Total Score | Total Score | Total Score | Total Score | TOTAL POINTS | TOTAL AVERAGE |
| 5 | PPK Inc. | | | No 1 | | No 2 | | No 3 | | |
| 350 | Qualifications, Experience and Background | 70-90 | 80% | 280.00 | 80% | 280.00 | 85% | 297.50 | 857.50 | 285.83 |
| 400 | Demonstration of Strategic Thinking and Creative Approach | 70-90 | 80% | 320.00 | 80% | 320.00 | 85% | 340.00 | 980.00 | 326.67 |
| 100 | Statement of Work | 70-90 | 85% | 85.00 | 85% | 85.00 | 85% | 85.00 | 255.00 | 85.00 |
| 100 | Compensation | | 100% | 100.00 | 100% | 100.00 | 100% | 100.00 | 300.00 | 100.00 |
| 50 | Exceptions to RFP | | 100% | 50.00 | 100% | 50.00 | 100% | 50.00 | 150.00 | 50.00 |
| 1000 | Total | | | 835.00 | | 835.00 | | 872.50 | 2542.50 | 847.50 |
| 200 | Company Overview and Qualifications | 70-90 | 80% | 160.00 | 75% | 150.00 | 75% | 150.00 | 460.00 | 153.33 |
| 300 | Demonstration of Strategic Thinking and Creative Approach to Brand Positioning | 70-90 | 90% | 270.00 | 85% | 255.00 | 85% | 255.00 | 780.00 | 260.00 |
| 300 | Demonstration of Strategic Thinking and Creative Approach to Media Buying | 70-90 | 80% | 240.00 | 80% | 240.00 | 75% | 225.00 | 705.00 | 235.00 |
| 100 | Compensation | 70-90 | 90% | 90.00 | 90% | 90.00 | 90% | 90.00 | 270.00 | 90.00 |
| 100 | Compelling Argument | 70-90 | 90% | 90.00 | 90% | 90.00 | 90% | 90.00 | 270.00 | 90.00 |
| 1000 | Oral Presentation Total | | | 850.00 | | 825.00 | | 810.00 | 2485.00 | 828.33 |
| 2000 | TOTAL COMBINED SCORE | | | 2535.00 | | 2485.00 | | 2492.50 | 5027.50 | 1675.83 |

PINELLAS COUNTY RANKING

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| Company Name | Point Total | Ranking |
|--|--------------------|----------------|
| Birdsall, Voss & Associates, Inc. dba BVK | 1841.37 | 1 |
| PPK Inc. | 1675.83 | 2 |
| Paradise Advertising & Marketing, Inc. | 772.44 | 3 |
| Hoffman York, Inc | 734.58 | 4 |
| Communications Consultants Holdings, LLC dba BCF | 684.20 | 5 |