

Project - Salem Parkway Bridge Art - Church Street

M/WBE Commitment	
Percent goal met or good faith effort made?	Points
Certified M/WBE Compliance-Primary Vendor	5
Not Qualified	0
Business Location	
Location	Points
Within Winston-Salem	5
Within North Carolina	3
Outside of North Carolina	0
Artistic Excellence and Originality	
The proposal should be an imaginative solution to the call that is both original and artistically excellent. Past work should demonstrate experience with similar projects, originality, and artistic excellence.	Points
Exceptional (Both Artistically Excellent and Very Original with Essentially no Weakness)	5
Exceeds Expectations (Both Artistically Excellent and Very Original Proposal with Minor Weaknesses)	3
Above Average (Is Original or Artistically Excellent, But Not Both) (Other Factor Must be Judged as At Least Average)	2
Met Minimum Project Requirements	1
Does Not Meet Minimum Project Requirements	0
Relevant Experience	
Number of Successful Large-Scale Public Art Projects with a budget of at least \$100,000	Points
Seven or More	5
Four to Six	3
Two or Three	2
One	1
None	0

Business Name: Elephant in the Room			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	5.00	100.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	4.25	127.50
Relevant Experience	30.00	4.25	127.50
Final Score			355.00

Max Score = 500

Firm Name: Humanity Memorial			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	5.00	100.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	1.75	52.50
Relevant Experience	30.00	3.25	97.50
Final Score			250.00

Max Score = 500

Firm Name: Reed Madden			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	5.00	100.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	2.00	60.00
Relevant Experience	30.00	3.00	90.00
Final Score			250.00

Max Score = 500

Firm Name: Friend Design + Architecture			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	0.00	0.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	2.75	82.50
Relevant Experience	30.00	3.50	105.00
Final Score			187.50

Max Score = 500

Firm Name: Motivated Metal, LLC			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	0.00	0.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	2.25	67.50
Relevant Experience	30.00	3.50	105.00
Final Score			172.50

Max Score = 500

Firm Name: Team W			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	0.00	0.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	2.50	75.00
Relevant Experience	30.00	2.75	82.50
Final Score			157.50

Max Score = 500

Firm Name: Jill Pitko Sculpture			
Evaluation Criteria	Weight	Grade	Total
M/WBE Commitment	20.00	0.00	0.00
Business Location	20.00	0.00	0.00
Artistic Excellence and Originality	30.00	2.25	67.50
Relevant Experience	30.00	2.00	60.00
Final Score			127.50

Max Score = 500

* Elephant in the Room is located in Winston-Salem however they failed to submit evidence that they have paid payroll taxes for the firm for at least one employee.