FINAL SCORE MATRIX

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category C - Public Relations Score Summary *FINAL EVALUATION February 13, 2026	Maximum Points	KGB TEXAS Marketing/Public Relations, Inc. 825 East Locust Street San Antonio, TX 78212	talkStrategy, LLC 10127 Morocco Street, Ste. 227 San Antonio, TX 78216	F. Guerra DeBerry L.L.C. 221 W. Poplar San Antonio, TX 78212	Creative Noggin, LLC 9901 IH10 West, Suite 800 #4106 San Antonio, TX 78230	TXC Texas Creative, LLC 110 E Houston St. Suite 209 San Antonio, TX 78205
A - Experience, Background and Qualifications	40	37.80	32.50	34.70	23.18	18.50
B - Proposed Plan	20	18.80	16.60	16.50	13.80	10.70
A - B Sub-Total	60	56.60	49.10	51.20	36.98	29.20
C - Price	15	13.50	15.00	12.66	13.50	14.46
D - SBEDA - SBE Prime Contract Program	5	0.00	0.00	0.00	5.00	5.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	0.00	0.00	5.00
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	80.10	74.10	73.86	65.48	63.66
RANK BASED ON TOTAL SCORE		1	2	3	4	5

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category C - Public Relations Score Summary *FINAL EVALUATION February 13, 2026	Maximum Points	Lustrous Public Relations, LLC 4618 Pecan Grove San Antonio, TX 78222	**The CE Group, Inc. 200 East Grayson., Suite 114 San Antonio, TX 78215	For Positioning Only, LLC 8035 Broadway San Antonio, TX 78209	True Digital Marketing, Inc. 10333 Harwin Dr. Suite 262 Houston, TX 77036
A - Experience, Background and Qualifications	40	15.30	18.40	14.90	11.20
B - Proposed Plan	20	10.60	10.60	8.00	6.00
A - B Sub-Total	60	25.90	29.00	22.90	17.20
C - Price	15	13.50	14.46	13.06	8.10
D - SBEDA - SBE Prime Contract Program	5	5.00	0.00	5.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	0.00	0.00
E - Local Preference Program	10	10.00	10.00	10.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00
TOTAL SCORE	100	54.40	53.46	50.96	25.30
RANK BASED ON TOTAL SCORE		6	7	8	9

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