

EVALUATION TABULATION  
RFP No. PR-ADMIN-2026-01

On-Call Event Production Services – South San Francisco Concert in the Park and other City Special Event

**AGGREGATE SCORES SUMMARY**

Vendor	Evaluator 1	Evaluator 2	Evaluator 3	Total Score (Max Score 100)
GFI ENTERTAINMENT LLC	95	94	95	<b>94.67</b>
Moveable Inc.	85	81	82	<b>82.67</b>
Brahma Media Group	81	78	88	<b>82.33</b>
Latin & Asian Hospitality Group - Samuel and Lucas Food Trucks Company	71	70	79	<b>73.33</b>
Degy Consulting Services, LLC	73	70	70	<b>71</b>
Desired Effect	40	32	39	<b>37</b>

**VENDOR SCORES BY EVALUATION CRITERIA**

Vendor	Experience & Qualifications Points Based 25 Points (25%)	Event Approach & Production Planning Points Based 20 Points (20%)	Technical Capabilities & Equipment Points Based 10 Points (10%)	Talent Procurement & Programming Points Based 10 Points (10%)	Safety & Security Points Based 15 Points (15%)	Cost Proposal Points Based 15 Points (15%)	Staffing & Project Management Points Based 5 Points (5%)	Total Score (Max Score 100)
GFI ENTERTAINMENT LLC	25	18.3	9.3	9	14.3	14.7	4	<b>94.67</b>
Moveable Inc.	21.7	17.7	7.3	6	13	12.7	4.3	<b>82.67</b>
Brahma Media Group	21.3	17.7	8.3	6.3	12.7	12	4	<b>82.33</b>
Latin & Asian Hospitality Group - Samuel and Lucas Food Trucks Company	17.7	16.7	6.3	5	12	12	3.7	<b>73.33</b>
Degy Consulting Services, LLC	23	17	8	7.7	1.7	10	3.7	<b>71</b>
Desired Effect	10	4.3	8.3	0.7	0	11.7	2	<b>37</b>