



INTEROFFICE MEMORANDUM

TO: Felicia Strong-Whitaker, Chief Purchasing Agent
Department of Purchasing & Contract Compliance

FROM: Evaluation Committee Recommendation Letter

DATE: March 16, 2022

PROJECT: #22RFP0119B-EC, Public Art Futures Lab – Digital Content Creation

In accordance with the Purchasing Code, a duly appointed Evaluation Committee has reviewed the proposals submitted in response to the above-reference project on behalf of Fulton County Arts and Cultural

One (1) qualified firm submitted proposals for evaluation and consideration for award of this project:

1. Online Optimism LLC

A Single Bid Analysis was conducted on 2/28/22, two responses received indicating why they did not submit a proposal.

After review, evaluation and consideration of all available information related to the requirements and evaluation criteria of the RFP, the Evaluation Committee has determined that the proposal submitted by Online Optimism LLC, is the recommended vendor for the award of **#22RFP0119B-EC, Public Art Futures Lab – Digital Content Creation** with a final score of **66.33%**.

Evaluation Committee Recommendation Letter

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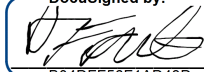
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The Evaluation Committee members attest that each member scored each proposal independently in accordance with the evaluation criteria set forth in the Request for Proposal and that their individual score is a part of the final scores in the attached Evaluation Matrix.

SELECTION COMMITTEE MEMBERS:

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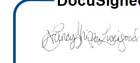


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Alex Frankcombe

Public Art Manager

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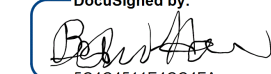


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Nancy Livengood

Public Art Conservator

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Bethany Harris

Arts Education Coordinator

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EVALUATION CRITERIA	WEIGHT	Online Optimism LLC			
Project Approach	18.00%	10.50%			
Qualification of Key Personnel	10.00%	8.33%			
Relevant Project Experience	50.00%	33.33%			
Availability of Personnel	5.00%	4.17%			
Local Preference	5.00%	0.00%			
Service Disabled Veterans Preference	2.00%	0.00%			
Cost Proposal	10.00%	10.00%			
TOTAL SCORE:	100.00%	66.33%			