

**ATTACHMENT E
PROPOSAL EVALUATION CRITERIA**

Proposals will be reviewed, evaluated and scored by an evaluation committee. Evaluation of proposals will be based on the following criteria for each component. Each criterion will be scored according to the degree of responsiveness present in the proposal being evaluated.

	Max. Points	Score
1. OVERALL EXPERIENCE OF COMPANY / STAFF & DEMONSTRATED RESULTS Our evaluation will include an assessment of the history of your company, your experience as it relates to the requirements within this RFP, evidence of past performance, quality and relevance of past work, references, and related items.	20	
2. SCOPE OF WORK Our evaluation will include an assessment of the quality of your work plans including schedule, examples of past projects, ability to meet deadlines, managerial experience, and knowledge and understanding of brand in a global marketplace.	30	
3. FAMILIARITY WITH NEW HAMPSHIRE & TOURISM INDUSTRY Our evaluation will include our assessment of your understanding of our organization and the tourism industry and how you integrated this knowledge into your proposal.	15	
4. CREATIVITY Our evaluation will include an assessment of the quality of proposed strategies and creativity as demonstrated by the required project.	15	
5. STRATEGIC PLANNING Ability of firm to think beyond the now and set New Hampshire up to be at the forefront of the changing travel trade media landscape.	10	
6. BUDGET APPROACH / COST EFFECTIVENESS Effective and efficient delivery of quality content and services is demonstrated in relation to the fee and value of overall project. The budget is reasonable and appropriate. Approach to fee structure is balanced and structured to maximize investment.	10	
TOTAL POINTS	100	