


**RFP 2024-04 Strategic Communications Plan
Evaluation Committee Score Sheet - Phase I**

List of Respondents	Committee Members	Qualifications, Experience, and Past Performance of Proposer & Personnel (Max 30)	Proposed Compensation (Max 20)	Demonstrated Understanding of City of Doral Goals and Objectives (Max 30)	Quality and Completeness of Proposal (Max 20)	Total Member Score (Max 100)	Veteran Business Bonus* (5)	Final Score	TOTAL SCORE	FINAL RANK**
Mark 4 B Group LLC	Matthew Brajdic	15	15	18	13	61	0	61	226	5
	Maggie Forster	20	20	30	15	85	0	85		
	Erin Sullivan	20	20	25	15	80	0	80		
Raftelis Financial Consultants, Inc.	Matthew Brajdic	20	15	14	15	64	0	64	247	3
	Maggie Forster	25	20	28	20	93	0	93		
	Erin Sullivan	25	20	25	20	90	0	90		
rbb Communications	Matthew Brajdic	25	15	25	15	80	0	80	245	4
	Maggie Forster	20	20	25	20	85	0	85		
	Erin Sullivan	20	20	20	20	80	0	80		
Ready Set Solutions	Matthew Brajdic	12	5	8	12	37	0	37	189	6
	Maggie Forster	27	0	25	20	72	0	72		
	Erin Sullivan	25	10	25	20	80	0	80		
The Merchant Strategy	Matthew Brajdic	20	15	20	15	70	0	70	248	2
	Maggie Forster	26	20	22	20	88	0	88		
	Erin Sullivan	25	20	25	20	90	0	90		
Cunningham Communications Consulting Company dba The Brand Advocates, Inc.	Matthew Brajdic	20	15	25	15	75	0	75	259	1
	Maggie Forster	30	20	24	20	94	0	94		
	Erin Sullivan	25	20	25	20	90	0	90		

*Note: No firm provided certification to qualify for the Veterans bonus

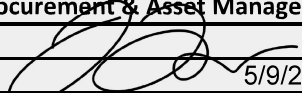
**Final Ranking based upon combined individual scores by Committee members with 1 serving as the highest rank and 6 serving as the lowest

Reviewer's Name:	Christopher Cotton
Reviewer's Title:	Procurement Specialist
Reviewer's Signature:	
Date:	4/19/2024

**RFP 2024-04 Strategic Communications Plan
Evaluation Committee Score Sheet - Phase II**

List of Respondents	Committee Members	Qualifications, Experience, and Past Performance of Proposer & Personnel (Max 30)	Proposed Compensation (Max 20)	Demonstrated Understanding of City of Doral Goals and Objectives (Max 30)	Quality and Completeness of Proposal (Max 20)	Total Member Score (Max 100)	Individual Rank*	TOTAL SCORE	FINAL RANK*
Raftelis Financial Consultants	Maggie Forster	30	16	28	20	94	1	274	3
	Erin Sullivan	25	20	25	20	90	3		
	Matthew Bradjic	30	20	20	20	90	3		
The Merchant Strategy	Maggie Forster	25	14	18	15	72	4	235	4
	Erin Sullivan	25	20	23	15	83	4		
	Matthew Bradjic	25	20	20	15	80	4		
The Brand Advocates	Maggie Forster	27	20	23	17	87	3	276	2
	Erin Sullivan	27	20	28	20	95	1		
	Matthew Bradjic	25	20	29	20	94	2		
RBB Communications	Maggie Forster	25	18	26	20	89	2	279	1
	Erin Sullivan	26	20	27	20	93	2		
	Matthew Bradjic	28	20	29	20	97	1		

* Ranking based upon combined individual rankings by Committee members with 1 serving as the highest rank and 4 serving as the lowest

Reviewer's Name:	Jacqueline Lorenzo
Reviewer's Title:	Procurement & Asset Management Director
Reviewer's Signature:	
Date:	5/9/2024