

RFP for Advertising & Marketing Services (22-084; 6100015427) Score Summary SHORTLIST EVALUATION OCTOBER 21, 2022	Maximum Points	KGB Texas Marketing/Public Relations, Inc. DBA KGB Texas Communications 825 East Locust Street San Antonio, TX 78212	Atkins International, LLC DBA The Atkins Group 501 Soledad St. San Antonio, TX, 78205	PAVLOV Advertising, LLC 3017 W. 7th St., Suite 400 Fort Worth, TX 76107
A - Experience, Background, Qualifications	35	24.83	24.17	16.83
B - Proposed Plan	30	22.33	20.67	13.33
A - B Sub-Total	65	47.16	44.84	30.16
C - Price	15	9.21	9.64	9.82
D - Disadvantage Business Enterprise Program	20	10.00	10.00	20.00
TOTAL SCORE	100	66.37	64.48	59.98
RANK BASED ON TOTAL SCORE		1	2	3