

FINAL EVALUATION DOCUMENT

RFP Number 5930 Z1

**Provide and Support Development, Implementation, and Evaluation of
Communication and Marketing Campaigns to Promote Outdoor Recreation
Opportunities and State Parks in Nebraska**

Opening Date: October 23, 2018 at 2:00 PM Central Time

| Evaluation Criteria | Possible Points | Bailey Lauerman | Swanson Russell |
|------------------------------------|------------------------|------------------------|------------------------|
| Part 1.0 Corporate Overview | 150 | 103.5 | 129.67 |
| Part 2.0 Technical Approach | 550 | 355.8 | 469.5 |
| Part 3.0 Cost Proposal | 200 | 195.86 | 200.0 |
| Total Points | 900 | 655.16 | 799.17 |
| Ranking | | 2 | 1 |