FINAL SCORE MATRIX

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category A - Advertising & Marketing Score Summary *FINAL EVALUATION January 30, 2026	Maximum Points	KGB TEXAS Marketing/Public Relations, Inc. 825 East Locust Street San Antonio, TX 78212	TXC Texas Creative, LLC 110 E Houston St. Suite 209 San Antonio, TX 78205	Parallel, A Brand Agency, LLC 915 Dallas St. San Antonio, TX 78215	F. Guerra DeBerry L.L.C. 221 W. Poplar San Antonio, TX 78212	For Positioning Only, LLC 8035 Broadway San Antonio, TX 78209
A - Experience, Background and Qualifications	40	37.00	29.20	28.90	35.00	30.22
B - Proposed Plan	20	18.50	14.70	15.10	17.20	14.00
A - B Sub-Total	60	55.50	43.90	44.00	52.20	44.22
C - Price	15	9.00	9.64	8.18	7.50	7.30
D - SBEDA - SBE Prime Contract Program	5	0.00	5.00	5.00	0.00	5.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	5.00	5.00	0.00	0.00
E - Local Preference Program	10	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
TOTAL SCORE	100	74.50	73.54	72.18	69.70	66.52
RANK BASED ON TOTAL SCORE		1	2	3	4	5

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category A - Advertising & Marketing Score Summary *FINAL EVALUATION January 30, 2026	Maximum Points	talkStrategy, LLC 10127 Morocco Street, Ste. 227 San Antonio, TX 78216	Bridge Insights & Media LLC 9600 Escarpment Blvd, Ste. 745-82 Austin, TX 78749	Lustrous Public Relations, LLC 4618 Pecan Grove San Antonio, TX 78222	Aspell Services, Inc. 247 Barbara Dr. San Antonio, TX 78216	**The CE Group, Inc. 200 East Grayson., Suite 114 San Antonio, TX 78215
A - Experience, Background and Qualifications	40	30.50	34.14	19.64	20.67	22.00
B - Proposed Plan	20	15.40	17.68	12.85	9.90	9.60
A - B Sub-Total	60	45.90	51.82	32.49	30.57	31.60
C - Price	15	10.00	9.21	9.00	9.00	9.64
D - SBEDA - SBE Prime Contract Program	5	0.00	0.00	5.00	0.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	0.00	0.00	0.00
E - Local Preference Program	10	10.00	0.00	10.00	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	5.00	0.00
TOTAL SCORE	100	65.90	61.03	56.49	54.57	51.24
RANK BASED ON TOTAL SCORE		6	7	8	9	10

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category A - Advertising & Marketing Score Summary *FINAL EVALUATION January 30, 2026	Maximum Points	Cage Free Marketing LLC 115 Greenwich Blvd San Antonio, TX 78209	True Digital Marketing, Inc. 10333 Harwin Dr. Suite 262 Houston, TX 77036	T.M.S. Enterprises Inc. 928 Eventide Dr. San Antonio, TX 78209
A - Experience, Background and Qualifications	40	17.01	14.62	14.50
B - Proposed Plan	20	8.70	8.20	7.20
A - B Sub-Total	60	25.71	22.82	21.70
C - Price	15	15.00	9.00	9.05
D - SBEDA - SBE Prime Contract Program	5	0.00	0.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	0.00
E - Local Preference Program	10	10.00	0.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00
TOTAL SCORE	100	50.71	31.82	30.75
RANK BASED ON TOTAL SCORE		11	12	13

*One evaluation meeting held, and no interviews conducted.
**Disqualified