FINAL SCORE MATRIX

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category D - Engagement Score Summary *FINAL EVALUATION February 20, 2026	Maximum Points	TXC Texas Creative, LLC 110 E Houston St. Suite 209 San Antonio, TX 78205	C.M. Castano Associates, LLC. 927 Serenade Drive San Antonio, TX 78213	The Urban Alchemy Collective LLC 84 NE Interstate 410 Loop Suite 2133 San Antonio, TX 78216	F. Guerra DeBerry L.L.C. 221 W. Poplar San Antonio, TX 78212	**The CE Group, Inc. 200 East Grayson., Suite 114 San Antonio, TX 78215
A - Experience, Background and Qualifications	40	22.60	33.32	33.70	25.20	26.30
B - Proposed Plan	20	14.30	18.60	16.00	10.60	10.90
A - B Sub-Total	60	36.90	51.92	49.70	35.80	37.20
C - Price	15	13.39	7.35	10.71	15.00	13.39
D - SBEDA - SBE Prime Contract Program	5	5.00	0.00	5.00	0.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	5.00	0.00	0.00	0.00	0.00
E - Local Preference Program	10	10.00	10.00	0.00	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	70.29	69.27	65.41	60.80	60.59
RANK BASED ON TOTAL SCORE		1	2	3	4	5

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category D - Engagement Score Summary *FINAL EVALUATION February 20, 2026	Maximum Points	KGB TEXAS Marketing/Public Relations, Inc. 825 East Locust Street San Antonio, TX 78212	WSP USA Inc. One Penn Plaza, 4th FL New York, NY 10119	550 Marketing Management Inc. 550 Wayside Dr. San Antonio, TX 78213	Lustrous Public Relations, LLC 4618 Pecan Grove San Antonio, TX 78222	True Digital Marketing, Inc. 10333 Harwin Dr. Suite 262 Houston, TX 77036
A - Experience, Background and Qualifications	40	26.40	30.80	17.34	16.32	12.90
B - Proposed Plan	20	11.20	14.90	10.60	9.20	5.90
A - B Sub-Total	60	37.60	45.70	27.94	25.52	18.80
C - Price	15	12.50	10.71	6.25	9.38	12.50
D - SBEDA - SBE Prime Contract Program	5	0.00	0.00	5.00	5.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	5.00	0.00	0.00
E - Local Preference Program	10	10.00	0.00	10.00	10.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	60.10	56.41	54.19	49.90	31.30
RANK BASED ON TOTAL SCORE		6	7	8	9	10

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