



City of Hollywood  
Procurement Services

Otis Thomas, Interim Director/Chief Procurement Officer  
2600 Hollywood Boulevard, Hollywood, FL 33020

## EVALUATION TABULATION

RFP No. RFP-174-24-GJ

City of Hollywood and Hollywood Florida Community Redevelopment Agency (CRA) Citywide Gateway and  
Neighborhood Signage

RESPONSE DEADLINE: April 17, 2024 at 3:00 pm

Report Generated: Wednesday, May 29, 2024

## PHASE 1

### EVALUATORS

Name	Title
Mikey Atelus	Video Production Specialist
Christopher Crocitto	Project Manager
Jose Garcia	
Karyn Sashi	Project Manager

### EVALUATION CRITERIA

Criteria	Scoring Method	Weight (Points)
Firms Qualification, Experience, and References	Points Based	35 (33.3% of Total)

#### Description:

- Provide an overview of the Signage Contractor's organization, including size, qualifications, years in business, location, and any other information that the Signage Contractor feels would assist the City/CRA in the evaluation process.
- Provide a minimum of three (3) client references for the services cited as related experience using Vendor Reference Form. Proposer may also supply references from other work not cited in this section as related experience. Please do not include the City of Hollywood or City of Hollywood employees as references.
- Provide locations of signage installed in other South Florida Cities, preferred but not required.

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- Provide proposed Schedule: Provide a proposed implementation schedule and note key project milestones and timelines for deliverables.
- Provide similar project experience including project photos and description of work.

Criteria	Scoring Method	Weight (Points)
Location of Office	Points Based	5 (4.8% of Total)

### Description:

Points will be assigned as noted below based on the proximity of the office that will perform the work to the City of Hollywood.

### Location of Office:

Within 35 miles of City Hall - 5 points

Within 35 to 60 miles of City Hall - 3 points

Within 60 to 90 miles of City Hall - 2 points

More than 90 miles from City Hall - 1 point

Criteria	Scoring Method	Weight (Points)
Cost Proposal	Points Based	60 (57.1% of Total)

### Description:

Proposer agrees to supply the products and services at the prices using the attached Cost Proposal Form attached in accordance with the terms, conditions and specifications contained in this RFP.

Criteria	Scoring Method	Weight (Points)
Local Preference	Points Based	5 (4.8% of Total)

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### Description:

Local preference in the form of 5 points will be assigned to each firm identified as a Local Hollywood Vendor. As outlined in the City of Hollywood Code of Ordinances, a Local Hollywood Vendor shall mean a business entity that has maintained a permanent place of business with full-time employees within the City limits for a minimum of one year prior to the date of issuance of a bid or proposal solicitation. The permanent place of business must be the primary place of business of the entity and may not be a post office box or a personal residence. The business must actually distribute goods, supplies, materials, equipment or services from the permanent place of business. The business must have a current local business tax receipt from the City and must not be publicly traded.

## AGGREGATE SCORES SUMMARY

Vendor	Mikey Atelus	Christopher Crocitto	Jose Garcia	Karyn Sashi	Total Score (Max Score 105)
Estimating Bergen Sign Company	71	99	95	90	88.75
Advanced Multi Sign	58.5	77.5	74.5	64.5	68.77
Signarama Hollywood	44.1	66.1	67.1	66.1	60.87
AdWave Graphics, Inc.	42.3	50.3	66.3	58.3	54.3
Florida Sign Group	38.7	58.7	56.7	59.7	53.49
Baron Sign Manufacturing	22.6	52.6	48.6	49.6	43.38
CHAMPS PRO SERVICES	33.4	36.4	47.4	34.4	37.87

## VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Firms Qualification, Experience, and References Points Based 35 Points (33.3%)	Location of Office Points Based 5 Points (4.8%)	Cost Proposal Points Based 60 Points (57.1%)	Local Preference Points Based 5 Points (4.8%)	Total Score (Max Score 105)
Estimating Bergen Sign Company	23.8	5	60	0	88.75

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Vendor	Firms Qualification, Experience, and References Points Based 35 Points (33.3%)	Location of Office Points Based 5 Points (4.8%)	Cost Proposal Points Based 60 Points (57.1%)	Local Preference Points Based 5 Points (4.8%)	Total Score (Max Score 105)
Advanced Multi Sign	14.3	5	49.5	0	68.77
Signarama Hollywood	24.8	5	26.1	5	60.87
AdWave Graphics, Inc.	18	5	31.3	0	54.3
Florida Sign Group	28.8	5	19.7	0	53.49
Baron Sign Manufacturing	24.8	2	16.6	0	43.38
CHAMPS PRO SERVICES	8.5	5	19.4	5	37.87

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