INTIAL SCORE MATRIX

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category E - Video Production Score Summary *INITIAL EVALUATION February 27, 2026	Maximum Points	Innovative Multimedia Group, LLC 8627 Cinnamon Creek Dr. #602 San Antonio, TX 78240	Screenville Films LLC 215 Coca Cola Pl, Apt. 309 San Antonio, TX 78220	Pixel Reflex, LLC PO Box 291071 San Antonio, TX 78229	The Sound Box, LLC 13303 Vista Bonita San Antonio, TX 78216	Maverick Video Productions, Inc. 121 Interpark Blvd, Suite #601 San Antonio, TX 78216	Parallel, A Brand Agency, LLC 915 Dallas St. San Antonio, TX 78215
A - Experience, Background and Qualifications	40	35.89	36.22	35.20	27.56	29.67	28.82
B - Proposed Plan	20	17.33	17.56	17.00	13.11	15.00	14.11
A - B Sub-Total	60	53.22	53.78	52.20	40.67	44.67	42.93
C - Price	15	12.50	4.17	4.17	13.39	15.00	5.36
D - SBEDA - SBE Prime Contract Program	5	5.00	5.00	5.00	5.00	0.00	5.00
D - SBEDA - ESBE Prime Contract Program	5	5.00	5.00	5.00	5.00	0.00	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	85.72	77.95	76.37	74.06	69.67	68.29
RANK BASED ON TOTAL SCORE		1	2	3	4	5	6

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category E - Video Production Score Summary *INITIAL EVALUATION February 27, 2026	Maximum Points	F. Guerra DeBerry L.L.C. 221 W. Poplar San Antonio, TX 78212	For Positioning Only, LLC 8035 Broadway San Antonio, TX 78209	TXC Texas Creative, LLC 110 E Houston St. Suite 209 San Antonio, TX 78205	1708 Media LLC 1905 Big Canyon Drive Austin, TX 78746	Bridge Insights & Media LLC 9600 Escarpment Blvd, Ste. 745-82 Austin, TX 78749	WSP USA Inc. One Penn Plaza, 4th FL New York, NY 10119
A - Experience, Background and Qualifications	40	32.67	22.04	13.11	24.69	23.89	25.22
B - Proposed Plan	20	13.89	10.00	8.56	11.56	12.33	11.44
A - B Sub-Total	60	46.56	32.04	21.67	36.25	36.22	36.66
C - Price	15	9.38	12.10	13.39	15.00	11.36	10.71
D - SBEDA - SBE Prime Contract Program	5	0.00	5.00	5.00	0.00	0.00	0.00
D - SBEDA - ESBE Prime Contract Program	5	0.00	0.00	5.00	0.00	0.00	0.00
E - Local Preference Program	10	10.00	10.00	10.00	0.00	0.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	65.94	59.14	55.06	51.25	47.58	47.37
RANK BASED ON TOTAL SCORE		7	8	9	10	11	12

RFP for Citywide On-Call Marketing & Communications Services (25-046; 6100018972) Category E - Video Production Score Summary *INITIAL EVALUATION February 27, 2026	Maximum Points	Lustrous Public Relations, LLC 4618 Pecan Grove San Antonio, TX 78222	Seer Productions LLC 255 S Orange Avenue, Suite 104 #2122 Apopka, FL 32712	MDG Productions Inc 4094 Oberlin Way Addison, TX 75001	T.M.S. Enterprises, Inc. 928 Eventide Dr. San Antonio, TX 78209	True Digital Marketing, Inc. 10333 Harwin Dr. Suite 262 Houston, TX 77036
A - Experience, Background and Qualifications	40	14.36	22.27	21.27	11.72	9.89
B - Proposed Plan	20	8.11	9.56	10.11	6.33	4.67
A - B Sub-Total	60	22.47	31.83	31.38	18.05	14.56
C - Price	15	9.38	12.50	9.62	12.58	6.36
D - SBEDA - SBE Prime Contract Program	5	5.00	0.00	0.00	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	0.00	0.00	0.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00	0.00
TOTAL SCORE	100	46.85	44.33	41.00	30.64	20.91
RANK BASED ON TOTAL SCORE		13	14	15	16	17

*Seven firms were shortlisted for interviews. Final Scoring was conducted upon completion of interviews.