



CITY OF FORT LAUDERDALE  
RFP EVALUATION COMMITTEE TABULATION

RFP# 12321-795  
TITLE: Holiday Displays (Beach)  
DATE: 9/13/2019

| Rater #1 - Cija Omengbar           |  |         |                |   |         |                |                 |         |                |                        |         |                |                      |
|------------------------------------|--|---------|----------------|---|---------|----------------|-----------------|---------|----------------|------------------------|---------|----------------|----------------------|
| PROPOSING FIRM                     | Understanding of the Overall Needs of the City |         |                | Experience, Qualifications and Past Performance |         |                | Proposed Design |         |                | Total Cost to the City |         |                | Total Points Awarded |
|                                    | Weight Factor                                  | Ranking | Point Subtotal | Weight Factor                                   | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor          | Ranking | Point Subtotal |                      |
| Miami Christmas Lights (Aloha)     | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 4       | 0.80           | 0.40                   | 9       | 3.60           | 5.10                 |
| Miami Christmas Lights (Nautical)  | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 3       | 0.60           | 0.40                   | 7       | 2.80           | 4.10                 |
| Miami Christmas Lights (Scuba)     | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 2       | 0.40           | 0.40                   | 3       | 1.20           | 2.30                 |
| Miami Christmas Lights (Fisherman) | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 1       | 0.20           | 0.40                   | 1       | 0.40           | 1.30                 |
| RWS Entertainment Group            | 0.10   | 3       | 0.30           | 0.30  | 4       | 1.20           | 0.20            | 10      | 2.00           | 0.40                   | 10      | 4.00           | 7.50                 |
| Expose Yourself USA                | 0.10   | 4       | 0.40           | 0.30  | 3       | 0.90           | 0.20            | 5       | 1.00           | 0.40                   | 2       | 0.80           | 3.10                 |
| Unique Rabbit Studios (Option-1)   | 0.10   | 2       | 0.20           | 0.30  | 1       | 0.30           | 0.20            | 6       | 1.20           | 0.40                   | 6       | 2.40           | 4.10                 |
| Unique Rabbit Studios (Option-2)   | 0.10   | 2       | 0.20           | 0.30  | 1       | 0.30           | 0.20            | 7       | 1.40           | 0.40                   | 4       | 1.60           | 3.50                 |
| Unique Rabbit Studios (Option-3)   | 0.10   | 2       | 0.20           | 0.30  | 1       | 0.30           | 0.20            | 8       | 1.60           | 0.40                   | 5       | 2.00           | 4.10                 |
| Unique Rabbit Studios (Option-4)   | 0.10   | 2       | 0.20           | 0.30  | 1       | 0.30           | 0.20            | 9       | 1.80           | 0.40                   | 8       | 3.20           | 5.50                 |

| Rater #2 - Vincent Ang             |  |         |                |   |         |                |                 |         |                |                        |         |                |                      |
|------------------------------------|--|---------|----------------|---|---------|----------------|-----------------|---------|----------------|------------------------|---------|----------------|----------------------|
| PROPOSING FIRM                     | Understanding of the Overall Needs of the City |         |                | Experience, Qualifications and Past Performance |         |                | Proposed Design |         |                | Total Cost to the City |         |                | Total Points Awarded |
|                                    | Weight Factor                                  | Ranking | Point Subtotal | Weight Factor                                   | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor          | Ranking | Point Subtotal |                      |
| Miami Christmas Lights (Aloha)     | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 5       | 1.00           | 0.40                   | 9       | 3.60           | 5.30                 |
| Miami Christmas Lights (Nautical)  | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 4       | 0.80           | 0.40                   | 7       | 2.80           | 4.30                 |
| Miami Christmas Lights (Scuba)     | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 6       | 1.20           | 0.40                   | 3       | 1.20           | 3.10                 |
| Miami Christmas Lights (Fisherman) | 0.10   | 1       | 0.10           | 0.30  | 2       | 0.60           | 0.20            | 3       | 0.60           | 0.40                   | 1       | 0.40           | 1.70                 |
| RWS Entertainment Group            | 0.10   | 4       | 0.40           | 0.30  | 3       | 0.90           | 0.20            | 2       | 0.40           | 0.40                   | 10      | 4.00           | 5.70                 |
| Expose Yourself USA                | 0.10   | 2       | 0.20           | 0.30  | 1       | 0.30           | 0.20            | 1       | 0.20           | 0.40                   | 2       | 0.80           | 1.50                 |
| Unique Rabbit Studios (Option-1)   | 0.10   | 3       | 0.30           | 0.30  | 4       | 1.20           | 0.20            | 8       | 1.60           | 0.40                   | 6       | 2.40           | 5.50                 |
| Unique Rabbit Studios (Option-2)   | 0.10   | 3       | 0.30           | 0.30  | 4       | 1.20           | 0.20            | 9       | 1.80           | 0.40                   | 4       | 1.60           | 4.90                 |
| Unique Rabbit Studios (Option-3)   | 0.10   | 3       | 0.30           | 0.30  | 4       | 1.20           | 0.20            | 10      | 2.00           | 0.40                   | 5       | 2.00           | 5.50                 |
| Unique Rabbit Studios (Option-4)   | 0.10   | 3       | 0.30           | 0.30  | 4       | 1.20           | 0.20            | 7       | 1.40           | 0.40                   | 8       | 3.20           | 6.10                 |

| Rater #3 - Anna McDiarmid          |  |         |                |   |         |                |                 |         |                |                        |         |                |                      |                        |                               |                         |                            |                   |               |
|------------------------------------|--|---------|----------------|---|---------|----------------|-----------------|---------|----------------|------------------------|---------|----------------|----------------------|------------------------|-------------------------------|-------------------------|----------------------------|-------------------|---------------|
| PROPOSING FIRM                     | Understanding of the Overall Needs of the City |         |                | Experience, Qualifications and Past Performance |         |                | Proposed Design |         |                | Total Cost to the City |         |                | Total Points Awarded | Average Points Awarded | Total Combined Points Awarded | Local Vendor Preference | Local Preference Deduction | Total Final Score | FINAL RANKING |
|                                    | Weight Factor                                  | Ranking | Point Subtotal | Weight Factor                                   | Ranking | Point Subtotal | Weight Factor   | Ranking | Point Subtotal | Weight Factor          | Ranking | Point Subtotal |                      |                        |                               |                         |                            |                   |               |
| Miami Christmas Lights (Aloha)     | 0.10   | 2       | 0.20           | 0.30  | 2       | 0.60           | 0.20            | 9       | 1.80           | 0.40                   | 9       | 3.60           | 6.20                 | 5.53                   | 16.60                         | 0.0%                    | 0.00                       | 16.60             | 9             |
| Miami Christmas Lights (Nautical)  | 0.10   | 2       | 0.20           | 0.30  | 2       | 0.60           | 0.20            | 8       | 1.60           | 0.40                   | 7       | 2.80           | 5.20                 | 4.53                   | 13.60                         | 0.0%                    | 0.00                       | 13.60             | 6             |
| Miami Christmas Lights (Scuba)     | 0.10   | 2       | 0.20           | 0.30  | 2       | 0.60           | 0.20            | 7       | 1.40           | 0.40                   | 3       | 1.20           | 3.40                 | 2.93                   | 8.80                          | 0.0%                    | 0.00                       | 8.80              | 3             |
| Miami Christmas Lights (Fisherman) | 0.10   | 2       | 0.20           | 0.30  | 2       | 0.60           | 0.20            | 6       | 1.20           | 0.40                   | 1       | 0.40           | 2.40                 | 1.80                   | 5.40                          | 0.0%                    | 0.00                       | 5.40              | 1             |
| RWS Entertainment Group            | 0.10   | 1       | 0.10           | 0.30  | 1       | 0.30           | 0.20            | 5       | 1.00           | 0.40                   | 10      | 4.00           | 5.40                 | 6.20                   | 18.60                         | 0.0%                    | 0.00                       | 18.60             | 10            |
| Expose Yourself USA                | 0.10   | 3       | 0.30           | 0.30  | 3       | 0.90           | 0.20            | 2       | 0.40           | 0.40                   | 2       | 0.80           | 2.40                 | 2.33                   | 7.00                          | 10.0%                   | 0.70                       | 6.30              | 2             |
| Unique Rabbit Studios (Option-1)   | 0.10   | 4       | 0.40           | 0.30  | 4       | 1.20           | 0.20            | 10      | 2.00           | 0.40                   | 6       | 2.40           | 6.00                 | 5.20                   | 15.60                         | 5.0%                    | 0.78                       | 14.82             | 7             |
| Unique Rabbit Studios (Option-2)   | 0.10   | 4       | 0.40           | 0.30  | 4       | 1.20           | 0.20            | 4       | 0.80           | 0.40                   | 4       | 1.60           | 4.00                 | 4.13                   | 12.40                         | 5.0%                    | 0.62                       | 11.78             | 4             |
| Unique Rabbit Studios (Option-3)   | 0.10   | 4       | 0.40           | 0.30  | 4       | 1.20           | 0.20            | 3       | 0.60           | 0.40                   | 5       | 2.00           | 4.20                 | 4.60                   | 13.80                         | 5.0%                    | 0.69                       | 13.11             | 5             |
| Unique Rabbit Studios (Option-4)   | 0.10   | 4       | 0.40           | 0.30  | 4       | 1.20           | 0.20            | 1       | 0.20           | 0.40                   | 8       | 3.20           | 5.00                 | 5.53                   | 16.60                         | 5.0%                    | 0.83                       | 15.77             | 8             |