Consensus Score Sheet
2084
Integrated Marketing Agency of Record

Vendor Name	*Criteria*	*Weight*	*Eval 1*	*Eval 2*	*Eval 3*	*Eval 4*	*Weighted Score*
Fahlgren Inc dba Fahlgren Mortine	Demonstrated Experience	20	7	10	10	9	180.00
Fahlgren Inc dba Fahlgren Mortine	Experience in performance of comparable engagements within the tourism industry	30	5	10	10	9	255.00
Fahlgren Inc dba Fahlgren Mortine	Conformance with the terms of this RFP	10	8	10	10	10	95.00
Fahlgren Inc dba Fahlgren Mortine	Expertise and availability of key personnel	15	8	8	10	9	131.25
Fahlgren Inc dba Fahlgren Mortine	Cost	25	8	8	9	9	212.50
Fahlgren Inc dba Fahlgren Mortine	1. Did the presenting vendor prove its expertise in delivering an integrated marketing program that will boost awareness of an existing brand and influence travel behavior?	25	8	9	10	10	231.25
Fahlgren Inc dba Fahlgren Mortine	2. Did the presenting vendor prove its skill in strategic planning?	10	9	8	9	10	90.00
Fahlgren Inc dba Fahlgren Mortine	3. Did the presenting vendor adequately convey its commitment to gaining an in-depth knowledge of the Nevada tourism product?	10	10	9	10	10	97.50

Fahlgren Inc dba Fahlgren Mortine	4. Did the presenting vendor provide the appropriate staffing level for both senior account strategy and day-to-day management?	15	7	9	10	9	131.25
Fahlgren Inc dba Fahlgren Mortine	5. Is the presenting agency a fully integrated agency or a subject level expert? Yes or No. If a fully integrated agency: How well did the agency show its ability to fully integrate all components of the proposed marketing program? NOTE: Answer ONLY Question 5 or Question 6.	20	8	9	10	10	185.00
Fahlgren Inc dba Fahlgren Mortine	6. If the presenting agency is a subject matter expert, please note the program area _____. How well did the agency show its ability to execute on this program component as part of an integrated marketing program? NOTE: Answer ONLY Question 5 or Question 6.	20	0	0	0	0	0.00
Fahlgren Inc dba Fahlgren Mortine	7. How well did the presenting vendor address evaluators' concerns?	10	8	9	9	9	87.50

Fahlgren Inc dba Fahlgren Mortine	8. Did the presenting v endor show enthusiasm for Nevada tourism and a high level of commitment to working with the team and the product?	10	10	9	10	10	97.50	
Fahlgren Inc dba Fahlgren Mortine							920.00	Presentation Average
Fahlgren Inc dba Fahlgren Mortine							661.25	Technical Average
Fahlgren Inc dba Fahlgren Mortine							873.75	Total Average Score
Fahlgren Inc dba Fahlgren Mortine							1793.75	Overall Total Score

R & R/CRR Holdings LLC dba B & P Advertising	Demonstrated Experience	20	9	10	6	6	155.00
R & R/CRR Holdings LLC dba B & P Advertising	Experience in performance of comparable engagements within the tourism industry	30	9	10	6	7	240.00
R & R/CRR Holdings LLC dba B & P Advertising	Conformance with the terms of this RFP	10	8	10	8	9	87.50
R & R/CRR Holdings LLC dba B & P Advertising	Expertise and availability of key personnel	15	9	10	7	7	123.75
R & R/CRR Holdings LLC dba B & P Advertising	Cost	25	8	8	4	7	168.75
R & R/CRR Holdings LLC dba B & P Advertising	1. Did the presenting vendor prove its expertise in delivering an integrated marketing program that will boost awareness of an existing brand and influence travel behavior?	25	9	9	6	5	181.25
R & R/CRR Holdings LLC dba B & P Advertising	2. Did the presenting vendor prove its skill in strategic planning?	10	9	10	7	8	85.00
R & R/CRR Holdings LLC dba B & P Advertising	3. Did the presenting vendor adequately convey its commitment to gaining an in-depth knowledge of the Nevada tourism product?	10	10	9	7	5	77.50
R & R/CRR Holdings LLC dba B & P Advertising	4. Did the presenting vendor provide the appropriate staffing level for both senior account strategy and day-to-day management?	15	9	10	7	6	120.00

R & R/CRR Holdings LLC dba B & P Advertising	5. Is the presenting agency a fully integrated agency or a subject level expert? Yes or No. If a fully integrated agency: How well did the agency show its ability to fully integrate all components of the proposed marketing program? NOTE: Answer ONLY Question 5 or Question 6.	20	8	9	5	7	145.00	
R & R/CRR Holdings LLC dba B & P Advertising	6. If the presenting agency is a subject matter expert, please note the program area _____. How well did the agency show its ability to execute on this program component as part of an integrated marketing program? NOTE: Answer ONLY Question 5 or Question 6.	20	0	0	0	0	0.00	
R & R/CRR Holdings LLC dba B & P Advertising	7. How well did the presenting vendor address evaluators' concerns?	10	9	10	6	8	82.50	
R & R/CRR Holdings LLC dba B & P Advertising	8. Did the presenting v endor show enthusiasm for Nevada tourism and a high level of commitment to working with the team and the product?	10	10	9	7	7	82.50	
R & R/CRR Holdings LLC dba B & P Advertising							773.75	Presentation Average

R & R/CRR Holdings LLC dba B & P Advertising							606.25	Technical Average
R & R/CRR Holdings LLC dba B & P Advertising							775.00	Total Average Score
R & R/CRR Holdings LLC dba B & P Advertising							1548.75	Overall Total Score
The Glenn Group	Demonstrated Experience	20	7	9	7	8	155.00	
The Glenn Group	Experience in performance of comparable engagements within the tourism industry	30	8	8	7	8	232.50	
The Glenn Group	Conformance with the terms of this RFP	10	8	10	8	9	87.50	
The Glenn Group	Expertise and availability of key personnel	15	8	9	5	8	112.50	
The Glenn Group	Cost	25	7	8	6	5	162.50	
The Glenn Group	1. Did the presenting vendor prove its expertise in delivering an integrated marketing program that will boost awareness of an existing brand and influence travel behavior?	25	8	9	8	8	206.25	
The Glenn Group	2. Did the presenting vendor prove its skill in strategic planning?	10	8	9	8	9	85.00	
The Glenn Group	3. Did the presenting vendor adequately convey its commitment to gaining an in-depth knowledge of the Nevada tourism product?	10	8	9	8	9	85.00	

The Glenn Group	4. Did the presenting vendor provide the appropriate staffing level for both senior account strategy and day-to-day management?	15	7	8	8	8	116.25
The Glenn Group	5. Is the presenting agency a fully integrated agency or a subject level expert? Yes or No. If a fully integrated agency: How well did the agency show its ability to fully integrate all components of the proposed marketing program? NOTE: Answer ONLY Question 5 or Question 6.	20	7	9	8	8	160.00
The Glenn Group	6. If the presenting agency is a subject matter expert, please note the program area _____. How well did the agency show its ability to execute on this program component as part of an integrated marketing program? NOTE: Answer ONLY Question 5 or Question 6.	20	0	0	0	0	0.00
The Glenn Group	7. How well did the presenting vendor address evaluators' concerns?	10	8	8	8	9	82.50

The Glenn Group	8. Did the presenting v endor show enthusiasm for Nevada tourism and a high level of commitment to working with the team and the product?	10	8	10	9	9	90.00	
The Glenn Group							825.00	Presentation Average
The Glenn Group							587.50	Technical Average
The Glenn Group							750.00	Total Average Score