**Library Video Storytelling Project**

***Proposal Evaluation Summary, February 17, 2017***

**Evaluators:** Amber Mussman, Community Relations Manager; Kevin Delecki, Programming Manager; Eric Andrews, Design and Marketing Specialist

**Proposals received:**

|  |  |
| --- | --- |
| **Company Name** | **Evaluation Score** |
| Flow Media | 95 |
| Fusion Farm | 90 |
| Amperage Marketing |   |
| DeNovo Alternative Marketing |   |
| On Media |   |
| Hawk City Productions |   |
| Rausch Productions |   |
| Scenic RD |   |

**Top Ranked Firms:**

1. Flow Media Price Estimate: $20,000 with options

Facts:

1. Proposal response met the Library’s requests for Scope of Services
2. Unique video storytelling experience
3. Proposal included detailed video narrative process and storytelling strategies
4. Menu of options for costs
5. Staff workshops and training built in

2. FusionFarm Price Estimate: $11,400 + editing

Facts:

1. Provided a very detailed response to the Library’s proposal
2. Proposed a different approach with video
3. Had a base fee for video plus additional hourly fee for staff training

3. Amperage Marketing Price Estimate: $11,400

Facts:

1. Proposal response met the Library’s requests for Scope of Services
2. Has provided services to the Library on other projects
3. Had a competitive bid that included staff training

4. DeNovo Alternative Marketing Price Estimate: $15,937

Facts:

1. Proposal response met the Library’s requests for Scope of Services
2. Has provided services to the Library on other projects
3. Had a competitive bid that included staff training

5. OnMedia Price Estimate: $7,200-$9000 with options

Facts:

1. Proposal response met most of the Library’s Scope of Services
2. Staff training and story development was not a priority

6. Hawk City Productions Price Estimate: $11,905

Facts:

1. Proposal response met most of the Library’s Scope of Services
2. Staff training and story development was not a priority

7. Rausch Productions Price Estimate: $11,600

Facts:

1. Proposal response met some of the Library’s Scope of Services
2. Staff training and story development was not a priority

8. Scenic Road Price Estimate: $29,805

Facts:

1. Proposal response met some of the Library’s Scope of Services
2. Staff training and story development was not a priority

**Recommendation for Award:**

The evaluation team ranked each proposal independently and unanimously chose **Flow Media** as the top proposal.