

BRANDING, MARKETING AND PUBLIC RELATIONS SERVICES

ORAL PRESENTATIONS
EVALUATION MATRIX

PROPOSERS: EVALUATION COMMITTEE MEMBERS:	Aqua Marketing & Communications, Inc.	Fahlgren Mortine	Wilesmith Advertising / Design
Gus Zambrano	2	3	1
Shiv Newaldass	2	3	1
Raelin Storey	2	3	1
Lisa Liotta	2	3	1
Joann Hussey	1	3	2
TOTAL RANKING SCORES	9	15	6
RANKINGS:	2	3	1

(LOWEST TOTAL = HIGHEST RANKED)

BRANDING, MARKETING AND PUBLIC RELATIONS SERVICES

EVALUATION MATRIX

PROPOSERS: EVALUATION COMMITTEE MEMBERS:	Ambit Advertising and Public Relations	Aqua Marketing & Communications, Inc.	Fahlgren Mortine	Iconloogic	Matrix 2, Inc.	Myriad	Quest Corporation of America, Inc.	Redevelopment Management Associates, LLC	Upscale Events by Mosaic, LLC	Wilesmith Advertising / Design
Gus Zambrano	77	84	89	N/R	74	79	81	89	66	86
Shiv Newaldass	65	50	65	N/R	45	35	40	55	45	80
Raelin Storey	77	93	88	N/R	76	47	60	71	32	85
Lisa Liotta	75	80	85	N/R	60	50	60	70	55	90
Joann Hussey	69	90	76	N/R	68	50	62	70	48	92
TOTAL SCORES	363	397	403	N/R	323	261	303	355	246	433
RANKINGS:	4	3	2	N/R	6	8	7	5	9	1

(HIGHEST TOTAL = HIGHEST RANKED)

(N/R = NON-RESPONSIVE)