

RFP NUMBER RFP #3779Z1
RESTAURANT AND CATERING MANAGEMENT, CULINARY AND BEVERAGE
SERVICE FOR E.T. MAHONEY STATE PARK
Opening Date: October 25, 2011 2:00 PM CST

Evaluation Criteria

Mandatory Requirements

The proposals will first be examined to determine if all mandatory requirements listed below have been addressed to warrant further evaluation. Proposals not meeting mandatory requirements will be excluded from further evaluation. The mandatory requirement items are as follows:

1. Signed Request for Proposal for Contractual Services form;
2. Executive Summary;
3. Corporate Overview;
4. Technical Approach; and
5. Financial Proposal.

Evaluation Criteria

All responses to this Request for Proposal, which fulfill all mandatory requirements, will be evaluated. Each category will have a maximum possible point potential. Areas that will be addressed and scored during the evaluation include:

Evaluation Criteria	Possible Points
Part 1 — Executive Summary	25
Part 2 — Corporate Overview	100
Part 3 — Scope of Work	50
Part 4 — Project Environment	100
Part 5 — Technical Approach (6 components)	350
Part 6 — Financial Proposal Points (4 Components)	400
Total Points without Oral Interviews	1025
Oral Interviews, (if required)	375
Total Points with Oral Interviews	1400

Part 4 – Financial Proposal Points (4 Components)

Component A – Completed Attachment B (100 Points)

Points awarded for detail provided and evaluation of the financial document to include income projections, relevant expenses, percent of expenses assigned.

Component B – Percent of net profit/revenue to be paid to the State. (100 Points)

Points should be calculated as follows:

1. Establish highest percent submitted – highest percent submitted receives the maximum points.
2. To assign points to all others, the following formula should be followed:

Percentage Submitted ÷ Highest Percentage Submitted x Maximum Possible Cost Points = Cost Points to Award (see samples below)

	Formula	Sample	Sample	Sample
	Percentage Submitted	10%	5%	3%
÷	Highest Percentage Submitted	10%	10%	10%
x	Maximum Possible Cost Points	100	100	120
=	Points To Award	100	50	30

Component C - Requested State contribution for shared net loss. (100 Points)

Scoring to be at the discretion of the evaluator. Elements to consider should include; bidder proposes or suggests operational changes to reduce expenses, suggests alternatives to a fixed dollar payment, defines how the State's contribution will be applied, and the extent of a cash contribution suggested by the bidder.

Component D - Requested State contribution for shared marketing and promotion. (100 Points)

Scoring to be at the discretion of the evaluator. Elements to consider should include; bidder proposes some sample plans, bidder is receptive to State using its existing marketing programs as a qualifying contribution, and the extent of a cash contribution suggested by the bidder.