

Contract RFP FY24-097
City of Laredo - MX Tourism Agency of Record

Evaluators	ADS Comunicacion
	Score
#1	100
#2	96
#3	95
<u>TOTAL</u>	291
Average Score	97

Best Value Criteria Evaluation

Experience & Expertise	20
Scope of Work	20
Strength of Team	10
Quality of References	10
Familiarity with Visit Laredo brand and product	20
Cost Effectiveness	20
Total	100

* Evaluation Committee was comprised of:

Ana Reyna Arzate - CVB
Alma Saldaña - Bridge
Manuel De Luna - Airport