

**Evaluation Matrix
Advertising Concession RFP
BKH0068**

		Departure Media Charlotte, NC	US Enterprises, Inc. dba Corey Airport Services Atlanta, GA	In-Ter_Space Services, Inc. dba Clear Channel Airports Allentown, PA
Cost Proposal	30			
	Proposed Minimum Annual Guarantee amount. Percentage of Gross Revenues	18	30	27
Financial Strength	Pass/Fail			
	Capability to deliver the Advertising Display Plan and Pay the MAG amount. Quality of Financials	P	P	P
Experience and Qualification of the Firm	20			
	Demonstrated Related Experience and Capability. Airport Advertising Sales Track Record. Quality of experience and qualifications of designated site manager. Quality of References	12	15	17
Design Concept and Creativity	15			
	Proposer's design and materials are architecturally pleasing, reflecting technological enhancements to the display types and size of the display units. Proposer's concepts for the advertising media to achieve emphasis on the philosophies, ideals, culture, and history of Austin and the surrounding area while subtly presenting the client and/or the client's product. The steps the proposer will take to ensure the proposed advertising units and other displays are consistent with the architectural design of the structures in the terminal and outside of the terminal, i.e. compatibility of designs with the surroundings of the terminal and consistency with the finishes in terminal.	10	12	14
Quality of Advertising Plan	15			
	Advertising design program and aesthetic appeal unique to ABIA and Austin. Quality of marketing plan. Inclusion of environmentally conscious practices. Reasonableness of Management Plan. Reasonableness of Quality and Quantity of Display Program. Clarity of Plan.	8	11	14
Capital Investment and Improvements	10			
	Proposed initial investment in display units and accessories, including details of the quantity and type of displays to be installed. Proposed investment of and schedule for future installation(s) of new displays and upgrades using new innovative technology, and other future improvements to advertising program.	5	8	9
Method of Management & Operations	10			
	Reasonableness of Management Plan. Identifying services performed routinely. Equipment maintenance plan, Identifying maintenance personnel available 24 hours, 365 days, by pager/cell phone, and response times. Staffing plan, identifying a manager that can be reached by phone, fax, etc. between 8:00 am to 5:00 pm., Monday through Friday. Policies and practices. Realistic Sales Projections.	5	8	7
TOTAL POINTS	100 points	58	84	88
Interviews (at City's option)	25 points		21	18

TOTAL

105

106