

Attachment: Special Event RFP Scoring (proposed)

Attachment 1

Special Event RFP Scoring

Technical Element	Points
Method of co-promotion services including, but not limited to: event management, operational planning, sales and marketing, business plan, and sponsorship solicitation.	200
Offeror's qualifications: experience and references, including reputation of the firm and its principles, management ability	150
Offeror's financial condition and stability	75
Conformance to RFP Terms and Conditions	50
Proposal format and organization (thoroughness, clarity, organization and presentation)	50

Financial Element	Points
Financial proposal, including proposed co-promotion split (City & Offeror)	275

The total number of points for the Financial Element is **275**. Commission will be a weighted element and we will determine "price" points using the following formula:

$$\frac{\text{Highest Proposed Co-pro split}}{\text{Co-pro split being evaluated}} \times \text{Financial Points Possible} = \text{Financial Score}$$

The maximum number of points is 800 (Technical 525, plus Financial 275).

Alternative Evaluation. If two (2) or fewer offers are received in response to a Request for Proposals, at the City's sole discretion the offers may be evaluated using simple comparative analysis instead of any announced method of evaluation, subject to meeting administrative and responsibility requirements.

BEST & FINAL OFFERS.

The City may request best and final offers if deemed necessary, and will determine the

Cinco de Mayo Options

Straight Rental Costs (estimate)

Rental	\$17,647
Staffing	\$1,440
Miscellaneous*	\$600
Hookups	\$80
Cleaning deposit (refundable)	<u>\$500</u>
Total	\$20,267

Co-promotion Costs

It is estimated that event costs would be covered by vendor rentals and sponsorships. Any profit would be determined by the percentage of the split of gate fees/admissions.

Last year Cinco de Mayo took in more than \$100,000 at the gate.

More than 30 booths were sold at the 2005 Cinco de Mayo event, in addition to 13 food vendors.

*Flat rate for hard/soft rides