

**RFP NO. 11-021  
THREE (3) YEAR CONTRACT FOR  
MARKETING & ADVERTISING SERVICES FOR CITY OF PENSACOLA**

**SCORING SHEET**

	Michael Kenney	Angela Cocke	Chris Bogan	Ashley Hodge	Total	Rank
Gold	2	3	1	1	7	1
Zimmermann	3	1	2	2	8	2
Noise Inc	1	6	3	4	14	3
EW Bullock	4	4	4	3	15	4
Appleton Creative	6	2	5	7	20	5
LWT	5	5	6	5	21	6
MGS	8	8	7	6	29	7
ID Group	7	9	8	8	32	8
Redhaus	9	7	9	9	34	9

Selection Committee members:

Chris Bogan  
Angela Cocke  
Ashley Hodge  
Michael Kenney

RFP NO. 11-021  
THREE (3) YEAR CONTRACT FOR  
MARKETING & ADVERTISING SERVICES FOR CITY OF PENSACOLA  
Selection Committee Ranking Sheet

Reviewer: CHRIS BOGAN

Please rank firms from 1-9, where 1 equals best and most qualified firm.

<u>Company</u>	<u>Rank</u>		
Appleton Creative	<u>72</u>	5	AC
EW Bullock	<u>73</u>	4	EWB
Gold	<u>90</u>	1	Gold
ID Group	<u>52</u>	8	IDG
LWT	<u>67</u>	6	LWT
MGS	<u>60</u>	7	MGS
Noise Inc	<u>75</u>	3	Noise
Redhaus	<u>36</u>	9	Redhaus
Zimmermann	<u>83.5</u>	2	Zimmerman

(This document is considered a public record)

**CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET**

**THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA**

**WRITTEN SUBMITTALS**

Name of Firm(s): APPLETON CREATIVE

Reviewer: CHRIS BOGAN

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>30</u>
a. Previous experience with similar projects		
b. Previous experience with airports ✓		
c. Previous experience with natural gas utility ✓		
d. Previous experience with Ports		
e. Size of firm		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>30</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>7</u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>5</u>
	<b>TOTAL</b>	<u>72</u>

Comments: \_\_\_\_\_  
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**CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET**

**THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
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**WRITTEN SUBMITTALS**

Name of Firm(s): E.W. BULLOCK

Reviewer: CHRIS BOGAN

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>36</u>
a. Previous experience with similar projects ✓		
b. Previous experience with airports ✓		
c. Previous experience with natural gas utility ✓		
d. Previous experience with Ports ✓		
e. Size of firm		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>32</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>5</u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>0</u>
	<b>TOTAL</b>	<u>73</u>

Comments: \_\_\_\_\_  
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**CITY OF PENSACOLA  
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EVALUATION SHEET**

**THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
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**WRITTEN SUBMITTALS**

Name of Firm(s): GOLD & ASSOCIATES

Reviewer: CHRIS BOEAN

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>40</u>
<ul style="list-style-type: none"> <li>a. Previous experience with similar projects ✓</li> <li>b. Previous experience with airports ✓</li> <li>c. Previous experience with natural gas utility ✓</li> <li>d. Previous experience with Ports ✓</li> <li>e. Size of firm</li> </ul>		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>40</u>
<ul style="list-style-type: none"> <li>a. Qualification of individual staff members, principals &amp; employees</li> <li>b. Experience of individual staff members with related governments/businesses</li> </ul>		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>10</u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>0</u>
	<b>TOTAL</b>	<u>90</u>

Comments: \_\_\_\_\_  
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**WRITTEN SUBMITTALS**

Name of Firm(s): I.D. GROUP

Reviewer: CHRIS BOGAN

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>22</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>20</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>5</u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>5</u>
	<b>TOTAL</b>	<u>52</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA**

**WRITTEN SUBMITTALS**

Name of Firm(s): LWT

Reviewer: CHRIS BOGAN

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>23</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>36</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>8</u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>0</u>
	<b>TOTAL</b>	<u>67</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): MCS COMM

Reviewer: CHRIS BOGAN

1. Ability and Experience of Firm	45 Points	<u>20</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>30</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>5</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5</u>
	TOTAL	<u>60</u>

Comments: \_\_\_\_\_  
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WRITTEN SUBMITTALS

Name of Firm(s): NOISE

Reviewer: CHRIS BOGAN

1. Ability and Experience of Firm	45 Points	<u>30</u>
a. Previous experience with similar projects ✓		
b. Previous experience with airports ✓		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>36</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>9</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>75</u>

Comments: \_\_\_\_\_  
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**WRITTEN SUBMITTALS**

Name of Firm(s): REDHAUS

Reviewer: CHRIS BOGAN

1. Ability and Experience of Firm	45 Points	<u>11</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>20</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>5</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	<b>TOTAL</b>	<u>36</u>

Comments: \_\_\_\_\_  
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**WRITTEN SUBMITTALS**

Name of Firm(s): THE ZIMMERMAN AGENCY

Reviewer: CHRIS BOGAN

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>36</u>
a. Previous experience with similar projects ✓		
b. Previous experience with airports ✓		
c. Previous experience with natural gas utility ✓		
d. Previous experience with Ports ✓		
e. Size of firm		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>36</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>9</u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>2.5</u>
	<b>TOTAL</b>	<u>83.5</u>

Comments: \_\_\_\_\_  
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RFP NO. 11-021  
THREE (3) YEAR CONTRACT FOR  
MARKETING & ADVERTISING SERVICES FOR CITY OF PENSACOLA  
Selection Committee Ranking Sheet

Reviewer: Angela B. Cocke

Please rank firms from 1-9, where 1 equals best and most qualified firm.

<u>Company</u>	<u>Rank</u>
Appleton Creative	<u>2</u>
EW Bullock	<u>4</u>
Gold	<u>3</u>
ID Group	<u>9</u>
LWT	<u>5</u>
MGS	<u>8</u>
Noise Inc	<u>6</u>
Redhaus	<u>7</u>
Zimmermann	<u>1</u>

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WRITTEN SUBMITTALS

Name of Firm(s): Zimmermann / BPM

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm	45 Points	<u>45</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>40</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5*</u>
	Points earned via relationship with BPM	
	TOTAL	<u>100</u>

Comments: I am not sure of the connection of Zimmermann and BPM or which comp-  
will take the lead on the account. Zimmermann has the experinece, reputation  
and results in the branding, marketing and advertising industry. Interesting  
however, that they did not list Tallahessa or other related Brands/clients  
that directly relate to the Pensacola RFP as references.

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WRITTEN SUBMITTALS

Name of Firm(s): Appleton Creative

Reviewer: Angela B. Coker

1. Ability and Experience of Firm	45 Points	<u>40</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>40</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>8</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>88</u>

Comments: Strong experience with the related industries Pensacola is seeking.

Solid creative and branded executions.

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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): Gold & Assoc.

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm 45 Points 40

- a. Previous experience with similar projects
- b. Previous experience with airports
- c. Previous experience with natural gas utility
- d. Previous experience with Ports
- e. Size of firm

2. Qualifications and Experience of Proposed Staff 40 Points 40

- a. Qualification of individual staff members, principals & employees
- b. Experience of individual staff members with related governments/businesses

3. Qualifications and Experience with branding programs 10 Points 5

4. MBE/DBE/SBE Certification or Participation 5 Points 2\*

points earned by  
relationship with preferred  
vendors.  
TOTAL 87

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): EW Bullock

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm	45 Points	<u>45</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>40</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>0</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>85</u>

Comments: This group creates great advertising, however I do not feel that  
their branding work is as strong. Works seems very executional.

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**THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA**

**WRITTEN SUBMITTALS**

Name of Firm(s):   LWT  

Reviewer:   Angela B. Cocke  

<b>1. Ability and Experience of Firm</b>	<b>45 Points</b>	<u>  35  </u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
<b>2. Qualifications and Experience of Proposed Staff</b>	<b>40 Points</b>	<u>  35  </u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
<b>3. Qualifications and Experience with branding programs</b>	<b>10 Points</b>	<u>  5  </u>
<b>4. MBE/DBE/SBE Certification or Participation</b>	<b>5 Points</b>	<u>  0  </u>
	<b>TOTAL</b>	<u>  75  </u>

Comments: \_\_\_\_\_

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CITY OF PENSACOLA  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): Noise, Inc.

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm	45 Points	<u>32</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>32</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>7</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>72</u>

71

Comments: Split office of key team members brings concern especially with  
the extreme geographic locations.

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WRITTEN SUBMITTALS

Name of Firm(s): Redhaus

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm	45 Points	<u>30</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>30</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>70</u>

Comments: Amongst the candidates feel they have the best branding experience.

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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
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WRITTEN SUBMITTALS

Name of Firm(s): MGSCOMM

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm	45 Points	<u>25</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>30</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>3</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5</u>
	TOTAL	<u>63</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): ID Group

Reviewer: Angela B. Cocke

1. Ability and Experience of Firm	45 Points	<u>20</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>25</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>8</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>53</u>

Comments: Their approach to branding based in research is very strong, however their experience with application via creative methodes is not as strong or well documented. I feel they could be a good consulting arm for the city but not as the agency of record for creative.

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 Selection Committee Ranking Sheet

Reviewer: Ashley Hodge

Please rank firms from 1-9, where 1 equals best and most qualified firm.

<u>Company</u>	<u>Rank</u>	<u>Score</u> <u>Rank</u>	
Appleton Creative	#7	48	
EW Bullock	#3	69	
Gold	#1	88	#5 LWT
ID Group	#8	46	#6
LWT	#6	50	MGS
MGS	#5	50	<u>49</u>
Noise Inc	#4	61	
Redhaus	#9	41	
Zimmermann	#2	78	

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WRITTEN SUBMITTALS

Name of Firm(s): Appleton Creative  
Reviewer: Ashtley Hodge

1. Ability and Experience of Firm	45 Points	<u>14</u>
a. Previous experience with similar projects <sup>3</sup>		
b. Previous experience with airports <sup>6 - would strong creative need more strategy &amp; results</sup>		
c. Previous experience with natural gas utility <sup>0</sup>		
d. Previous experience with Ports <sup>0</sup>		
e. Size of firm <sup>5</sup>		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>28</u>
a. Qualification of individual staff members, principals & employees <sup>15</sup>		
b. Experience of individual staff members with related governments/businesses <sup>13</sup>		
3. Qualifications and Experience with branding programs	10 Points	<u>6</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>48</u>

no inhouse PR

Comments: Strong creative ; lacking total depth of experience needed for project

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WRITTEN SUBMITTALS

Name of Firm(s): MAS

Reviewer: Ashley Hodge

1. Ability and Experience of Firm	45 Points	<u>12</u>
3a. Previous experience with similar projects		
3b. Previous experience with airports		
3c. Previous experience with natural gas utility		
8d. Previous experience with Ports		
9e. Size of firm		
9 $\rightarrow$ great staff to client ratio		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>28</u>
18 a. Qualification of individual staff members, principals & employees		
10 b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>4</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5</u>
	TOTAL	<u>50</u>

49

Comments: Strong media buying, analytics, advertising knowledge  
Weak w/ new branding / branding consolidation  
no illustrated <sup>substantial</sup> government / municipality experience  
except Orlando Tourism.



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WRITTEN SUBMITTALS

Name of Firm(s): EW Bullock

Reviewer: Ashley Hodge

1. Ability and Experience of Firm 45 Points 33

- 7 a. Previous experience with similar projects
- 9 b. Previous experience with airports - *would have liked to see more governmental knowledge/ involvement*
- 4 c. Previous experience with natural gas utility - *strong results as well as economic develop knowledge*
- 4 d. Previous experience with Ports - *unknown of any advertising no examples - would have include w/ nature of RFP*
- 5 e. Size of firm

2. Qualifications and Experience of Proposed Staff 40 Points 27

- 12 a. Qualification of individual staff members, principals & employees
- 15 b. Experience of individual staff members with related governments/businesses

3. Qualifications and Experience with branding programs 10 Points 9

4. MBE/DBE/SBE Certification or Participation 5 Points 0

*↳ good experience - would have liked more detail*  
*↳ did not note measurement results*

TOTAL 69

Comments: Strength - experience with airport,  
Natural gas; staff experience  
Weakness - Qualifications of staff, size of firm.

CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): The Zimmerman Agency  
Reviewer: Ashley Hodge

1. Ability and Experience of Firm	45 Points	<u>31</u>
8/4 a. Previous experience with similar projects - <i>strong multi-dept city branding</i>		
6/4 b. Previous experience with airports - <i>strong</i>		
0 c. Previous experience with natural gas utility		
6/7 d. Previous experience with Ports - <i>major</i>		
6/9 e. Size of firm <i>153 emp / 40 current clients</i>		
2. Qualifications and Experience of Proposed Staff	40 Points	<del>37</del> <u>37</u>
a. Qualification of individual staff members, principals & employees <i>18</i>		
b. Experience of individual staff members with related governments/businesses <i>→ 18</i>		
3. Qualifications and Experience with branding programs <i>all activities brand/mark</i>	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>78</u>

Comments: Would like more clarification on BPU's  
role. There weren't any case studies from  
that agency... would like to better understand  
their role in the project - i.e. location consultant?

CITY OF PENSACOLA  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): Redhaus

Reviewer: Asuley Hodge

1. Ability and Experience of Firm	45 Points	<u>6</u>
a. Previous experience with similar projects <sup>3</sup>		
b. Previous experience with airports - 0		
c. Previous experience with natural gas utility - 0		
d. Previous experience with Ports - 0		
e. Size of firm <sup>3</sup>		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>29</u>
13 a. Qualification of individual staff members, principals & employees		
15 b. Experience of individual staff members with related governments/businesses ↳ Aviation consultant ↳ ECU & Cul dev consultant plus		
3. Qualifications and Experience with branding programs	10 Points	<u>7</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>41</u>

Comments: Project too large in scope + need  
for boutique firm.

CITY OF PENSACOLA  
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EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): NOISE

Reviewer: Asnley Hodges

1. Ability and Experience of Firm	45 Points	<u>17</u>
a. Previous experience with similar projects		<u>5</u>
b. Previous experience with airports		<u>✓7</u>
c. Previous experience with natural gas utility		<u>0</u>
d. Previous experience with Ports		<u>0</u>
e. Size of firm		<u>5</u>
2. Qualifications and Experience of Proposed Staff	40 Points	<u>36</u>
a. Qualification of individual staff members, principals & employees		<u>-16</u>
b. Experience of individual staff members with related governments/businesses		<u>20 - amazing</u>
3. Qualifications and Experience with branding programs	10 Points	<u>8</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>61</u>

Comments: Destination marketing VP great asset.  
Wow on experience w/ multi-need projects.

CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): LWT  
Reviewer: Askey Hodges

1. Ability and Experience of Firm	45 Points	<u>14</u>
a. Previous experience with similar projects		8
b. Previous experience with airports		0
c. Previous experience with natural gas utility		0
d. Previous experience with Ports		0
e. Size of firm		6
2. Qualifications and Experience of Proposed Staff	40 Points	<u>28</u>
a. Qualification of individual staff members, principals & employees - Not true "PR" staff		15
b. Experience of individual staff members with related governments/businesses		13
3. Qualifications and Experience with branding programs	10 Points	<u>8</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>50</u>

Comments: Strong multimedia and Creative.  
Lacking results data; weak planning  
+ Strategy; need more business climate  
consulting background.

CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): ID Group  
Reviewer: Asuley Hodge

1. Ability and Experience of Firm	45 Points	<u>11</u>
a. Previous experience with similar projects		<u>7</u>
b. Previous experience with airports		<u>0</u>
c. Previous experience with natural gas utility		<u>0</u>
d. Previous experience with Ports		<u>0</u>
e. Size of firm		<u>4</u>
2. Qualifications and Experience of Proposed Staff	40 Points	<u>25</u>
a. Qualification of individual staff members, principals & employees		<u>10</u>
b. Experience of individual staff members with related governments/businesses		<u>15</u>
3. Qualifications and Experience with branding programs	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>0</u>
	TOTAL	<u>46</u>

Comments: Boutique Firm - too small for  
scope of projects + client needs.

CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): Asuley Hodge  
Reviewer: Gold & Associates

1. Ability and Experience of Firm	45 Points	<u>39</u>
a. Previous experience with similar projects	7	
b. Previous experience with airports	8	
c. Previous experience with natural gas utility	8	
d. Previous experience with Ports	8	
e. Size of firm	8	
2. Qualifications and Experience of Proposed Staff	40 Points	<u>38</u>
a. Qualification of individual staff members, principals & employees	18	
b. Experience of individual staff members with related governments/businesses	20	
3. Qualifications and Experience with branding programs	10 Points	<u>6</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5</u>
	TOTAL	<u>88</u>

Comments: Great Experience for desired project needs. Would have liked more branding experience info.

RFP NO. 11-021  
THREE (3) YEAR CONTRACT FOR  
MARKETING & ADVERTISING SERVICES FOR CITY OF PENSACOLA  
Selection Committee Ranking Sheet

Reviewer: M. Kenney

Please rank firms from 1-9, where 1 equals best and most qualified firm.

<u>Company</u>	<u>Rank</u>
Appleton Creative	<u>6</u>
EW Bullock	<u>4</u>
Gold	<u>2</u>
ID Group	<u>7</u>
LWT	<u>5</u>
MGS	<u>8</u>
Noise Inc	<u>1</u>
Redhaus	<u>9</u>
Zimmermann	<u>3</u>

(This document is considered a public record)



CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): GOLD

Reviewer: M. Kenney

1. Ability and Experience of Firm 45 Points 33

- a. Previous experience with similar projects 7
- b. Previous experience with airports
- c. Previous experience with natural gas utility
- d. Previous experience with Ports
- e. Size of firm

2. Qualifications and Experience of Proposed Staff 40 Points 37

- a. Qualification of individual staff members, principals & employees
- b. Experience of individual staff members with related governments/businesses

3. Qualifications and Experience with branding programs 10 Points 8

4. MBE/DBE/SBE Certification or Participation 5 Points 5

TOTAL 83

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): ZIMMERMAN

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>41</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>30</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>—</u>
	TOTAL	<u>81</u>

Comments: SOME TYPDS!

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CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): EW Bullock

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>41</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm <u>5</u>		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>30</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>0</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>—</u>
	TOTAL	<u>79</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): LWT

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>25</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>40</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>✓</u>
	TOTAL	<u>75</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): Appleton

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>18</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>17</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>6</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5</u>
	TOTAL	<u>46</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
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THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): id GROUP

Reviewer: M. Kenney

1. Ability and Experience of Firm 45 Points 8

- a. Previous experience with similar projects
- b. Previous experience with airports
- c. Previous experience with natural gas utility
- d. Previous experience with Ports
- e. Size of firm

2. Qualifications and Experience of Proposed Staff 40 Points 20

- a. Qualification of individual staff members, principals & employees
- b. Experience of individual staff members with related governments/businesses

3. Qualifications and Experience with branding programs 10 Points 10

4. MBE/DBE/SBE Certification or Participation 5 Points /

TOTAL 38

Comments: Typo's / FORMATTING ERRORS  
THROUGHOUT!

CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): MGS

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>10</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>15</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>0</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>5</u>
	TOTAL	<u>30</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): REDHAUS

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>3</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>10</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>5</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>—</u>
	TOTAL	<u>18</u>

Comments: \_\_\_\_\_  
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CITY OF PENSACOLA  
PROPOSAL NO. 11-021  
EVALUATION SHEET

THREE (3) YEAR CONTRACT FOR MARKETING & ADVERTISING SERVICES FOR  
CITY OF PENSACOLA

WRITTEN SUBMITTALS

Name of Firm(s): Noise

Reviewer: M. Kenney

1. Ability and Experience of Firm	45 Points	<u>35</u>
a. Previous experience with similar projects		
b. Previous experience with airports		
c. Previous experience with natural gas utility		
d. Previous experience with Ports		
e. Size of firm		
2. Qualifications and Experience of Proposed Staff	40 Points	<u>40</u>
a. Qualification of individual staff members, principals & employees		
b. Experience of individual staff members with related governments/businesses		
3. Qualifications and Experience with branding programs	10 Points	<u>10</u>
4. MBE/DBE/SBE Certification or Participation	5 Points	<u>✓</u>
	TOTAL	<u>85</u>

Comments: \_\_\_\_\_  
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