

**Scoring Summary Sheet
Final Evaluation Meeting
RFP No. GEN2116476P1
Advertising Agency Services**

October 21, 2019

115 S. Andrews Avenue, Room GC430, Fort Lauderdale, FL 33301

Firm Name	Cate Farmer	Kara Franker	Jorge Hernandez	Andrea Saucedo	Margaret Stapleton	Total	Ranking
Aqua Marketing & Communications Inc.	85.3304	85.3304	70.3304	71.3304	91.3304	403.6520	1
Fry/Hammond/Barr Inc. dba &Barr	68.0000	83.0000	70.0000	73.0000	84.0000	378.0000	3
Fuseideas LLC dba Fuseideas	79.3411	76.3411	75.3411	84.3411	77.3411	392.7055	2
Nobox Marketing LLC dba NoBox	42.8224	62.8224	72.8224	77.8224	64.8224	321.1120	6
Pace Communications Group, Inc. dba Pace Branding and Marketing	50.4293	62.4293	66.4293	64.4293	66.4293	310.1465	7
Paradise Advertising and Marketing, Inc.	74.5148	77.5148	63.5148	63.5148	82.5148	361.5740	4
Relevant Brands Inc. dba Relebrand	50.6953	63.6953	62.6953	84.6953	61.6953	323.4765	5

TIE BREAKER CRITERIA

1. Vendor located within Broward County as set forth in Subsection 21.31.c.
2. Vendor which provides domestic partner benefits.
3. Vendor that has the lowest dollar volume of work, calculated by payments to vendor, by County over a five (5) year period from the date of the submittal.
4. A re-vote or re-assessment of only the tied vendors.
5. Preference to vendor receiving a majority of the total first-place votes.

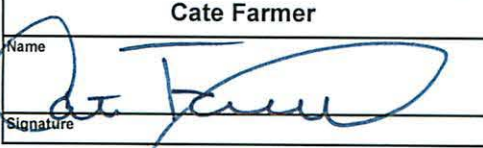
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Evaluation Criteria - Project Specific Criteria (Complete text of questions provided separately)	Maximum Points	Aqua Marketing & Communications Inc.	Fry/Hammond/ Barr Inc. dba &Barr	Fuseideas LLC dba Fuseideas	Nobox Marketing LLC dba NoBox	Pace Communications Group, Inc. dba Pace Branding and Marketing	Paradise Advertising and Marketing, Inc.	Relevant Brands Inc. dba Relebrand
ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	8	8	8	5	6	9	5
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	15	8	15	10	5	12	5
See Evaluation Criteria - question 2.1	10	9	8	9	5	8	8	7
See Evaluation Criteria - question 2.2	5	5	3	3	2	3	5	2
See Evaluation Criteria - question 2.3	10	9	7	8	5	5	8	5
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	19	15	19	5	10	18	12
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	3	4	3	1	3	2	4
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10							
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	8	5	8	6	6	9	5
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 Points							

Cate Farmer


Name _____

Signature 

By signing this document I certify that I have abided by the Cone of Silence Ordinance and have not been influenced or coerced by anyone in the assignment of the points by me for this procurement.

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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	9	8	8	7	7	9	7
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	14	14	14	12	11	14	11
See Evaluation Criteria - question 2.1	10	9	8	8	7	7	9	7
See Evaluation Criteria - question 2.2	5	5	4	4	3	3	5	3
See Evaluation Criteria - question 2.3	10	9	8	8	6	6	9	5
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	18	18	17	15	15	18	16
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	4	4	4	3	3	4	3
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10							
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	8	9	7	6	6	6	6
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 Points							
Kara Franker								
Name								
Signature								
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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	9	7	9	7	8	7	8
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	13	12	12	14	14	12	9
See Evaluation Criteria - question 2.1	10	5	7	8	10	4	6	6
See Evaluation Criteria - question 2.2	5	3	4	4	5	3	4	3
See Evaluation Criteria - question 2.3	10	7	8	9	8	9	8	8
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	17	12	17	15	16	18	16
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	2	3	5	5	3	2	3
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10							
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	5	7	5	5	5	3	4
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 Points							
Jorge Hernandez								
<div style="display: flex; justify-content: space-between;"> <div> Name Signature </div> <div> </div> <div> By signing this document I certify that I have abided by the Cone of Silence Ordinance and have not been influenced or coerced by anyone in the assignment of the points by me for this procurement. </div> </div>								

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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	8	7	10	9	8	9	10
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	11	12	14	14	11	11	14
See Evaluation Criteria - question 2.1	10	8	8	9	9	7	7	9
See Evaluation Criteria - question 2.2	5	3	3	5	4	3	3	4
See Evaluation Criteria - question 2.3	10	8	8	9	9	8	8	9
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	13	14	18	16	13	13	20
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	3	3	4	4	3	2	4
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10							
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	8	8	9	9	7	7	9
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 Points							

Andrea Saucedo

Name ASaucedo 10/21/19

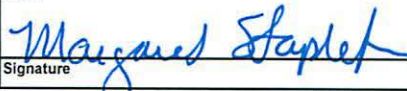
Signature _____

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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	10	10	10	10	10	10	7
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	15	15	12	10	10	15	10
See Evaluation Criteria - question 2.1	10	10	7	7	7	5	7	7
See Evaluation Criteria - question 2.2	5	5	5	5	5	5	5	5
See Evaluation Criteria - question 2.3	10	10	10	10	7	10	10	5
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	20	15	15	10	10	20	10
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	5	5	5	5	5	5	5
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10							
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	7	7	7	7	7	7	7
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TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 Points							
Margaret Stapleton								
Name								
Signature 								
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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	8	8	8	5	6	9	5
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	15	8	15	10	5	12	5
See Evaluation Criteria - question 2.1	10	9	8	9	5	8	8	7
See Evaluation Criteria - question 2.2	5	5	3	3	2	3	5	2
See Evaluation Criteria - question 2.3	10	9	7	8	5	5	8	5
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	19	15	19	5	10	18	12
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	3	4	3	1	3	2	4
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10	9.3304	10.0000	6.3411	3.8224	4.4293	3.5148	5.6953
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	8	5	8	6	6	9	5
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 One Hundred	85.3304	68.0000	79.3411	42.8224	50.4293	74.5148	50.6953
Cate Farmer								
Name								
STAFF ELECTRONIC SCORE SHEET FOR CALCULATING								

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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	9	8	8	7	7	9	7
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	14	14	14	12	11	14	11
See Evaluation Criteria - question 2.1	10	9	8	8	7	7	9	7
See Evaluation Criteria - question 2.2	5	5	4	4	3	3	5	3
See Evaluation Criteria - question 2.3	10	9	8	8	6	6	9	5
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	18	18	17	15	15	18	16
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	4	4	4	3	3	4	3
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10	9.3304	10.0000	6.3411	3.8224	4.4293	3.5148	5.6953
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	8	9	7	6	6	6	6
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 One Hundred	85.3304	83.0000	76.3411	62.8224	62.4293	77.5148	63.6953
Kara Franker								
Name								
STAFF ELECTRONIC SCORE SHEET FOR CALCULATING								

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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	9	7	9	7	8	7	8
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	13	12	12	14	14	12	9
See Evaluation Criteria - question 2.1	10	5	7	8	10	4	6	6
See Evaluation Criteria - question 2.2	5	3	4	4	5	3	4	3
See Evaluation Criteria - question 2.3	10	7	8	9	8	9	8	8
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	17	12	17	15	16	18	16
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	2	3	5	5	3	2	3
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See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
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PRICING SUPPORT								
See Evaluation Criteria - question 7	10	5	7	5	5	5	3	4
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 One Hundred	70.3304	70.0000	75.3411	72.8224	66.4293	63.5148	62.6953
Jorge Hernandez								
Name								
STAFF ELECTRONIC SCORE SHEET FOR CALCULATING								

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ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	8	7	10	9	8	9	10
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	11	12	14	14	11	11	14
See Evaluation Criteria - question 2.1	10	8	8	9	9	7	7	9
See Evaluation Criteria - question 2.2	5	3	3	5	4	3	3	4
See Evaluation Criteria - question 2.3	10	8	8	9	9	8	8	9
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	13	14	18	16	13	13	20
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	3	3	4	4	3	2	4
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
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PRICING SUPPORT								
See Evaluation Criteria - question 7	10	8	8	9	9	7	7	9
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 One Hundred	71.3304	73.0000	84.3411	77.8224	64.4293	63.5148	84.6953
Andrea Saucedo								
Name								
STAFF ELECTRONIC SCORE SHEET FOR CALCULATING								

115 S. Andrews Avenue, Room GC430, Fort Lauderdale, FL 33301

Evaluation Criteria - Project Specific Criteria (Complete text of questions provided separately)	Maximum Points	Aqua Marketing & Communications Inc.	Fry/Hammond/Barr Inc. dba & Barr	Fuseideas LLC dba Fuseideas	Nobox Marketing LLC dba NoBox	Pace Communications Group, Inc. dba Pace Branding and Marketing	Paradise Advertising and Marketing, Inc.	Relevant Brands Inc. dba Relebrand
ABILITY OF PROFESSIONAL PERSONNEL								
See Evaluation Criteria - question 1	10	10	10	10	10	10	10	7
PROJECT APPROACH (Total Maximum 40 Points)								
See Evaluation Criteria - question 2	15	15	15	12	10	10	15	10
See Evaluation Criteria - question 2.1	10	10	7	7	7	5	7	7
See Evaluation Criteria - question 2.2	5	5	5	5	5	5	5	5
See Evaluation Criteria - question 2.3	10	10	10	10	7	10	10	5
PAST PERFORMANCE								
See Evaluation Criteria - question 3	20	20	15	15	10	10	20	10
WORKLOAD OF FIRM								
See Evaluation Criteria - question 4	5	5	5	5	5	5	5	5
LOCATION		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 5	5	0	0	0	0	0	0	0
PRICE		POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING	POINTS ENTERED BY PURCHASING
See Evaluation Criteria - question 6	10	9.3304	10.0000	6.3411	3.8224	4.4293	3.5148	5.6953
PRICING SUPPORT								
See Evaluation Criteria - question 7	10	7	7	7	7	7	7	7
		TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING	TOTAL SCORE CALCULATED BY PURCHASING
TOTAL SCORE WILL BE ENTERED BY PURCHASING	Max 100 One Hundred	91.3304	84.0000	77.3411	64.8224	66.4293	82.5148	61.6953
Margaret Stapleton								
Name								
STAFF ELECTRONIC SCORE SHEET FOR CALCULATING								