

## Vendor Evaluation Criteria Response Matrix

[Request for Proposal: PNC2127421P1 - Concession for Holiday Fantasy of Lights at Tradewinds Park](#)

<b>Vendor Name</b>	<b>Alice Entertainment LLC, dba Alice Scenic Studios</b>	<b>Brandano Displays, Inc.</b>
<b>Vendor Address</b>	8082 Fire Opal Lane Delray Beach, FL 33446	1473 Banks Road Margate, FL 33063
<b>1. Ability of Professional Personnel (Maximum 20 Points):</b>		
<b>A. Identify the Prime Vendor's management team, including the Vendor's manager or owner, and principals that are members of the team and what each of their respective duties will be. Points Value: 5</b>	Refer to pages 7-9	Refer to page 6
<b>B. Describe the qualifications and relevant experience of the Project Manager and all key staff that are to be assigned to this Project. Include resumes for the Project Manager and all key staff described. If Vendor is utilizing subcontractors, submit the information requested in this section for the subcontractors and subcontractor's role for the Event. Ensure that at least eighty percent (80%) of Vendor's operation staff consists of employees who have previously worked on events that are of similar scale or larger. Include the qualifications and relevant experience of all subconsultants' key staff to be assigned to this Project. Provide any licenses, certifications, designations, and affiliations of the Vendor's team. Employees with a minimum of three (3) years of experience performing specified services of similar size and scope is preferred and is also demonstrated in the resume. Scoring of vendors that do not demonstrate a minimum of three years of experience in successful light display events may be negatively impacted. Points Value: 15</b>	Refer to pages 7-9; and Subcontractor/Subconsultants/Suppliers Requirement Form	Refer to pages 7-10
<b>2. Project Approach (Maximum 25 Points):</b>		
<b>A. Describe the Vendor's approach to the project and how the Vendor will plan, organize, fund, staff, promote, operate, and administer a drive through holiday light display event that is expected to operate daily prior to Thanksgiving Day to after New Year's Day. Include the proposed traffic route in Tradewinds Park that will be used. Include the number of holiday displays that will be used as well as a description of each display; specify any supportive lighting that will be used along the route. Points Value: 5</b>	Refer to pages 9-17	Refer to pages 11-18

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<p><b>B. Describe how the Vendor will maintain power and/or provide power sources to all displays along the route which includes prior to the Event, during the Event, and after the Event.</b> Points Value: 5</p>	<p>Refer to page 18</p>	<p>Refer to page 19</p>
<p><b>C. Describe any alterations that will be made to the program from year to year to ensure the event remains captivating for repeat customers.</b> Points Value: 5</p>	<p>Refer to page 18</p>	<p>Refer to page 20</p>
<p><b>D. Specify how the Vendor will maintain vehicular traffic control in the waiting line prior to entering, at the entrance, and throughout the route.</b> Points Value: 5</p>	<p>Refer to page 18</p>	<p>Refer to page 21</p>

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<b>E. Specify how the Vendor will handle admission and revenue collection. Include any proposed special events, special nights, or designated stop-off points that may be part of the overall event. Points Value: 5</b>	Refer to pages 18-19	Refer to page 22

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<b>3. Past Performance (Maximum 20 Points):</b>		
<p><b>A. Describe prime Vendor's experience on projects of similar nature, scope and duration, along with evidence of satisfactory completion, both on time and within budget, for the past five years. Provide a minimum of three projects with references. Specify which of the Vendor's team is involved.</b></p> <p>Vendor should provide references for similar work performed to demonstrate evidence of qualifications and previous experience. Refer to Vendor Reference Verification Form and submit as instructed. Only provide references for non-Broward County Board of County Commissioners contracts. For Broward County contracts, the County will review performance evaluations in its database for vendors with previous or current contracts with the County. The County considers references and performance evaluations in the evaluation of Vendor's past performance. Points Value: 15</p>	<p><b>Refer to pages 19-29</b></p> <p>Istanbul Port Shopping Mall - <b>Verified</b> 1220 Exhibits - <b>Verified</b> Atlantis Shopping Mall - <b>Verified</b> Netherlands Decoration Company, Multi Animation Netherlands - <b>Verified</b></p>	<p><b>Refer pages 23-24</b></p> <p>SPCA of Anne Arundel County - <b>NOT Verified</b> Milwaukee Downtown - <b>NOT Verified</b> City of Key West - <b>Verified</b> City of Oakland Park - <b>Verified</b> City of Hollywood - <b>Verified</b></p>
<p><b>B. Describe any experience the Vendor has operating a similar project within a construction zone, where the Vendor may be asked to quickly relocate displays from one area to another throughout the duration of the Event or maintain power to the displays when an unanticipated power outage may occur as a result of the construction.</b> Points Value: 5</p>	<p><b>Refer to page 20</b></p>	<p><b>Refer to page 25</b></p>
<b>4. Workload of the Firm (Maximum 5 Points):</b>		

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<p>For the prime Vendor only, list all completed and active projects that Vendor has managed within the past five years. In addition, list all projected projects that Vendor will be working on in the near future. Projected projects will be defined as a project(s) for which the Vendor is awarded a contract but the Notice to Proceed has not been issued. Identify any projects that Vendor worked on concurrently. Describe Vendor's approach in managing these projects.</p> <p>If there were challenges or anticipated challenges for any of the listed projects, describe how Vendor dealt or will deal with said challenges. Points Value: 5</p>	Refer to pages 34-35	Refer to pages 26-29
<b>5. Location (Maximum 5 Points):</b>		
<p>Refer to Location Certification Form and submit as instructed. The maximum points shall be assigned to each Locally Based Business and to each joint venture that is comprised solely of Locally Based Businesses.</p> <p>Points shall be allocated as follows based on the vendor's selection of one of the five options in the Location Certification Form: Option 1 (0 points); Option 2 (5 points); Option 3 (3 points); Option 4 (points range from 0-5 depending on the composition of the joint venture); and Option 5 (0 points). Points Value: 5</p>	Option 5 (refer to pages 41-44)	Option 2 (refer to pages 182-185)
<b>6. Pricing (Maximum 15 Points):</b>		
<p><b>Annual Minimum Guarantee and Percentage Fee</b> The contract is based on an Annual Minimum Guarantee (AMG) payable to the County in two (2) installment payments, along with a Percentage Fee of Gross Receipts for each Annual Event. Award is on a 100-point scale system. Both the proposed AMG and Percentage Fee for the total potential five-year term will be used to calculate the total pricing points.</p>		

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<p>a. The AMG pricing points will be determined by applying the following formula (in lieu of Standard Instructions formula for pricing):</p> $\frac{\text{(Vendor's Proposed AMG Total divided by Highest AMG Total)}}{\text{[for any vendor]}} \times \text{(Maximum Number of Points for AMG Fee)} = \text{Points for AMG Fee}$ <p>Points Value: 10</p>	<p>Refer to pages 62-63:</p> <p>Year 1 - \$65,000.00            Year 2 - \$66,000.00            Year 3 - \$67,000.00            Year 4 - \$68,000.00            Year 5 - \$69,000.00</p>	<p>Refer to pages 208 -209: Year 1 - \$62,000.00</p> <p>Year 2 - \$62,000.00            Year 3 - \$62,000.00            Year 4 - \$62,000.00            Year 5 - \$62,000.00</p>
<p>b. The Percentage pricing points will be determined by applying the following formula (in lieu of Standard Instructions formula for pricing):</p> $\frac{\text{(Vendor's Proposed Percentage Fee Total divided by Highest Percentage Fee Total)}}{\text{[for any vendor]}} \times \text{(Maximum Number of Points for Percentage Fee)} = \text{Points for Percentage Fee}$ <p>Points Value: 5</p>	<p>Refer to page 36, Section 7. Pro Forma for proposed percentage fee</p>	<p>Refer to page 33, AMG and Percentage Pricing</p>
<b>7. Pro Forma (Maximum 10 Points):</b>		

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<p>For the initial term of three years, the Vendor shall provide a Pro Forma that includes and clearly identifies all amounts to be paid to County as part of the Annual Minimum Guarantee requirements. It should also include, but not be limited to, sales projections as a percentage of estimated gross receipts revenues per year, employee salaries/benefits, maintenance and repair estimates, utility payments (per agreement requirements, other operational expenses, and any capital improvement expenses, etc.). Provide by month and by year (for initial term of three years). If a vendor does not propose an Annual Minimum Guarantee that meets or exceeds the amount recommended in the Scope of Services, it will not receive full points for this evaluation criterion.</p> <p><b>Points Value: 10</b></p>	Refer to pages 36-37	Refer to pages 34-37