

FINAL SCORE MATRIX

RFP for Marketing and Consulting Services for the Convention Sports and Entertainment Facilities Department (25-021; 6100018648) Score Summary *FINAL EVALUATION March 5, 2025	Maximum Points	Venue Coalition, Inc. 2435 Ventura Blvd., Suite C Camarillo, CA 93010	Terrapin Station Entertainment, LLC 10202 W. Washington Blvd., Scenic Arts Building, Suite 4300 Culver City, CA 90232
A - Experience, Background and Qualifications	25	23.67	11.50
B - Proposed Plan	35	30.33	15.33
A - B Sub-Total	60	54.00	26.83
C - Price	15	15.00	11.61
D - SBEDA - SBE Prime Contract Program	5	0.00	0.00
D - SBEDA - M/WBE Prime Contract Program	5	0.00	0.00
E - Local Preference Program	10	0.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00
TOTAL SCORE	100	69.00	38.44
RANK BASED ON TOTAL SCORE		1	2

*One evaluation meeting held, and no interviews conducted.