

FINAL RANKING
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners

	David Kraus	Paula Vann	Alden Rosner	Kimberly Goldsmith	Todd Manning		Total		Ranking
365 Degree Total Marketing	7	8	5	7	2		29		7
Madden Preprint Media, LLC	1	1	1	2	3		8		1
Paradise Advertising & Marketing, Inc.	2	3	6	1	4		16		2
Evök Advertising and Design, Inc.	3	5	4	6	1		19		3
The Zimmerman Agency	6	2	3	3	6		20		4
Jacob Creative	8	4	2	4	7		25		5
S&S Insights, LLC	5	7	8	8	8		36		8
BowStern Marketing Communications	3	6	7	5	4		25		5

Signature of Rater: _____

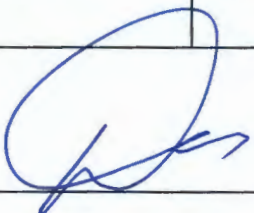
Print Name: _____

Date: _____

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction 0-5	Project Understanding and Technical Approach 0-10	Project Team and Past Experience 0-20	Location and Workload 0-20	Quality/Cost Controls 0-20	Proposed Cost 0-25			Total 0-100
365 Degree Total Marketing	5	5	15	15	10	11	\$ 168,995.00		61
Madden Preprint Media, LLC	5	10	20	20	10	13	\$ 145,915.00		78
Paradise Advertising & Marketing, Inc.	5	10	20	20	10	10	\$ 175,000.00		75
Evok Advertising and Design, Inc.	5	5	10	15	10	25	\$ 73,000.00		70
The Zimmerman Agency	5	5	15	20	10	8	\$ 238,500.00		63
Jacober Creative	5	5	20	10	10	10	\$ 175,000.00		60
S&S Insights, LLC	5	5	15	20	10	12	\$ 150,000.00		67
BowStern Marketing Communications	5	5	15	20	10	15	\$ 119,350.00		70

Signature of Rater: 

Print Name: DAVID KRANS

Date: 02/15/2021

EVALUATION SHEET
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RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total
	0-5	0-10	0-20	0-20	0-20	0-25			0-100
365 Degree Total Marketing	5	5	5	15	10	11	\$ 168,995.00		51
Madden Preprint Media, LLC	5	10	18	19	19	13	\$ 145,915.00		84
Paradise Advertising & Marketing, Inc.	5	8	19	20	18	10	\$ 175,000.00		80
Evok Advertising and Design, Inc.	5	3	8	19	10	25	\$ 73,000.00		70
The Zimmerman Agency	5	10	20	20	19	8	\$ 238,500.00		82
Jacob Creative	5	8	17	17	18	10	\$ 175,000.00		75
S&S Insights, LLC	5	3	10	20	9	12	\$ 150,000.00		59
BowStern Marketing Communications	5	4	11	20	8	15	\$ 119,350.00		63

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Signature of Rater: Paula Vann

Print Name: Paula Vann

Date: 2-9-2021

EVALUATION SHEET
Strategic Marketing Plan and Rebrand
RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total
	0-5	0-10	0-20	0-20	0-20	0-25			0-100
365 Degree Total Marketing	4	7	15	10	15	11	\$ 168,995.00		62 <u>5</u>
Madden Preprint Media, LLC	5	10	20	15	15	13	\$ 145,915.00		78 <u>1</u>
Paradise Advertising & Marketing, Inc.	3	8	15	15	10	10	\$ 175,000.00		61 <u>6</u>
Evok Advertising and Design, Inc.	4	8	15	5	10	25	\$ 73,000.00		67 <u>4</u>
The Zimmerman Agency	5	10	20	15	10	8	\$ 238,500.00		68 <u>3</u>
Jacober Creative	5	10	20	15	10	10	\$ 175,000.00		70 <u>2</u>
S&S Insights, LLC	0	7	10	15	10	12	\$ 150,000.00		54 <u>8</u>
BowStern Marketing Communications	3	5	15	10	10	15	\$ 119,350.00		58 <u>7</u>

Signature of Rater: 
Date: 2/9/2021

Print Name: ALDEN ROSNER

EVALUATION SHEET
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RFP 2020-BB

Columbia County, Florida
Board of County Commissioners
Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total 0-100
	0-5	0-10	0-20	0-20	0-20	0-25			
365 Degree Total Marketing	3	7	12	16	15	11	\$ 168,995.00	7	64
Madden Preprint Media, LLC	5	9	19	18	19	13	\$ 145,915.00	2	83
Paradise Advertising & Marketing, Inc.	5	9	20	20	20	10	\$ 175,000.00	1	84
Evok Advertising and Design, Inc.	3	4	12	13	12	25	\$ 73,000.00	6	69
The Zimmerman Agency	5	10	20	20	18	8	\$ 238,500.00	3	81
Jacob Creative	5	9	18	19	18	10	\$ 175,000.00	4	79
S&S Insights, LLC	0	3	8	12	11	12	\$ 150,000.00	8	46
BowStern Marketing Communications	4	8	14	17	17	15	\$ 119,350.00	5	75

Signature of Rater: Kimberly Goldsmith
Date: 2/7/2021

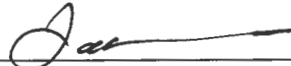
Print Name: Kimberly Goldsmith

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Criteria for Ranking:

	Statement of Interest and Introduction	Project Understanding and Technical Approach	Project Team and Past Experience	Location and Workload	Quality/Cost Controls	Proposed Cost			Total 0-100
	0-5	0-10	0-20	0-20	0-20	0-25			
365 Degree Total Marketing	4	7	16	17	17	11	\$ 168,995.00		72
Madden Preprint Media, LLC	3	8	17	14	16	13	\$ 145,915.00		71
Paradise Advertising & Marketing, Inc.	4	7	17	15	15	10	\$ 175,000.00		68
Evok Advertising and Design, Inc.	4	8	17	17	18	25	\$ 73,000.00		89
The Zimmerman Agency	4	8	16	16	15	8	\$ 238,500.00		67
Jacober Creative	4	7	15	13	15	10	\$ 175,000.00		64
S&S Insights, LLC	3	6	10	15	15	12	\$ 150,000.00		61
BowStern Marketing Communictions	3	7	14	14	15	15	\$ 119,350.00		68

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Signature of Rater: 

Print Name: Todd Manning

Date: 02/08/2021