**EXHIBIT B**

**PROPOSED EVALUATION CRITERIA MATRIX**

Criteria Max Points Points Received

1. **Description of the strategic approach and messaging 35**
   1. Provide an overview of how your response meets the City’s goals to increase the awareness of the community as a vibrant city with an

economy full of opportunity including some key messaging

* 1. Describe how you will target audiences within the entrepreneur community, including business founders, investors, management and influencers.
  2. Delineate the types of marketing tactics you believe will be effective

1. **Qualifications of the offering firm(s) in economic development marketing 25**

**and/or entrepreneur outreach; information on experience with previous**

**similar projects**

* 1. Provide information on the firm(s) qualifications to provide marketing and communications services
  2. Give examples of specific projects where your firm(s) worked with communities on economic development marketing and promotion.
  3. Give examples of projects where your firm(s) worked on marketing outreach to the entrepreneur community.

1. **Qualifications of the staff who will be directly involved in the project 15**
   1. Delineate the project management and technical assistance staff who will work directly on the project, including summary bios and relevant professional experience
2. **References 10**
   1. Provide at least five (5) professional references, two of which should be
   2. for similar projects related to this request, and identified as such.
3. **Proposed budget or range of prices 10**
   1. Provide an overall budget for the project, as well as specific identification of budget pricing for different tasks identified in the response.
4. **Timeline 5**
   1. Delineate a proposed project timeline, with tasks identified.

**TOTAL POINTS 100**