

## EVALUATION PANEL REPORT

12051-0-2023-BP  
Business Ready "BizReady" Program  
January 5, 2024

### Introduction

The City of Madison solicited proposals from qualified vendors. The following proposed:

1. Madison Region Economic Partnership, Inc. (MadREP)
2. Madison Black Chamber of Commerce
3. Written ART Corp DBA The Pink Hustle
4. Proxie, LLC
5. Revelation, LLC
6. Urban Triage
7. Wisconsin Latino Chamber of Commerce

Please reference the RFP for additional information.

### Summary of Evaluation Panel Activity

1. Panel members first conducted evaluations of proposals independently based on the pre-established criteria determined by the panel. Then, the panel met to discuss all qualitative and quantitative aspects of the proposals and overall ratings as a group. Please note that cost is typically factored into the scoring as 30% of the total. In this instance, the winning vendor would not be billing the City. The City would be paying the vendor with a set budget. Therefore, a technical question based on resource allocation was scored as part of the technical evaluation and not broken out as in most other RFPs.

Below is a summary of the scoring:

Section	Max Points	Mad Rep	Madison Black CoC	Pink Hustle	Proxie	Revelation	Urban Triage	Wisconsin Latino CoC
Technical	95	66.90	72.00	53.10	64.40	57.30	62.70	71.40
Local Vendor	5	5.00	5.00	0.00	0.00	5.00	5.00	0.00
Total	100	71.90	77.00	53.10	64.40	62.30	67.70	71.40

Based on the scoring, the panel wanted to have virtual interviews with the top four scoring vendors: Mad Rep, Madison Black Chamber of Commerce, Urban Triage, and Wisconsin Latino Chamber of Commerce.

Here is the summary of scoring after the virtual presentations, and updated cost proposals were received.

Section	Max Points	Mad Rep	Madison Black CoC	Urban Triage	Wisconsin Latino CoC
Technical (from Round 1)	95	66.90	72.00	62.70	71.40
Presentation	95	77.68	69.78	60.14	68.26
Local Vendor	10	10.00	10.00	10.00	10.00
Total	200	154.58	151.78	132.84	149.66

Note that Wisconsin Latino Chamber of Commerce applied for, and were approved for local vendor preference between rounds. Based on the scoring, the panel felt comfortable selecting the top scoring vendor Madison Region Economic Partnership, Inc., as the awarded vendor.

2. Final Selection of the Panel: Madison Region Economic Partnership, Inc.
3. Local Preference

Was the outcome of this bid changed by the local purchasing ordinance? \_\_\_Yes XNo

4. Evaluation Panel Meetings:

9/7/2023	Distribution of Proposals
10/16/2023	Discussion of first round of scoring, and determination of finalists
11/8/2023 –	
11/16/2023	Finalist Presentations
11/27/2023	Review of scoring
1/4/2024	Final decision confirmed with panel