

EVALUATION COMMITTEE SCORE SHEET

RFP 0000012126 OPENED NOVEMBER 8, 2012 @ 2:00PM - CST

VSC - MILWAUKEE CIVIC PARTNERSHIP INITIATIVE (M.C.P.I.) MARKETING CONSULTANT SERVICES

PURCHASING AGENT: KAREN JEFFRIES, CPPB

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FINAL SCORES	PROPOSER:	PROPOSER:	PROPOSER:
	THE SUPERLATIVE GROUP	FRONT ROW MARKETING SERVICES	LEGENDS SALES & MARKETING
RESPONSIVENESS TO THE RFP (PASS/FAIL)	PASS	PASS	PASS
QUALITY OF PROPOSAL TO COMPLETE SCOPE OF SERVICES MAXIMUM: 35 POINTS	193	179	161
QUALIFICATIONS AND EXPERIENCE MAXIMUM: 35 POINTS	186	171	164
RATES/COSTS (PERCENTAGE OF \$100,000.00 PLUS ALL-INCLUSIVE COSTS AND EXPENSES) MAXIMUM: 30 POINTS (DOA-PSS CALCULATION)	172.8	180	180
LOCAL BUSINESS ENTERPRISE (DOA-PSS CONFIRMATION OF DOCUMENTATION SUBMITTED) UP TO 5% OF MAXIMUM REGULAR POINTS	0	0	0
OFFICE OF SMALL BUSINESS DEVELOPMENT CERTIFIED MINORITY/WOMEN/SMALL BUSINESS ENTERPRISE VENDOR UTILIZATION PROPOSAL INCLUDED IN RFP RESPONSE. MAXIMUM: UP TO TEN (10) ADDITIONAL BONUS POINTS	51	0	0
FINAL TOTAL	602.8	530	505
RANK	1	2	3