

RFP NO. 2025-017
FT. PIERCE SUNRISE THEATRE OPERATIONS CONCESSION
CUMULATIVE EVALUATION MATRIX

Firms	Charlotte Bireley	Jon Moses	Wendy Rydzewski	Totals
Boca Black Box <i>(Boca Raton, FL)</i>	49	67	29.5	145.5
Emprise Partners LLC <i>(Apopka, FL)</i>	48	69	36	153
HZIP LLC <i>(Dania Beach, FL)</i>	41	58	20.25	119.25
Ryan Management Group, Inc <i>(Boca Raton, FL)</i>	63	81	44.5	188.5
VenuWorks <i>(Ames, IA)</i>	84	85	75.5	244.5

CRITERIA	POINTS
Relevant Experience and Organizational History: Evaluates the proposer's demonstrated success in delivering services similar to those outlined in the RFP within comparable event venues. It also considers the proposer's overall business history, including company longevity, growth, stability, and legal/claims history.	26
Team Qualifications: Evaluates the qualifications, experience, and professional backgrounds of the key project team members, as well as their ability to contribute to the success of the theatre.	16
Financial Projections and Economic Impact: Assesses the proposer's projections related to exceeding the City's expectations for revenue, operating profitability, and community economic impact as well as their overall financial stability and capacity to manage the theatre effectively.	16
Implementation Plan: Evaluates the proposer's ability to effectively implement the scope of services through a clear and detailed plan. The evaluation will focus on the proposer's approach to managing key resources related to physical maintenance, technology, financial management, marketing, event management, community engagement – and their ability to execute a sustainable programming strategy. Proposals will also be assessed on the detailed 30 / 90 /120-day rollout plans, and evaluation of their in-house capabilities and reliance on subcontractors.	31
Alignment with Preferred Elements: Assesses the extent to which the proposer has incorporated or addressed the preferred elements outlined in § 1.3 of the RFP.	11
TOTAL	100