

<p align="center">RFP for Advertising & Marketing Services (22-084; 6100015427)</p> <p align="center">Score Summary INITIAL EVALUATION OCTOBER 12, 2022</p>	<p align="center">Maximum Points</p>	<p align="center">PAVLOV Advertising, LLC 3017 W. 7th St., Suite 400 Fort Worth, TX 76107</p>	<p align="center">Atkins International, LLC DBA The Atkins Group 501 Soledad St. San Antonio, TX, 78205</p>	<p align="center">KGB Texas Marketing/Public Relations, Inc. DBA KGB Texas Communications 825 East Locust Street San Antonio, TX 78212</p>	<p align="center">BQR Advertising and Public Relations, Inc. 2500 Tanglewilde Street, Suite 105 Houston, TX 77063</p>	<p align="center">Citrus Advertising, LLC 2930 W Sam Houston Parkway North, #150 Houston, TX 77043</p>
<p>A - Experience, Background, Qualifications</p>	<p align="center">35</p>	<p align="center">24.50</p>	<p align="center">29.17</p>	<p align="center">27.67</p>	<p align="center">14.17</p>	<p align="center">17.67</p>
<p>B - Proposed Plan</p>	<p align="center">30</p>	<p align="center">17.83</p>	<p align="center">23.00</p>	<p align="center">21.83</p>	<p align="center">14.33</p>	<p align="center">16.50</p>
<p>A - B Sub-Total</p>	<p align="center">65</p>	<p align="center">42.33</p>	<p align="center">52.17</p>	<p align="center">49.50</p>	<p align="center">28.50</p>	<p align="center">34.17</p>
<p>C - Price</p>	<p align="center">15</p>	<p align="center">9.82</p>	<p align="center">9.64</p>	<p align="center">9.21</p>	<p align="center">15.00</p>	<p align="center">7.62</p>
<p>D - Disadvantage Business Enterprise Program</p>	<p align="center">20</p>	<p align="center">20.00</p>	<p align="center">10.00</p>	<p align="center">10.00</p>	<p align="center">20.00</p>	<p align="center">20.00</p>
<p>TOTAL SCORE</p>	<p align="center">100</p>	<p align="center">72.15</p>	<p align="center">71.81</p>	<p align="center">68.71</p>	<p align="center">63.50</p>	<p align="center">61.79</p>
<p>RANK BASED ON TOTAL SCORE</p>		<p align="center">1</p>	<p align="center">2</p>	<p align="center">3</p>	<p align="center">4</p>	<p align="center">5</p>