

INITIAL SCORE MATRIX

RFP for Ready to Work Marketing & Community Outreach (25-027; 6100018651) Score Summary INITIAL EVALUATION May 23, 2025	Maximum Points	KGB Texas Marketing/Pu blic Relations, Inc. DBA K Harvey Brand Partners 825 E. Locust San Antonio, TX 78212	TXC Texas Creative LLC dba Texas Creative 110 E. Houston St. #209 San Antonio, TX 78205	Roger Christian & Co., Inc. 8035 Broadway San Antonio, TX 78209 Option 2	Tribu, LLC 420 Milam San Antonio, TX 78202	talkStrategy, LLC 10127 Morocco Street, Ste 227 San Antonio, TX 78216	Pixel Reflex, LLC 7810 Galaway Bay San Antonio, TX 78240
A - Experience, Background and Qualifications	25	22.86	16.43	12.57	10.29	12.57	13.00
B - Proposed Plan	30	24.86	19.00	12.57	13.14	12.57	12.57
A - B Sub-Total	55	47.72	35.43	25.14	23.43	25.14	25.57
C - Price	20	20.00	20.00	19.94	19.94	16.35	15.59
D - SBEDA - SBE Prime Contract Program	5	5.00	5.00	5.00	5.00	5.00	5.00
D - SBEDA - M/WBE Prime Contract Program	5	5.00	0.00	5.00	5.00	5.00	5.00
E - Local Preference Program	10	10.00	10.00	10.00	10.00	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	87.72	70.43	65.08	63.37	61.49	61.16
RANK BASED ON TOTAL SCORE		1	2	3	4	5	6
RFP for Ready to Work Marketing & Community Outreach (25-027; 6100018651) Score Summary INITIAL EVALUATION May 23, 2025	Maximum Points	Roger Christian & Co., Inc. 8035 Broadway San Antonio, TX 78209 Option 1	Best Lead Generation, LLC 5002 N. Loop 1604 E. # 4304 San Antonio, TX 78247	dozanü innovations, LLC 12305 Lostwood Circle Austin, TX 78748			
A - Experience, Background, and Qualifications	25	12.57	5.00	10.14			
B - Proposed Plan	30	12.57	5.43	12.57			
A - B Sub-Total	55	25.14	10.43	22.71			
C - Price	20	6.48	14.95	3.90			
D - SBEDA - SBE Prime Contract Program	5	5.00	5.00	0.00			
D - SBEDA - M/WBE Prime Contract Program	5	5.00	5.00	0.00			
E - Local Preference Program	10	10.00	10.00	0.00			
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00			
TOTAL SCORE	100	51.62	45.38	26.61			
RANK BASED ON TOTAL SCORE		7	8	9			