



Proposal Evaluation Form

Attachment B



January 24, 2018

RFP PM 1121 370 0008

Advertising Concession Lease – John Wayne Airport

Company Name: Intersection Date: 1/24/18 Rater No. 1

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Experience of Proposer in an Airport or other high traffic environment (at least 10 years)• Experience of proposed staff that will manage advertising program• References	15	10

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA• Financial standing/ongoing• Any pending litigation and/or bankruptcy filings• Five-year pro forma income statement	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Proposed initial capital investment amount• Stated midterm refurbishment investment amount	15	8

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Types of displays and quantity of displays• Locations of displays• Digital Interactive Concession Wayfinding• Television hold-room media and/or advertising• Proposed installation/transition plan	20	10

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Five year sales & marketing strategies• Ongoing management/maintenance plan• Onsite management team identified with resumes• Support management team identified with resumes	10	4



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Advertising Concession Lease – John Wayne Airport



Company Name: Intersection Date: 1/24/18 Rater No. 1

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? 	25	3
<ul style="list-style-type: none"> Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 		3
<ul style="list-style-type: none"> Question 3: Please elaborate on your initial capital investment and your midterm investment? 		2
<ul style="list-style-type: none"> Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 		2
<ul style="list-style-type: none"> Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 		2
		12

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	57



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Advertising Concession Lease – John Wayne Airport

Company Name: Intersection **Date:** 1/24/18 **Rater No.** 2

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	10

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	8

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	13

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Five year sales & marketing strategies Ongoing management/maintenance plan Onsite management team identified with resumes Support management team identified with resumes 	10	4



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Advertising Concession Lease – John Wayne Airport



Company Name: Truvision **Date:** 1/24/18 **Rater No.** 2

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? <u>3</u> Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? <u>3</u> Question 3: Please elaborate on your initial capital investment and your midterm investment? <u>2</u> Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? <u>2</u> Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. <u>2</u> 	25	12

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	60



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Advertising Concession Lease – John Wayne Airport

Company Name: INTERSECTION Date: 1-24-18 Rater No. 3

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	10

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	8

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	13

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Five year sales & marketing strategies Ongoing management/maintenance plan Onsite management team identified with resumes Support management team identified with resumes 	10	4



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Company Name: INTERSECTION Date: 1-24-18 Rater No. 3

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? 	25 3	12
<ul style="list-style-type: none"> Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 	3	
<ul style="list-style-type: none"> Question 3: Please elaborate on your initial capital investment and your midterm investment? 	2	
<ul style="list-style-type: none"> Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 	2 2	
<ul style="list-style-type: none"> Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 		

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	60 40



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RFP PM 1121 370 0008

Advertising Concession Lease – John Wayne Airport

Company Name: Intersection Date: 1/24/18 Rater No. 4

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Experience of Proposer in an Airport or other high traffic environment (at least 10 years)Experience of proposed staff that will manage advertising programReferences	15	10

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPAFinancial standing/ongoingAny pending litigation and/or bankruptcy filingsFive-year pro forma income statement	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Proposed initial capital investment amountStated midterm refurbishment investment amount	15	8

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Types of displays and quantity of displaysLocations of displaysDigital Interactive Concession WayfindingTelevision hold-room media and/or advertisingProposed installation/transition plan	20	13

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Five year sales & marketing strategiesOngoing management/maintenance planOnsite management team identified with resumesSupport management team identified with resumes	10	4



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Company Name: Intersection **Date:** 1/24/18 **Rater No.** 4

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? Question 3: Please elaborate on your initial capital investment and your midterm investment? Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 	25	12

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	60



Proposal Evaluation Form



January 24, 2018

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Advertising Concession Lease – John Wayne Airport

Company Name: Lamar **Date:** 1/24/18 **Rater No.** 1

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	14

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	18

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Five year sales & marketing strategies Ongoing management/maintenance plan Onsite management team identified with resumes Support management team identified with resumes 	10	7



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Advertising Concession Lease – John Wayne Airport



Company Name: Lamar Date: 1/24/18 Rater No. 1

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? 	25	5
<ul style="list-style-type: none"> Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? 		4
<ul style="list-style-type: none"> Question 3: Please elaborate on your initial capital investment and your midterm investment? 		4
<ul style="list-style-type: none"> Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? 		5
<ul style="list-style-type: none"> Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 		5

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SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	89



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RFP PM 1121 370 0008

Advertising Concession Lease – John Wayne Airport

Company Name: LAMAR Date: 1/24/18 Rater No. 2

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Experience of Proposer in an Airport or other high traffic environment (at least 10 years)Experience of proposed staff that will manage advertising programReferences	15	14

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPAFinancial standing/ongoingAny pending litigation and/or bankruptcy filingsFive-year pro forma income statement	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Proposed initial capital investment amountStated midterm refurbishment investment amount	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Types of displays and quantity of displaysLocations of displaysDigital Interactive Concession WayfindingTelevision hold-room media and/or advertisingProposed installation/transition plan	20	18

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">Five year sales & marketing strategiesOngoing management/maintenance planOnsite management team identified with resumesSupport management team identified with resumes	10	7



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Company Name: LAMAR Date: 1/24/18 Rater No. 2

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? <u>5</u>• Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? <u>4</u>• Question 3: Please elaborate on your initial capital investment and your midterm investment? <u>5</u>• Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? <u>5</u>• Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. <u>5</u>	25	24

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Experience & Qualifications• Financial Viability• Proposed Investment• Advertising Display Program• Sales & Management Plans• Oral Interview	100	90



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Advertising Concession Lease – John Wayne Airport

Company Name: LAMAR Date: 1-24-18 Rater No. 3

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	14

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	18

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Five year sales & marketing strategies Ongoing management/maintenance plan Onsite management team identified with resumes Support management team identified with resumes 	10	7



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ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long? Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations? Question 3: Please elaborate on your initial capital investment and your midterm investment? Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated? Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. 	25	24

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience & Qualifications Financial Viability Proposed Investment Advertising Display Program Sales & Management Plans Oral Interview 	100	90



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Advertising Concession Lease – John Wayne Airport

Company Name: Lamar **Date:** 1/24/18 **Rater No.** 4

EXPERIENCE & QUALIFICATIONS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Experience of Proposer in an Airport or other high traffic environment (at least 10 years) Experience of proposed staff that will manage advertising program References 	15	14

FINANCIAL VIABILITY	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Last two fiscal years audited financial statements including balance sheet, income statements, cash flow statements & notes to financial statements prepared by a CPA Financial standing/ongoing Any pending litigation and/or bankruptcy filings Five-year pro forma income statement 	15	13

PROPOSED INVESTMENT	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Proposed initial capital investment amount Stated midterm refurbishment investment amount 	15	14

PROPOSED ADVERTISING DISPLAY PROGRAM	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Types of displays and quantity of displays Locations of displays Digital Interactive Concession Wayfinding Television hold-room media and/or advertising Proposed installation/transition plan 	20	18

SALES & MANAGEMENT PLANS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none"> Five year sales & marketing strategies Ongoing management/maintenance plan Onsite management team identified with resumes Support management team identified with resumes 	10	7



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Company Name: Lamar Date: 1/24/18 Rater No. 4

ORAL INTERVIEW – Each Question Worth 5 Pts	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Question 1: Please Elaborate on your Airport Advertising Experience? What Airports? How long?• Question 2: Please go over your 5-year pro-forma. Where do you see growth opportunities? Where do you see growth limitations?• Question 3: Please elaborate on your initial capital investment and your midterm investment?• Question 4: Please elaborate on the proposed interactive wayfinding media. What features / highlights will be incorporated?• Question 5: Please elaborate on your sales & marketing strategies to increase revenues. Please go over the details of your onsite management and maintenance plans. <i>Sales</i>	25	24

SUMMARY & SCORE

TOTAL POINTS	POINTS AVAILABLE	SCORE
<ul style="list-style-type: none">• Experience & Qualifications• Financial Viability• Proposed Investment• Advertising Display Program• Sales & Management Plans• Oral Interview	100	90