



CITY OF FORT LAUDERDALE
RFP EVALUATION COMMITTEE TABULATION

RFP# 12682-223
TITLE: Marketing and Website Administration Services for BBID
DATE: September 27, 2022 @ 1:00 PM - Final Ranking

Rater #1 - Ingrid Kindbom										
PROPOSING FIRMS	Approach to Scope:Quality Quantity of Promotional & Marketing activities proposed			Relevant Experience: References, Past Performance, Staff			Total Project Cost			Total Points Awarded
	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	
Mad 4 Marketing	0.30	2	0.60	0.40	1	0.40	0.30	3	0.90	1.90
Tambourine	0.30	3	0.90	0.40	3	1.20	0.30	1	0.30	2.40
The Brand Advocates, Inc.	0.30	1	0.30	0.40	2	0.80	0.30	2	0.60	1.70

Rater #2 - Laurie Johnson										
PROPOSING FIRMS	Approach to Scope:Quality Quantity of Promotional & Marketing activities proposed			Relevant Experience: References, Past Performance, Staff			Total Project Cost			Total Points Awarded
	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	
Mad 4 Marketing	0.30	2	0.60	0.40	3	1.20	0.30	3	0.90	2.70
Tambourine	0.30	3	0.90	0.40	1	0.40	0.30	1	0.30	1.60
The Brand Advocates, Inc.	0.30	1	0.30	0.40	2	0.80	0.30	2	0.60	1.70

Rater #3 - Ashley Doussard																		
PROPOSING FIRMS	Approach to Scope:Quality Quantity of Promotional & Marketing activities proposed			Relevant Experience: References, Past Performance, Staff			Total Project Cost			Total Points Awarded								
	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal	Weight Factor	Ranking	Point Subtotal									
Mad 4 Marketing	0.30	2	0.60	0.40	1	0.40	0.30	3	0.90	1.90	2.17	6.50	5.0%	0.33	5.0%	0.33	5.85	2
Tambourine	0.30	3	0.90	0.40	3	1.20	0.30	1	0.30	2.40	2.13	6.40	0.0%	0.00	0.0%	0.00	6.40	3
The Brand Advocates, Inc.	0.30	1	0.30	0.40	2	0.80	0.30	2	0.60	1.70	1.70	5.10	5.0%	0.26	5.0%	0.26	4.59	1