



## **Notice of Award**

### **Hillsborough County Aviation Authority**

Notice is hereby given that the Hillsborough County Aviation Authority (Authority) awarded a contract on November 4, 2021 for the Market Research and Insight Development as follows:

Contract title: Market Research and Insight Development

Awarded company: Brand Intuition, LLC dba Study Hall Research

Contract term: November 4, 2021 through November 3, 2024

Award amount: Not to Exceed \$500,000

Contact the Procurement Agent for additional information:

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Issued: November 4, 2021

EVALUATION TABULATION  
Market Research and Insight Development  
 RESPONSE DEADLINE: August 25, 2021 at 2:00 pm  
 Report Generated: Thursday, November 4, 2021

**CONSENSUS SCORECARD SUMMARY**

Vendor	<u>Respondent's Overall Experience and Background</u> Points Based 20 Points (20%)	<u>Assigned Project Team</u> Points Based 20 Points (20%)	<u>Methodology and Approach</u> Points Based 20 Points (20%)	<u>Interviews</u> Points Based 20 Points (20%)	<u>Fees</u> Points Based 20 Points (20%)	Total Score (Max Score 100)
Brand Intuition, LLC d/b/a Study Hall Research	20	20	20	19	16.3	95.28
Downs & St. Germain Research	19	17	18	20	15.9	89.87
Integrated Insight, Inc.	18	17	17	17	20	89
Resource Systems Group, Inc.	18	19	19	16	14.4	86.4
Unison Consulting Inc. Excluded	14	14	15	0	0	43
The Research Associates Excluded	12	12	10	0	0	34
HCP Associates Excluded	10	11	12	0	0	33