

RFP NO. F2024026 Annual Contract for Marketing Services
 Best and Final Offer Scores

		Primary Award	Primary Award
		Belmont Icehouse Dallas, TX HUB - No CO-OP - Yes	Proscalar, LLC Grapevine, TX HUB - No CO-OP - Yes
Evaluation Criteria	Max Points	Score	Score
Qualifications and Experience	300	253.5	240.7
Sample Work Submission (Portfolio)	300	270	243.8
References	50	50	50
Price	350	207.6	196.5
Total Score	1000	781.1	731

Notes: Clear Channel was deemed non- responsive for failure to provide all submittal requirements necessary for evaluation, including proposal pricing and agency requirement.

RFP NO. F2024026 Annual Contract for Marketing Services
Initial Scores

Primary Award Primary Award

Evaluation Criteria	Max Points	Belmont Icehouse Dallas, TX HUB - No CO-OP - Yes	Proscalar, LLC Grapevine, TX HUB - No CO-OP - Yes	Medium Giant Dallas, TX HUB - No	JBJ Management Dallas, TX HUB - Yes	WeUsThem Inc. Halifax, NS HUB - Yes	Arrowhead Consulting Tulsa, Ok HUB - No	KO Communications LLC Plano, TX HUB - No
		Score	Score	Score	Score	Score	Score	Score
Qualifications and Experience	300	253.5	240.7	182.3	198.6	172.6	131.2	36.9
Sample Work Submission (Portfolio)	300	270	243.8	210	150	172.5	101.3	15
References	50	50	50	50	50	16.7	33.4	33.4
Price	350	207.6	194.3	186.9	191.1	131.3	170.1	350
Total Score	1000	781.1	728.8	629.2	589.7	493.1	436	435.3

Notes: Clear Channel Outdoor was deemed non-responsive for failure to provide all submittal requirements necessary for evaluation, including proposal pricing and agency requirement.



Chandler Merritt
Tarrant County Administrator

Ms. Kehinde Olugbile
Senior Buyer
Tarrant County Purchasing Department

December 22, 2023

Ms. Olugbile,

Regarding the Request for Proposal No. 2024-026 for Annual Contract for Marketing Services. The County Administrator's office would like to recommend the following vendors.

Primary Vendors: Belmont Icehouse and Proscalar LLC

Thank you,

A handwritten signature in black ink, reading "Chandler Merritt". The signature is fluid and cursive, with the first name "Chandler" being more prominent than the last name "Merritt".

Chandler Merritt
County Administrator