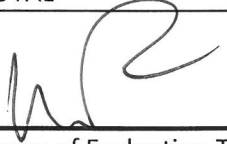
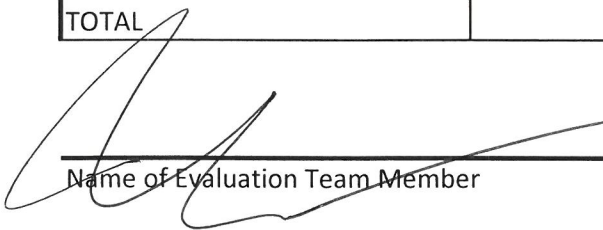


CRITERIA	MAX (POSSIBLE)	MADDEN	829 STUDIOS
AGENCY QUALIFICATIONS	15	12	14
PAST EXPERIENCE AND PERFORMANCE ON SIMILAR PROJECTS	30	23	27
PROJECT APPROACH	25	23	24
FIRM QUALITY AS SHOWN THROUGH LIST OF REFERENCES	15	12	14
PRICE BASED ON HOURLY/MONTHLY FEE FOR SERVICE	15	13	13
TOTAL	100	83	92

  
Violet Rivera  
 Name of Evaluation Team Member

1/17/23  
 Date

CRITERIA	MAX (POSSIBLE)	MADDEN	829 STUDIOS
AGENCY QUALIFICATIONS	15	10	13
PAST EXPERIENCE AND PERFORMANCE ON SIMILAR PROJECTS	30	19	29
PROJECT APPROACH	25	21	24
FIRM QUALITY AS SHOWN THROUGH LIST OF REFERENCES	15	12	14
PRICE BASED ON HOURLY/MONTHLY FEE FOR SERVICE	15	8	12
TOTAL	100	70	92.0

  
Name of Evaluation Team Member

11/17/2023  
Date

CRITERIA	MAX (POSSIBLE)	MADDEN	829 STUDIOS
AGENCY QUALIFICATIONS	15	13	14
PAST EXPERIENCE AND PERFORMANCE ON SIMILAR PROJECTS	30	25	28
PROJECT APPROACH	25	23	25
FIRM QUALITY AS SHOWN THROUGH LIST OF REFERENCES	15	13	14
PRICE BASED ON HOURLY/MONTHLY FEE FOR SERVICE	15	9	12
TOTAL	100	83 0	93 0

  
 Name of Evaluation Team Member

01/11/23  
 Date