

FY25-038 - RFP - Marketing Services - Bridge Dept.



RECOMMENDATION PANEL Rating Tabulation

Tabulation by: Francisco Miranda Jr.

Panel Members:

Victoria Dominguez, Regulatory Compliance Manager - Airport  
 Silke J. Jasso, Marketing Manager - CVB  
 Alma L. Saldana - Marketing Manager Port Laredo - Bridge

|   | Firms Listed in Alphabetical Order |   |                           |                               |                                 |                                |                                    |  |
|---|------------------------------------|---|---------------------------|-------------------------------|---------------------------------|--------------------------------|------------------------------------|--|
| Evaluation Criteria                               | MAXIMUM<br>RATING *                | <u>22nd</u><br><u>Century</u><br><u>Tech.</u> | <u>ADS</u><br><u>Com.</u> | <u>Culture</u><br><u>Span</u> | <u>Hachar</u><br><u>Bus Ads</u> | <u>Holt</u><br><u>Creative</u> | <u>Hot Dog</u><br><u>Marketing</u> | <u>LWS Media</u><br><u>Liquid</u><br><u>Studio</u> |
| Experience & Expertise                            | 60                                 | 40  | 59                        | 45                            | 55                              | 45                             | 52                                 | 45   |
| Scope of Work                                     | 60                                 | 45  | 48                        | 54                            | 47                              | 47                             | 50                                 | 38   |
| Strenth of Team                                   | 30                                 | 28  | 29                        | 30                            | 28                              | 28                             | 29                                 | 28   |
| Quality of References                             | 60                                 | 40  | 49                        | 43                            | 48                              | 48                             | 49                                 | 42   |
| Familiarity with the City of Laredo and our trade | 45                                 | 25  | 45                        | 33                            | 45                              | 38                             | 33                                 | 40   |
| Cost-Effectiveness                                | 45                                 | 27  | 45                        | 35                            | 35                              | 33                             | 30                                 | 27   |
| <b>TOTAL POINTS</b>                               | <b>300</b>                         | <b>205</b>                                    | <b>275</b>                | <b>240</b>                    | <b>258</b>                      | <b>239</b>                     | <b>243</b>                         | <b>220</b>   |

Solicitation Open Date: 02/03/2025 @ 8:00AM

Solicitation Close Date: 03.03.2025 @ 5:00 pm

Panel Recommendation: It is recommended to go with highest scored vendor: ADS Comunicacion

Comments