

Proposal Evaluation Summary
Design & Production of Grande Avenue Video – RFP #PUR0517-247
Proposals opened July 5, 2017

Evaluators: Sara Baughman, Sandy Pumphrey

Proposals received in alphabetical order:

Firm Name	Location
Bolten & Menk	Mankato, MN
de Novo Marketing	Cedar Rapids, IA
Fiat Luxx Productions	Sacramento, CA
Fusion Farm	Cedar Rapids, IA
Hawk City Productions	Iowa City, IA
OnMedia/Mediacom	Cedar Rapids, IA
Rausch Productions	Cedar Rapids, IA
Solid Line Media	Chicago, IL
Stover Films	Des Moines, IA

Top three ranked firms:

1. de Novo Marketing

Criteria	Points Available	Points Scored
Qualifications and Experience – 20% of total score	200	160
Proposed Cost (see page 2) – 20% of total score	200	130
Responsiveness – 60% of total score	600	510
Local Preference Points (10% of total available)		100
Total Evaluation Points		900

Facts:

- Extensive experience creating videos that communicate issues and raise awareness
- Strong local presence with offices located in the NewBo District
- Proposal clearly presents specific experience of the individual team members who would be assigned to this project
- Financial proposal is within competitive range
- Proposal indicates clear understanding of the project and the intended purpose of the video to be created

2. Rausch Productions

Criteria	Points Available	Points Scored
Qualifications and Experience – 20% of total score	200	150
Proposed Cost (see page 2) – 20% of total score	200	140
Responsiveness – 60% of total score	600	480
Local Preference Points (10% of total available)		100
Total Evaluation Points		870

Facts:

- Extensive experience including previous work with the City of Cedar Rapids
- Work samples include good use of text and good emotional connection with the viewer
- Experienced project team
- Financial proposal is within competitive range
- Proposal indicates clear understanding of project

3. Fusion Farm

Criteria	Points Available	Points Scored
Qualifications and Experience – 20% of total score	200	170
Proposed Cost (see page 2) – 20% of total score	200	130
Responsiveness – 60% of total score	600	450
Local Preference Points (10% of total available)		100
Total Evaluation Points		850

Facts:

- Extensive experience including previous work with the City of Cedar Rapids
- Good work samples and previous video produced for City that is relevant to this project
- Experienced project team
- Financial proposal is within competitive range
- Proposal indicates clear understanding of project

Recommendation for Award:

The evaluation team scored the top ranked proposals and de Novo Marketing was rated as the top proposal.

Financial Submittals:

Firm Name	Financial Proposal
Bolten & Menk	\$7,500
de Novo Marketing	\$7,250
Fiat Luxx Productions	\$2,999
Fusion Farm	\$7,450
Hawk City Productions	\$6,000
OnMedia/Mediacom	\$5,700
Rausch Productions	\$6993
Solid Line Media	\$5,500
Stover Films	\$4,500