

## Purchasing Notes

<b>EVENT # 11076</b>	<b>TITLE: DIGITAL ADVERTISING CAMPAIGN SPD</b>	<b>COST: \$99,996</b>
<b>TYPE OF PROCUREMENT: RFP</b>	<b>ANNUAL CONTRACT <input checked="" type="checkbox"/></b> <b>ANNUAL MAINTENANCE AGREEMENT <input type="checkbox"/></b>	<b>ONE-TIME PURCHASE <input type="checkbox"/></b>

**CONTRACT TERM (IF APPLICABLE)**

12/19/2024 – 12/18/2024

**S/DBE (IF APPLICABLE)**

This event had a 20% DBE goal, of which half (10%) was to be met by a local DBE contractor. The recommended proposer, SL Development, submitted DBE participation at the prime/subcontractor level in the amount of 0%.

**MATRIX (IF APPLICABLE)**

### NOTES

Proposer	Proposer's qualifications and experience, including support capabilities (35 points)	Technical Capabilities (25 points)	Fees (20 points)	References (10 points)	DBE/LDBE Participation (10 points)	Total (100 points)
ERMGroup	24.00	18.33	17.36	8.33	0.00	68.03
SLDevelopment	33.00	24.67	20.00	9.67	0.00	87.33
Jacob's Eye, LLC	20.00	17.67	20.00	7.33	0.00	65.00