

EVENT NO. 89 AIRPORT TERMINAL ADVERTISING
SELECTION COMMITTEE SUMMARY EVALUATION MATRIX

Proposed Plan:	Hachar Laredo, Texas					In-Ter-Space dba Clear Channel Allentown, Pennsylvania					Iconic Advertising Signs Corpus Christi, Texas				
	Max. Points	1	2	3	4	Max. Points	1	2	3	4	Max. Points	1	2	3	4
Project Understanding (40 pts)	40	35	30	30	40	40	38	40	35	40	40	30	30	20	35
Location saturation and proposed media (60 pts)	60	35	50	50	55	60	50	55	50	60	60	36	50	40	55
Attractiveness and ability to catch traveler's attention (60 pts)	60	50	55	30	55	60	55	60	60	55	60	45	55	20	55
Sellability (45 pts)	45	35	35	30	40	45	40	40	45	40	45	34	40	20	40
Account support (30 pts)	30	25	20	25	28	30	27	25	25	25	30	23	20	25	30
ACDBE Participation (15 pts)	15	5	5	0	0	15	7	5	5	0	15	15	15	15	15
Total Points for Proposed Plan:	250	185	195	165	218	250	217	225	220	220	250	183	210	140	230
Experience, Background, Qualifications:		1	2	3	4		1	2	3	4		1	2	3	4
Project Manager and Project Team (40 pts)	40	30	35	30	38	40	35	35	40	39	40	28	35	30	35
Sales outreach and network (40 pts)	40	30	30	30	35	40	38	35	40	35	40	28	35	35	35
Maintenance support and plan (30 pts)	30	25	25	20	25	30	26	30	20	25	30	22	25	25	20
References (30 pts)	30	20	20	20	30	30	25	25	30	30	30	19	20	25	30
Airport experience (60 pts)	60	45	50	20	50	60	55	60	60	55	60	30	50	0	40
Total Points for Experience, Background, Qualifications:	200	150	160	120	178	200	179	185	190	184	200	127	165	115	160
Marketing Plan:		1	2	3	4		1	2	3	4		1	2	3	4
Network (60 pts)	60	45	50	40	55	60	55	55	50	57	60	35	50	50	50
Projected sell rate (70 pts)	70	50	60	50	65	70	60	65	60	65	70	40	60	40	60
Mix of local and national clients (60 pts)	60	45	55	30	60	60	55	60	60	60	60	43	55	30	60
Mix of short term and long term contract options (60 pts)	60	40	40	30	55	60	50	55	60	60	60	38	40	30	60
Total Points for Marketing Plan:	250	180	205	150	235	250	220	235	230	242	250	156	205	150	230
Investment and Projected Revenue:		1	2	3	4		1	2	3	4		1	2	3	4
Projected infrastructure investment (70 pts)	70	55	60	55	60	70	65	55	60	55	70	48	65	60	60
Exceptions noted on base contract form (20 pts)	20	20	20	20	20	20	10	15	20	15	20	15	20	20	15
Projected gross revenue (60 pts)	60	45	50	40	50	60	43	55	40	50	60	40	55	40	50
Projected net revenue to the City (70 pts)	70	55	60	50	60	70	53	60	50	60	70	50	65	50	65
MAG and concession fee proposed (80 pts)	80	65	60	70	65	80	70	60	60	65	80	50	65	60	70
Total Points for Investment and Projected Revenue:	300	240	250	235	255	300	241	245	230	245	300	203	270	230	260
Total Evaluation Points:	1000	755	810	670	886	1000	857	890	870	891	1000	669	850	635	880
Total	780.25					877					758.5				