

EXHIBIT B

Work Experience	
Similar Projects and Exceptional References	Points
Greatest number (compared to all other proposers)	5
2nd greatest number	4
3rd greatest number	3
4th greatest number	2
5th greatest number	1

Firm Name: Spark Strategic Ideas, LLC			
	Weight	Grade	Total Score
Work Experience	20.00	3.50	70
Staff Availability	15.00	4.38	65.63
Price	5.00	4.25	21.25
Quality of Proposal	20.00	4.25	85
Distance from Fairgrounds	20.00	1.00	20
MWBE Commitment	20.00	5.00	100
Final Score	Total Score - Max 500		361.88

Staff Availability Scoring	
Percent Available including During Fair	Points
0 to 50	0
51 to 64	1
65 to 74	2
75 to 84	3
85 to 94	4
95 to 100	5

Firm Name: Vela Strategic Marketing			
	Weight	Grade	Total Score
Work Experience	20.00	2.75	55
Staff Availability	15.00	2.75	41.25
Price	5.00	2.00	10
Quality of Proposal	20.00	2.88	57.50
Distance from Fairgrounds	20.00	5.00	100
MWBE Commitment	20.00	5.00	100
Final Score	Total Score - Max 500		363.75

Price	
Percentage of budget Spent on Media Buy	Points
Greatest percentage (compared to all other proposers)	5
2nd greatest percentage	4
3rd greatest percentage	3
4th greatest percentage	2
5th greatest percentage	1

Firm Name: Elephant in the Room			
	Weight	Grade	Total Score
Work Experience	20.00	3.00	60
Staff Availability	15.00	3.50	52.50
Price	5.00	3.25	16.25
Quality of Proposal	20.00	2.50	50
Distance from Fairgrounds	20.00	5.00	100
MWBE Commitment	20.00	5.00	100
Final Score	Total Score - Max 500		378.75

Quality of Proposal	
Response	Points
Unresponsive or incomplete	0
Met Minimum RFP Requirements	1
Above Average	3
Exceeds Expectations	5

Firm Name: Wildfire, LLC			
	Weight	Grade	Total Score
Work Experience	20.00	4.75	95
Staff Availability	15.00	5.00	75
Price	5.00	5.00	25
Quality of Proposal	20.00	3.25	65
Distance from Fairgrounds	20.00	5.00	100
MWBE Commitment	20.00	5.00	100
Final Score	Total Score - Max 500		460

Distance From Fairgrounds	
Miles	Points
More than 120	0
45 to 120 (2 Hours)	1
15 to 45 (60 Minutes)	3
Within City Limits	5

MWBE	
Percent goal met or good faith effort made?	Points
Y	5
N	0

Firm	Score	Rank
Wildfire, LLC	460	1
Elephant in the Room	378.75	2
Vela Strategic Marketing	363.75	3
Spark Strategic Ideas, LLC	361.88	4