



RECOMMENDATION MEMO

TO: Lynda Williams, Purchasing Manager
FROM: Evaluation Committee Members
DATE: MAY 8, 2020
RE: San Marcos Convention and Visitor Bureau Website Redesign, RFP #219-365

As a member of the Evaluation Committee for the referenced solicitation, I have completed my evaluations pursuant to Texas Government Code 2254 and Local Government Code 252 for proposals submitted in response to this solicitation. I have performed these evaluations fairly and in strict compliance to the rules and guidelines for which I have attested.

By my signature concurrence below, Simpleview, LLC, located in Tucson, Arizona, is the best value based on the relative important of price, experience, and all other evaluated factors. The Evaluation Committee has completed the interview process with the shortlisted finalists and hereby recommends pursuing fair and reasonable pricing with the selected firm.

CONCURRENCE:

Sarah Smith, Social Media Specialist - City of San Marcos

{Name}

Charlotte Wattigny, Innovation Manager - City of San Marcos

{Name}

Kristy Stark

{Name}

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Sarah Smith, Social Media Specialist - City of San Marcos

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Charlotte Wattigny, Innovation Manager - City of San Marcos

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Kristy Stark

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Rebecca Ybarra-Ramirez was originally on the evaluation team that provided the initial round of scores which led to the interview round. Unfortunately, she was injured and unable to participate fully in the interview round and provide scores for the three short-listed firms; therefore, the interview round does not contain scores from Ms. Ybarra-Ramirez. However, she concurs with the selection made by the remaining evaluation team members through the evaluation/scoring process.

Rebecca Ybarra, Director of Destination Services

{Name}

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Rebecca Ybarra

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