



EVALUATION TABULATION

RFP No. 25-14

Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

RESPONSE DEADLINE: January 28, 2025 at 2:00 pm

Report Generated: Monday, April 7, 2025

CONSENSUS SCORECARD SUMMARY

Vendor	Venue Management Points Based 20 Points (20%)	Vendor Coordination Points Based 20 Points (20%)	Marketing & Promotion Points Based 15 Points (15%)	Entertainment & Activities Points Based 15 Points (15%)	Safety & Security Points Based 10 Points (10%)	Budget and Cost Efficiency Points Based 10 Points (10%)	Experience & Reputation Points Based 10 Points (10%)	Total Score (Max Score 100)
Alexander Reign and Company LLC	6.6	10.8	8.6	10.2	4.2	5.6	4.8	50.8
Chesapeake Health Education Program Inc	15.2	14.8	13	11.6	8.4	6.4	6	75.4
KSP Professional Services, LLC	7	8.6	5.8	8.6	5.2	6.2	5	46.4
SBG Hospitality LLC	17.8	19.2	14.8	14.6	10	7.2	7.6	91.2
Treadway Events and Entertainment	18.6	17.8	13.8	13.8	9.4	5.8	6.6	85.8

CONSENSUS SCORECARD DETAILS

Alexander Reign and Company LLC

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Venue Management | Points Based | 20 Points (20%)

6.6

Description:

- Capacity, Accessibility, Layout
- Facilities (Restrooms, Power)

Comments:

Tiffanie McNair: Didn't see a response regarding venue management. There was an estimated cost of \$12k. Amanda Wilkinson: No information on where the event will be held, just a breakdown cost.

Vendor Coordination | Points Based | 20 Points (20%)

10.8

Description:

- Beer/Food Vendors, Booth Setup
- Vendor Management & Logistics

Comments:

Tiffanie McNair: Will engage local vendors (brewery and food).

Marketing & Promotion | Points Based | 15 Points (15%)

8.6

Description:

- Audience Targeting, Channels
- Promotional Activities

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Comments:

Tiffanie McNair: Will use social media and engage with local community.

Entertainment & Activities | Points Based | 15 Points (15%)

10.2

Description:

- Music, Games, Family Activities
- Activities Planning & Execution

Comments:

Tiffanie McNair: Good variety of options across age levels.

Safety & Security | Points Based | 10 Points (10%)

4.2

Description:

- Security Personnel, Medical
- Safety Measures (Crowd Control)

Comments:

Kate Kizito: There was not any detail in proposal regarding this item. Tiffanie McNair: Will work with KPD to develop plan. No initial ideas presented.

Budget and Cost Efficiency | Points Based | 10 Points (10%)

5.6

Description:

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

- Cost Breakdown (Venue, Vendors, Marketing)

Comments:

Kate Kizito: This vendor recommended a ticketed cost but did not include the revenues in the budget breakdown
Tiffanie McNair: May exceed budget.
Amanda Wilkinson: May go over budget.

Experience & Reputation | Points Based | 10 Points (10%)

4.8

Description:

- Relevant Experience, References
- Past Event Success

Total Score: 50.8

Chesapeake Health Education Program Inc

Venue Management | Points Based | 20 Points (20%)

15.2

Description:

- Capacity, Accessibility, Layout
- Facilities (Restrooms, Power)

Comments:

Tiffanie McNair: "Street Fair" approach seems decent.

Vendor Coordination | Points Based | 20 Points (20%)

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14.8

Description:

- Beer/Food Vendors, Booth Setup
- Vendor Management & Logistics

Comments:

Tiffanie McNair: Workable plan for vendor coordination and management.

Marketing & Promotion | Points Based | 15 Points (15%)

13

Description:

- Audience Targeting, Channels
- Promotional Activities

Comments:

Tiffanie McNair: Detailed plan for marketing and promotion.

Entertainment & Activities | Points Based | 15 Points (15%)

11.6

Description:

- Music, Games, Family Activities
- Activities Planning & Execution

Comments:

Tiffanie McNair: Good variety across age levels.

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Safety & Security | Points Based | 10 Points (10%)

8.4

Description:

- Security Personnel, Medical
- Safety Measures (Crowd Control)

Comments:

Tiffanie McNair: Detailed and plan

Budget and Cost Efficiency | Points Based | 10 Points (10%)

6.4

Description:

- Cost Breakdown (Venue, Vendors, Marketing)

Comments:

Kate Kizito: There was not a comprehensive breakdown of expenses in my opinion. Tiffanie McNair: Stated that event can be within budget and can negotiate costs.

Experience & Reputation | Points Based | 10 Points (10%)

6

Description:

- Relevant Experience, References
- Past Event Success

Total Score: 75.4

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KSP Professional Services, LLC

Venue Management | Points Based | 20 Points (20%)

7

Description:

- Capacity, Accessibility, Layout
- Facilities (Restrooms, Power)

Comments:

Tiffanie McNair: No details provided. Has ideas.

Vendor Coordination | Points Based | 20 Points (20%)

8.6

Description:

- Beer/Food Vendors, Booth Setup
- Vendor Management & Logistics

Comments:

Tiffanie McNair: Engage local breweries, etc.

Marketing & Promotion | Points Based | 15 Points (15%)

5.8

Description:

- Audience Targeting, Channels
- Promotional Activities

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Comments:

Tiffanie McNair: Social media, local media.

Entertainment & Activities | Points Based | 15 Points (15%)

8.6

Description:

- Music, Games, Family Activities
- Activities Planning & Execution

Comments:

Tiffanie McNair: Activities across age groups.

Safety & Security | Points Based | 10 Points (10%)

5.2

Description:

- Security Personnel, Medical
- Safety Measures (Crowd Control)

Comments:

Kate Kizito: Did not include details in the proposal Tiffanie McNair: Early plans can be built upon.

Budget and Cost Efficiency | Points Based | 10 Points (10%)

6.2

Description:

- Cost Breakdown (Venue, Vendors, Marketing)

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Comments:

Kate Kizito: Did not include details in proposal Tiffanie McNair: Event within budget. No break-down of costs.

Experience & Reputation | Points Based | 10 Points (10%)

5

Description:

- Relevant Experience, References
- Past Event Success

Total Score: 46.4

SBG Hospitality LLC

Venue Management | Points Based | 20 Points (20%)

17.8

Description:

- Capacity, Accessibility, Layout
- Facilities (Restrooms, Power)

Comments:

Kate Kizito: evaluation only based on 2,000 people Tiffanie McNair: Picked SEC as venue then developed plan for event. Amanda Wilkinson: Picked K3C and provided a plan. Talked about tents and staging. Very detailed.

Vendor Coordination | Points Based | 20 Points (20%)

19.2

Description:

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

- Beer/Food Vendors, Booth Setup
- Vendor Management & Logistics

Comments:

Tiffanie McNair: Will handle all aspects of vendor engagement and management. Included vendor selection criteria. Amanda Wilkinson: There own vendor list, load in load out, contracts very detailed.

Marketing & Promotion | Points Based | 15 Points (15%)

14.8

Description:

- Audience Targeting, Channels
- Promotional Activities

Comments:

Tiffanie McNair: Has experience engaging large corporate sponsors. Has a plan for local engagement as well.

Entertainment & Activities | Points Based | 15 Points (15%)

14.6

Description:

- Music, Games, Family Activities
- Activities Planning & Execution

Comments:

Tiffanie McNair: Good variety across age levels.

Safety & Security | Points Based | 10 Points (10%)

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10

Description:

- Security Personnel, Medical
- Safety Measures (Crowd Control)

Comments:

Tiffanie McNair: Safety included food handling safety.

Budget and Cost Efficiency | Points Based | 10 Points (10%)

7.2

Description:

- Cost Breakdown (Venue, Vendors, Marketing)

Comments:

Kate Kizito: Did not see a comprehensive breakdown in the proposal Tiffanie McNair: Event can be executed within budget. No breakdown.

Experience & Reputation | Points Based | 10 Points (10%)

7.6

Description:

- Relevant Experience, References
- Past Event Success

Total Score: 91.2

Treadway Events and Entertainment

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Venue Management | Points Based | 20 Points (20%)

18.6

Description:

- Capacity, Accessibility, Layout
- Facilities (Restrooms, Power)

Comments:

Tiffanie McNair: Gave general concept for each venue.

Vendor Coordination | Points Based | 20 Points (20%)

17.8

Description:

- Beer/Food Vendors, Booth Setup
- Vendor Management & Logistics

Comments:

Tiffanie McNair: At least 10 vendors. Single POC, vendor mapping and amenities.

Marketing & Promotion | Points Based | 15 Points (15%)

13.8

Description:

- Audience Targeting, Channels
- Promotional Activities

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Comments:

Tiffanie McNair: Decent plan to entice visitors.

Entertainment & Activities | Points Based | 15 Points (15%)

13.8

Description:

- Music, Games, Family Activities
- Activities Planning & Execution

Comments:

Tiffanie McNair: Activities across age levels.

Safety & Security | Points Based | 10 Points (10%)

9.4

Description:

- Security Personnel, Medical
- Safety Measures (Crowd Control)

Comments:

Tiffanie McNair: Good plan.

Budget and Cost Efficiency | Points Based | 10 Points (10%)

5.8

Description:

- Cost Breakdown (Venue, Vendors, Marketing)

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Comments:

Tiffanie McNair: Event can be executed within budget. No general breakdown. Amanda Wilkinson: KCVB has to pay for travel outside of budget.

Experience & Reputation | Points Based | 10 Points (10%)

6.6

Description:

- Relevant Experience, References
- Past Event Success

Total Score: 85.8

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EVALUATORS

Name	Title	Agreement Accepted On
Levallois Hamilton	Community Engagement Coordinator	Jan 30, 2025 3:55 PM
Kate Kizito	Downtown Revitalization Director	Jan 30, 2025 3:45 PM
Tiffanie McNair	Executive Director of Community Development	Jan 31, 2025 3:05 PM
Tanida Mullen	KCVB Manager	Jan 31, 2025 3:10 PM
Amanda Wilkinson	Director	Jan 30, 2025 1:50 PM

EVALUATION CRITERIA

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Criteria	Scoring Method	Weight (Points)
Venue Management	Points Based	20 (20% of Total)

Description:

- Capacity, Accessibility, Layout
- Facilities (Restrooms, Power)

Criteria	Scoring Method	Weight (Points)
Vendor Coordination	Points Based	20 (20% of Total)

Description:

- Beer/Food Vendors, Booth Setup
- Vendor Management & Logistics

Criteria	Scoring Method	Weight (Points)
Marketing & Promotion	Points Based	15 (15% of Total)

Description:

- Audience Targeting, Channels
- Promotional Activities

Criteria	Scoring Method	Weight (Points)
Entertainment & Activities	Points Based	15 (15% of Total)

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Description:

- Music, Games, Family Activities
- Activities Planning & Execution

Criteria	Scoring Method	Weight (Points)
Safety & Security	Points Based	10 <i>(10% of Total)</i>

Description:

- Security Personnel, Medical
- Safety Measures (Crowd Control)

Criteria	Scoring Method	Weight (Points)
Budget and Cost Efficiency	Points Based	10 <i>(10% of Total)</i>

Description:

- Cost Breakdown (Venue, Vendors, Marketing)

Criteria	Scoring Method	Weight (Points)
Experience & Reputation	Points Based	10 <i>(10% of Total)</i>

Description:

- Relevant Experience, References
- Past Event Success

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AGGREGATE SCORES SUMMARY

Vendor	Levallois Hamilton	Kate Kizito	Tiffanie McNair	Tanida Mullen	Amanda Wilkinson	Total Score (Max Score 100)	Total Average Rank
SBG Hospitality LLC	98 (1)	87 (1)	83 (1)	95 (1)	93 (1)	91.2	1
Treadway Events and Entertainment	91 (2)	85 (2)	77 (2)	90 (2)	86 (2)	85.8	2
Chesapeake Health Education Program Inc	88 (3)	47 (3)	76 (3)	88 (3)	78 (3)	75.4	3
Alexander Reign and Company LLC	81 (4)	29 (4)	50 (5)	49 (5)	45 (5)	50.8	4.6
KSP Professional Services, LLC	52 (5)	13 (5)	59 (4)	53 (4)	55 (4)	46.4	4.4

VENDOR SCORES BY EVALUATION CRITERIA

Vendor	Venue Management Points Based 20 Points (20%)	Vendor Coordination Points Based 20 Points (20%)	Marketing & Promotion Points Based 15 Points (15%)	Entertainment & Activities Points Based 15 Points (15%)	Safety & Security Points Based 10 Points (10%)	Budget and Cost Efficiency Points Based 10 Points (10%)	Experience & Reputation Points Based 10 Points (10%)	Total Score (Max Score 100)
SBG Hospitality LLC	17.8	19.2	14.8	14.6	10	7.2	7.6	91.2
Treadway Events and Entertainment	18.6	17.8	13.8	13.8	9.4	5.8	6.6	85.8

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Vendor	Venue Management Points Based 20 Points (20%)	Vendor Coordination Points Based 20 Points (20%)	Marketing & Promotion Points Based 15 Points (15%)	Entertainment & Activities Points Based 15 Points (15%)	Safety & Security Points Based 10 Points (10%)	Budget and Cost Efficiency Points Based 10 Points (10%)	Experience & Reputation Points Based 10 Points (10%)	Total Score (Max Score 100)
Chesapeake Health Education Program Inc	15.2	14.8	13	11.6	8.4	6.4	6	75.4
Alexander Reign and Company LLC	6.6	10.8	8.6	10.2	4.2	5.6	4.8	50.8
KSP Professional Services, LLC	7	8.6	5.8	8.6	5.2	6.2	5	46.4

INDIVIDUAL PROPOSAL SCORES

Alexander Reign and Company LLC

Venue Management | Points Based | 20 Points (20%)

Levallois Hamilton: 14

Kate Kizito: 5

Tiffanie McNair: 1

Didn't see a response regarding venue management. There was an estimated cost of \$12k.

Tanida Mullen: 10

Amanda Wilkinson: 3

No information on where the event will be held, just a breakdown cost.

Vendor Coordination | Points Based | 20 Points (20%)

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Levallois Hamilton: 18

Kate Kizito: 8

Tiffanie McNair: 10

Will engage local vendors (brewery and food).

Tanida Mullen: 10

Amanda Wilkinson: 8

Marketing & Promotion | Points Based | 15 Points (15%)

Levallois Hamilton: 12

Kate Kizito: 5

Tiffanie McNair: 11

Will use social media and engage with local community.

Tanida Mullen: 7

Amanda Wilkinson: 8

Entertainment & Activities | Points Based | 15 Points (15%)

Levallois Hamilton: 12

Kate Kizito: 4

Tiffanie McNair: 13

Good variety of options across age levels.

Tanida Mullen: 10

Amanda Wilkinson: 12

Safety & Security | Points Based | 10 Points (10%)

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Levallois Hamilton: 8

Kate Kizito: 0

There was not any detail in proposal regarding this item.

Tiffanie McNair: 5

Will work with KPD to develop plan. No initial ideas presented.

Tanida Mullen: 3

Amanda Wilkinson: 5

Budget and Cost Efficiency | Points Based | 10 Points (10%)

Levallois Hamilton: 10

Kate Kizito: 2

This vendor recommended a ticketed cost but did not include the revenues in the budget breakdown

Tiffanie McNair: 7

May exceed budget.

Tanida Mullen: 5

Amanda Wilkinson: 4

May go over budget.

Experience & Reputation | Points Based | 10 Points (10%)

Levallois Hamilton: 7

Kate Kizito: 5

Tiffanie McNair: 3

Tanida Mullen: 4

Amanda Wilkinson: 5

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Chesapeake Health Education Program Inc

Venue Management | Points Based | 20 Points (20%)

Levallois Hamilton: 20

Kate Kizito: 10

Tiffany McNair: 15

"Street Fair" approach seems decent.

Tanida Mullen: 16

Amanda Wilkinson: 15

Vendor Coordination | Points Based | 20 Points (20%)

Levallois Hamilton: 20

Kate Kizito: 10

Tiffany McNair: 14

Workable plan for vendor coordination and management.

Tanida Mullen: 16

Amanda Wilkinson: 14

Marketing & Promotion | Points Based | 15 Points (15%)

Levallois Hamilton: 13

Kate Kizito: 8

Tiffany McNair: 14

Detailed plan for marketing and promotion.

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Tanida Mullen: 15

Amanda Wilkinson: 15

Entertainment & Activities | Points Based | 15 Points (15%)

Levallois Hamilton: 12

Kate Kizito: 8

Tiffanie McNair: 13

Good variety across age levels.

Tanida Mullen: 12

Amanda Wilkinson: 13

Safety & Security | Points Based | 10 Points (10%)

Levallois Hamilton: 10

Kate Kizito: 5

Tiffanie McNair: 9

Detailed and plan

Tanida Mullen: 10

Amanda Wilkinson: 8

Budget and Cost Efficiency | Points Based | 10 Points (10%)

Levallois Hamilton: 5

Kate Kizito: 2

There was not a comprehensive breakdown of expenses in my opinion.

Tiffanie McNair: 8

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Stated that event can be within budget and can negotiate costs.

Tanida Mullen: 9

Amanda Wilkinson: 8

Experience & Reputation | Points Based | 10 Points (10%)

Levallois Hamilton: 8

Kate Kizito: 4

Tiffanie McNair: 3

Tanida Mullen: 10

Amanda Wilkinson: 5

KSP Professional Services, LLC

Venue Management | Points Based | 20 Points (20%)

Levallois Hamilton: 10

Kate Kizito: 1

Tiffanie McNair: 10

No details provided. Has ideas.

Tanida Mullen: 6

Amanda Wilkinson: 8

Vendor Coordination | Points Based | 20 Points (20%)

Levallois Hamilton: 10

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Engage local breweries, etc.	Kate Kizito: 3
	Tiffanie McNair: 10
	Tanida Mullen: 10
	Amanda Wilkinson: 10
Marketing & Promotion Points Based 15 Points (15%)	
Social media, local media.	Levallois Hamilton: 5
	Kate Kizito: 3
	Tiffanie McNair: 7
	Tanida Mullen: 7
Activities across age groups.	Amanda Wilkinson: 7
	Entertainment & Activities Points Based 15 Points (15%)
	Levallois Hamilton: 8
	Kate Kizito: 3
	Tiffanie McNair: 13
	Tanida Mullen: 9
	Amanda Wilkinson: 10
	Safety & Security Points Based 10 Points (10%)
	Levallois Hamilton: 5

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Kate Kizito: 0

Did not include details in the proposal

Tiffanie McNair: 8

Early plans can be built upon.

Tanida Mullen: 6

Amanda Wilkinson: 7

Budget and Cost Efficiency | Points Based | 10 Points (10%)

Levallois Hamilton: 5

Kate Kizito: 0

Did not include details in proposal

Tiffanie McNair: 8

Event within budget. No break-down of costs.

Tanida Mullen: 10

Amanda Wilkinson: 8

Experience & Reputation | Points Based | 10 Points (10%)

Levallois Hamilton: 9

Kate Kizito: 3

Tiffanie McNair: 3

Tanida Mullen: 5

Amanda Wilkinson: 5

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SBG Hospitality LLC

Venue Management | Points Based | 20 Points (20%)

Levallois Hamilton: 20

Kate Kizito: 14

evaluation only based on 2,000 people

Tiffanie McNair: 17

Picked SEC as venue then developed plan for event.

Tanida Mullen: 18

Amanda Wilkinson: 20

Picked K3C and provided a plan. Talked about tents and staging. Very detailed.

Vendor Coordination | Points Based | 20 Points (20%)

Levallois Hamilton: 20

Kate Kizito: 20

Tiffanie McNair: 18

Will handle all aspects of vendor engagement and management. Included vendor selection criteria.

Tanida Mullen: 18

Amanda Wilkinson: 20

There own vendor list, load in load out, contracts very detailed.

Marketing & Promotion | Points Based | 15 Points (15%)

Levallois Hamilton: 15

Kate Kizito: 15

Tiffanie McNair: 14

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Has experience engaging large corporate sponsors. Has a plan for local engagement as well.

Tanida Mullen: 15

Amanda Wilkinson: 15

Entertainment & Activities | Points Based | 15 Points (15%)

Levallois Hamilton: 15

Kate Kizito: 15

Tiffanie McNair: 13

Good variety across age levels.

Tanida Mullen: 15

Amanda Wilkinson: 15

Safety & Security | Points Based | 10 Points (10%)

Levallois Hamilton: 10

Kate Kizito: 10

Tiffanie McNair: 10

Safety included food handling safety.

Tanida Mullen: 10

Amanda Wilkinson: 10

Budget and Cost Efficiency | Points Based | 10 Points (10%)

Levallois Hamilton: 8

Kate Kizito: 3

Did not see a comprehensive breakdown in the proposal

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Tiffanie McNair: 8

Event can be executed within budget. No breakdown.

Tanida Mullen: 9

Amanda Wilkinson: 8

Experience & Reputation | Points Based | 10 Points (10%)

Levallois Hamilton: 10

Kate Kizito: 10

Tiffanie McNair: 3

Tanida Mullen: 10

Amanda Wilkinson: 5

Treadway Events and Entertainment

Venue Management | Points Based | 20 Points (20%)

Levallois Hamilton: 20

Kate Kizito: 17

Tiffanie McNair: 18

Gave general concept for each venue.

Tanida Mullen: 18

Amanda Wilkinson: 20

Vendor Coordination | Points Based | 20 Points (20%)

Levallois Hamilton: 20

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Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Kate Kizito: 20

Tiffany McNair: 14

At least 10 vendors. Single POC, vendor mapping and amenities.

Tanida Mullen: 17

Amanda Wilkinson: 18

Marketing & Promotion | Points Based | 15 Points (15%)

Levallois Hamilton: 13

Kate Kizito: 15

Tiffany McNair: 12

Decent plan to entice visitors.

Tanida Mullen: 14

Amanda Wilkinson: 15

Entertainment & Activities | Points Based | 15 Points (15%)

Levallois Hamilton: 14

Kate Kizito: 15

Tiffany McNair: 13

Activities across age levels.

Tanida Mullen: 13

Amanda Wilkinson: 14

Safety & Security | Points Based | 10 Points (10%)

Levallois Hamilton: 10

EVALUATION TABULATION

Request For Proposal - Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

EVALUATION TABULATION

RFP No. 25-14

Event Planning Services for the KCVB Celebration of Beer and Bratwurst Festival

Kate Kizito: 8

Tiffanie McNair: 9

Good plan.

Tanida Mullen: 10

Amanda Wilkinson: 10

Budget and Cost Efficiency | Points Based | 10 Points (10%)

Levallois Hamilton: 4

Kate Kizito: 5

Tiffanie McNair: 8

Event can be executed within budget. No general breakdown.

Tanida Mullen: 8

Amanda Wilkinson: 4

KCVB has to pay for travel outside of budget.

Experience & Reputation | Points Based | 10 Points (10%)

Levallois Hamilton: 10

Kate Kizito: 5

Tiffanie McNair: 3

Tanida Mullen: 10

Amanda Wilkinson: 5