



## PROPOSAL EVALUATION CRITERIA

*For Visit Jackson use only*

The evaluation committee will judge each submitted proposal based on the following criteria.

CRITERIA	PERCENTAGE OF TOTAL	MAX POINTS	SCORE
<b>Tourism Industry Experience:</b> Evaluation will include an assessment of such items as the history of your company or professional experience as it relates to the requirements within the RFP.	35%	35	
<b>Scope of Work &amp; Budget Plan:</b> An assessment of the proposed strategies' quality, plan detail, and all related items. An additional assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost-effective in relation to the fees, charges, and value of the overall project.	45%	45	
<b>References:</b> An assessment of the qualifications and experience of your managerial team, staff, subcontractors, and related items based on submitted (current) references.	10%	10	
<b>Evaluation of Prior Work:</b> Evaluation will include an assessment of your past performance related to scope of work provided in the RFP.	10%	10	
<b>TOTAL</b>	<b>100%</b>	<b>100</b>	

AGENCY/COMPANY: \_\_\_\_\_

EVALUATED BY: \_\_\_\_\_ DATE: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

NOTES: \_\_\_\_\_

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