



**COASTAL MISSISSIPPI REQUEST FOR PROPOSALS:
 MEDIA BUYING, NEGOTIATION AND ANALYTIC SERVICES
 PROPOSAL EVALUATION CRITERIA**

Tourism Industry Recovery, II

For Coastal Mississippi use only

PROPOSER/AGENCY: _____

SELECTION PROCESS – STEP 1

Proposals meeting all requirements of the RFP will be evaluated by a review committee and ranked based on the following selection criteria. Top agencies will be chosen for Step 2.

| EVALUATION – STEP 1 | PERCENTAGE OF TOTAL | MAX POINTS | SCORE |
|---|----------------------------|-------------------|--------------|
| Tourism Industry Experience: Evaluation will include an assessment of such items as history of your company or professional experience, as it relates to the requirements within the RFP. | 15% | 15 | |
| Qualifications to Execute the Plan of Work, Including Cost of Services: Evaluation will include an assessment of the qualifications and experience of your managerial team, staff, and subcontractors, as well as an assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charges and value of overall project. | 60% | 60 | |
| References from Past Clients: Evaluation will include an assessment of past performance both through provided case studies and direct contact with previous/current client references provided by proposer. | 10% | 10 | |
| Evaluation of Prior Work: Evaluation will include an assessment of your past performance related to scope of work provided in the RFP. | 15% | 15 | |
| TOTAL | 100% | 100 | |

NOTES:



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SELECTION PROCESS – STEP 2

Top agencies will be invited to present, in person or via video conference, their suggested framework. Presentations will be ranked by the following criteria:

| EVALUATION – STEP 2 | PERCENTAGE OF TOTAL | MAX POINTS | SCORE |
|---|----------------------------|-------------------|--------------|
| Agency’s Expertise in Diverse but Cohesive Strategies for Driving Tourism Demand | 60% | 60 | |
| Ability to Illustrate Return on Investment for Suggested Strategies | 25% | 25 | |
| Suggestions to Address Current and Forecasted Travel Sentiment | 15% | 15 | |
| TOTAL | 100% | 100 | |

NOTES:

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