



**CITY OF FORT LAUDERDALE
RFP EVALUATION COMMITTEE TABULATION**

RFP / TITLE 715-10823/Event Ticketing Services
DATE: 12/1/2011

| <u>VENDORS</u> | <u>FINAL RANKING</u> | <u>AVERAGE RANKING</u> |
|--------------------|----------------------|------------------------|
| Ticketmaster | 1 | 1.32 |
| EntaUSA | 2 | 2 |
| Ticket Alternative | 3 | 2.65 |

| PROPOSER: | | Ticketmaster | | | | | |
|---------------------|-----------------------------|------------------------|------------------|------------------|------------------|---------------------------|------------------------|
| | | WEIGHTED FACTOR | MEMBER #1 | MEMBER #2 | MEMBER #3 | Total all Rankings | Average Ranking |
| 1 | Understanding Overall Needs | 5% | 0.1 | 0.1 | 0.1 | 0.3 | 0.10 |
| 2 | Experience | 15% | 0.15 | 0.15 | 0.15 | 0.45 | 0.15 |
| 3 | Technology Capabilities | 10% | 0.1 | 0.2 | 0.1 | 0.4 | 0.13 |
| 4 | Venue/Map Options | 10% | 0.2 | 0.2 | 0.1 | 0.5 | 0.17 |
| 5 | Patron Services | 10% | 0.1 | 0.1 | 0.2 | 0.4 | 0.13 |
| 6 | Fee Pricing | 20% | 0.2 | 0.6 | 0.2 | 1 | 0.33 |
| 7 | Total Annual Revenue | 30% | 0.3 | 0.3 | 0.3 | 0.9 | 0.30 |
| TOTAL POINTS | | | 1.15 | 1.65 | 1.15 | 3.95 | 1.32 |

| PROPOSER: | | EntaUSA | | | | | |
|---------------------|-----------------------------|-------------|------------|-------------|--------------------|-----------------|------|
| EVALUATION CRITERIA | WEIGHTED FACTOR | MEMBER #1 | MEMBER #2 | MEMBER #3 | Total all Rankings | Average Ranking | |
| 1 | Understanding Overall Needs | 5% | 0.15 | 0.05 | 0.05 | 0.25 | 0.08 |
| 2 | Experience | 15% | 0.3 | 0.45 | 0.3 | 1.05 | 0.35 |
| 3 | Technology Capabilities | 10% | 0.2 | 0.1 | 0.2 | 0.5 | 0.17 |
| 4 | Venue/Map Options | 10% | 0.1 | 0.1 | 0.2 | 0.4 | 0.13 |
| 5 | Patron Services | 10% | 0.3 | 0.2 | 0.1 | 0.6 | 0.20 |
| 6 | Fee Pricing | 20% | 0.6 | 0.4 | 0.4 | 1.4 | 0.47 |
| 7 | Total Annual Revenue | 30% | 0.6 | 0.6 | 0.6 | 1.8 | 0.60 |
| TOTAL POINTS | | 2.25 | 1.9 | 1.85 | 6 | 2.00 | |

| PROPOSER: | | Ticket Alternative | | | | | |
|---------------------|-----------------------------|--------------------|------------|-------------|-----------|--------------------|-----------------|
| EVALUATION CRITERIA | | WEIGHTED FACTOR | MEMBER #1 | MEMBER #2 | MEMBER #3 | Total all Rankings | Average Ranking |
| 1 | Understanding Overall Needs | 5% | 0.05 | 0.15 | 0.15 | 0.35 | 0.12 |
| 2 | Experience | 15% | 0.45 | 0.3 | 0.45 | 1.2 | 0.40 |
| 3 | Technology Capabilities | 10% | 0.2 | 0.3 | 0.3 | 0.8 | 0.27 |
| 4 | Venue/Map Options | 10% | 0.3 | 0.3 | 0.3 | 0.9 | 0.30 |
| 5 | Patron Services | 10% | 0.2 | 0.3 | 0.3 | 0.8 | 0.27 |
| 6 | Fee Pricing | 20% | 0.4 | 0.2 | 0.6 | 1.2 | 0.40 |
| 7 | Total Annual Revenue | 30% | 0.9 | 0.9 | 0.9 | 2.7 | 0.90 |
| TOTAL POINTS | | | 2.5 | 2.45 | 3 | 7.95 | 2.65 |