FINAL SCORE MATRIX

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category E - Video Production Score Summary *FINAL EVALUATION April 10, 2026	Maximum Points	Innovative Multimedia Group, LLC 8627 Cinnamon Creek Dr. #602 San Antonio, TX 78240	The Sound Box, LLC 13303 Vista Bonita San Antonio, TX 78216	Pixel Reflex, LLC PO Box 291071 San Antonio, TX 78229	Screenville Films LLC 215 Coca Cola Pl, Apt. 309 San Antonio, TX 78220
A - Experience, Background and Qualifications	40	37.44	34.44	38.11	37.22
B - Proposed Plan	20	17.67	17.00	18.44	18.56
A - B Sub-Total	60	55.11	51.44	56.55	55.78
C - Price	15	12.50	13.39	4.17	4.17
D - SBEDA - SBE Prime Contract Program	5	5.00	5.00	5.00	5.00
D - SBEDA - ESBE Prime Contract Program	5	5.00	5.00	5.00	5.00
E - Local Preference Program	10	10.00	10.00	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00
TOTAL SCORE	100	87.61	84.83	80.72	79.95
RANK BASED ON TOTAL SCORE		1	2	3	4

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category E - Video Production Score Summary *FINAL EVALUATION April 10, 2026	Maximum Points	Parallel, A Brand Agency, LLC 915 Dallas St. San Antonio, TX 78215	Maverick Video Productions, Inc. 121 Interpark Blvd, Suite #601 San Antonio, TX 78216	F. Guerra DeBerry L.L.C. 221 W. Poplar San Antonio, TX 78212
A - Experience, Background and Qualifications	40	16.78	17.00	15.89
B - Proposed Plan	20	10.56	8.11	9.33
A - B Sub-Total	60	27.34	25.11	25.22
C - Price	15	5.36	15.00	9.38
D - SBEDA - SBE Prime Contract Program	5	5.00	0.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	5.00	0.00	0.00
E - Local Preference Program	10	10.00	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00
TOTAL SCORE	100	52.70	50.11	44.60
RANK BASED ON TOTAL SCORE		5	6	7

*One evaluation meeting held with interviews conducted.