Evaluation Criteria and Independent Evaluation Scoring Sheet

Criteria	Raw Score		Weight Factor	Total Points
a. Cover Letter		X	1	
b. Business Plan Summary Sheet		X	4	
c. Forced Labor Attestation Form		X	2	
d. Resume of Related Business Experience Rank		X	5	
e. Business Plan Rank		X	4	
1). Use of facilities, space and equipment		X	4	
2). Maintenance and repair schedule		X	4	
3). Staffing Information		X	4	
4). Scope of operations		X	4	
5). Operation schedules		X	4	
6). Fee schedule and menu		X	4	
7). Marketing Plan		X	4	
8). Interpretive Plan		X	4	
9). Safety Plan		X	4	
10). ADA/Accessibility Plan		X	4	
11). Equipment provided by Concessionaire for operations		X	4	
12). Start up inventory		X	4	
13). Plan, timeline and schedule for setting up operations within the Park		X	4	
14). Plan for increasing visitation and revenue		X	4	
f. Internal Controls Rank		X	4	
g. Financial Statement Rank		X	4	
h. Business References Note 2				
1). Reference 1 Note3				
2). Reference 2 Note3				
3). Reference 3 Note3				
i. Term Score		X	2	
j. Capital Improvements Rank				
1). Capital improvement scope of work.		X	2	
2). Capital improvement costs.		X	2	

3). Capital improvement schedule.		X	2	
4). Capital improvements plans.		X	2	
k. Commission Rate Score		X	25	
l. Pro Forma Score		X	10	
m. Industry Related Licenses, etc. Note 4		X	2	
Total score				

Instructions

Score		
Evaluation points awarded for these criteria will be based on the following point structure (Sections i, k, l & m):		
Score		**Definition**
0	=	This Proposal criterion was not addressed.
1	=	Unsatisfactory. The Respondent addressed the criteria and failed to meet the minimal expectation.
2	=	Below Average. The Respondent addressed the criteria and failed to meet the minimal expectation by showing an inconsistent response to the Proposal criteria. The Respondent shows the potential for meeting the minimal expectations.
3	=	Average. The Respondent addressed the criteria and has met the minimal expectation.
4	=	Above Average. The Respondent addressed the criteria and exceeded the minimal expectation.

Rank		
Evaluations points awarded for these criteria will be based on the following point structure (Sections d, e, f, g & j):		
Rank		**Definition**
Rank numbers will be based on the amount of Proposals received. For example, if there are a total for four Proposals, the Ranking will go from 4-1, with 4 being the Highest and 1 being the lowest.		
Lowest Rank – 1	=	This Proposal Ranked the lowest in the group.
2-second highest #	=	These Proposals will be ranked in the middle, as compared to others.
Highest #	=	This Proposal Ranked the highest of the group.

Note 1. Circle either "Yes" or "No" to show if the Respondent included a Cover Letter and/or Business Plan Summary Sheet with their Proposal. A score of 2 will be awarded for each "Yes" and a score of zero will be given for each "No".

Note 2. The verification of business references is necessary in order to complete the evaluation criteria form. The Department will attempt to contact the business reference by telephone up to three (3) times. In the event that the business reference cannot be reached following the specified number of attempts, the Respondent will receive a zero (0) for that business reference. The Department will not attempt to correct incorrectly supplied information.

Note 3. The Project Manager will use the "Performance Evaluation Questionnaire" to score and grade each submitted business reference for a total possible score of 31 points.

Note 4. The Respondent may submit any number of applicable industry related licenses, certifications and memberships. Two (2) points will be awarded for each of these items submitted, for a maximum total score of ten (10) points. Please see attached "Exhibit A" for related examples.

Note 5. Failure by the Respondent to provide any of the information required for a Proposal shall result in a score of zero (0) for those evaluation criteria in the Score Section and a one (1) in the Rank Section.