

**COST**

Two-Part Gaming Study ITN #859

**PRICE EVALUATION SCORE SHEET**

Scoring Formula:

$X/N \times 30 = \text{Price Score}$

**Part I-Price Reply**

	RESPONDENT'S NAME	N Cost	X Lowest Combined Price	Max Points	Total Score	
1	MGT of America	\$ 964,456.25	\$ 200,000.00	30.00	6.22	If awarded Part I & Part II willing to negotiate a discounted fee a discount of \$25,000 on the combined total price of Part I and Part II if Fine Point is selected to prepare both parts
2	Fine Consulting, Inc (dba The Fine Point Group)	\$ 200,000.00	\$ 200,000.00	30.00	30.00	
3	The innovation Group	\$ 310,000.00	\$ 200,000.00	30.00	19.35	
4	Spectrum Gaming Group, LLC	\$ 422,360.00	\$ 200,000.00	30.00	14.21	
5	Gaming Market Advisors, LLC	\$ 258,000.00	\$ 200,000.00	30.00	23.26	
6	Hooke & Associates, LLC	\$ 500,000.00	\$ 200,000.00	30.00	12.00	12% discount if awarded Part I & Part II
7	The Balmoral Group					Not Quoted

PRICE EVALUATION SCORE SHEET

Scoring Formula:

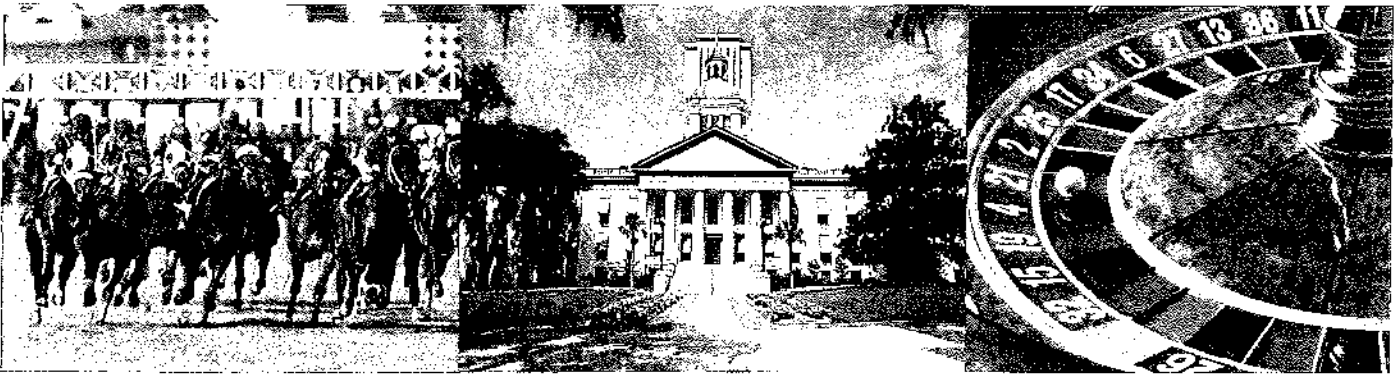
$X/N \times 30 = \text{Price Score}$

Part II-Price Reply

	RESPONDENT'S NAME	N Cost	X Lowest Combined Price	Max Points	Total Score	
1	MGT of America	\$ 729,212.50	\$ 80,000.00	30.00	3.29	If awarded Part I & Part II willing to negotiate a discounted fee a discount of \$25,000 on the combined total price of Part I and Part II if Fine Point is selected to prepare both parts
2	Fine Consulting, Inc (dba The Fine Point Group)	\$ 175,000.00	\$ 80,000.00	30.00	13.71	
3	The Innovation Group	\$ 80,000.00	\$ 80,000.00	30.00	30.00	
4	Spectrum Gaming Group, LLC	\$ 162,200.00	\$ 80,000.00	30.00	14.80	
5	Gaming Market Advisors, LLC	\$ 155,000.00	\$ 80,000.00	30.00	15.48	
6	Hooke & Associates, LLC	\$ 300,000.00	\$ 80,000.00	30.00	8.00	12% discount if awarded Part I & Part II
7	The Balmoral Group	\$ 156,000.00	\$ 80,000.00	30.00	15.38	

ORIGINAL  
COST- PART I

# A PROPOSAL TO CONDUCT PART I OF THE TWO- PART GAMING STUDY FOR THE FLORIDA LEGISLATURE



Mark Charland  
President/CEO  
2123 Centre Pointe Boulevard  
Tallahassee, Florida 32308  
850.386.3191  
Mark\_Charland@mgtamer.com  
www.mgtamer.com

March 20, 2013

**MGT**  
OF AMERICA, INC.

Florida | Texas | California | Michigan | Washington

MGT Tallahassee  
2123 Centre Pointe Blvd.  
Tallahassee, FL 32308  
p: 850-386-3191  
f: 850-385-4501  
www.mgtofamerica.com

**MGT**  
OF AMERICA, INC.

March 20, 2013

Ms. Jeannie Evans  
Purchasing Program Administrator  
The Florida Legislature  
Office of Legislative Services  
111 West Madison Street, Room 874  
Tallahassee, Florida 32399-1400

Dear Ms. Evans:

MGT of America, Inc. (MGT) is pleased to submit our cost proposal for Part I A and Part I B in response to ITN #859 – *Two-Part Gaming Study* issued by the Florida Legislature (the Legislature).

Should MGT be awarded Part I and II of the ITN, we can negotiate a discounted fee for combined scopes of work due to the reduction in labor costs. Furthermore, where appropriate, MGT has offered options or alternative models within some of the tasks in the project plan. The costs associated with these options or alternatives will depend upon the implementation preferences of the Legislature. In addition, MGT understands the magnitude of an undertaking of this size and is willing to work with the Legislature to prioritize and deliver individual tasks based on critical need. We can price by task to give the Legislature more flexibility concerning the overall expenditure. We do, however, feel the full scope of the program is needed to achieve the desired results to make completely informed decisions.

We are prepared to begin the project immediately upon notification to proceed and will meet all project deadlines as specified by the ITN. The MGT team looks forward to working with the Legislature to conduct this study. If you have any questions or need further information, you may contact me at [Mark\\_Charland@mgtamer.com](mailto:Mark_Charland@mgtamer.com) or (850) 386-3191. Thank you for your consideration.

Sincerely,



J. Mark Charland  
President/CEO

ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 964,456.25

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Mark Charland  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: President/CEO

Vendor Name: MGT of America, Inc.

Mailing Address: 2123 Centre Pointe Blvd.

City/State/Zip: Tallahassee, FL 32308

Date: March 20, 2013

Telephone: 850 386-3191 Fax: 850 385-4501

E-Mail Address: Mark.Charland@mgtamer.com

ORIGINAL  
COST- PART II

# A PROPOSAL TO CONDUCT PART II OF THE TWO- PART GAMING STUDY FOR THE FLORIDA LEGISLATURE



Mark Charland  
President/CEO  
2123 Centre Pointe Boulevard  
Tallahassee, Florida 32308  
850.386.3191  
Mark\_Charland@mgtamer.com  
www.mgtamer.com

March 20, 2013

**MGT**  
OF AMERICA, INC.

Florida | Texas | California | Michigan | Washington

MGT Tallahassee  
2123 Centre Pointe Blvd.  
Tallahassee, FL 32308  
p: 850-386-3191  
f: 850-385-4501  
www.mgtofamerica.com

**MGT**  
OF AMERICA, INC.

March 20, 2013

Ms. Jeannie Evans  
Purchasing Program Administrator  
The Florida Legislature  
Office of Legislative Services  
111 West Madison Street, Room 874  
Tallahassee, Florida 32399-1400

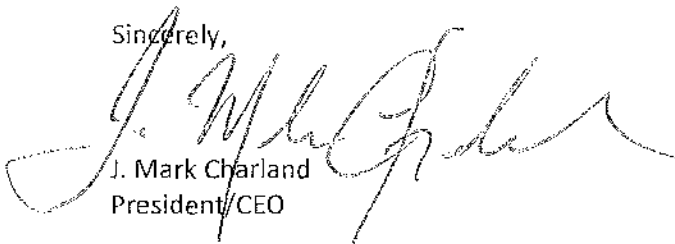
Dear Ms. Evans:

MGT of America, Inc. (MGT) is pleased to submit our cost proposal for Part II in response to *ITN #859 -- Two-Part Gaming Study* issued by the Florida Legislature (the Legislature).

Should MGT be awarded Part I and II of the ITN, we can negotiate a discounted fee for combined scopes of work due to the reduction in labor costs. Furthermore, where appropriate, MGT has offered options or alternative models within some of the tasks in the project plan. The costs associated with these options or alternatives will depend upon the implementation preferences of the Legislature. In addition, MGT understands the magnitude of an undertaking of this size and is willing to work with the Legislature to prioritize and deliver individual tasks based on critical need. We can price by task to give the Legislature more flexibility concerning the overall expenditure. We do, however, feel the full scope of the program is needed to achieve the desired results to make completely informed decisions.

We are prepared to begin the project immediately upon notification to proceed and will meet all project deadlines as specified by the ITN. The MGT team looks forward to working with the Legislature to conduct this study. If you have any questions or need further information, you may contact me at [Mark\\_Charland@mgtamer.com](mailto:Mark_Charland@mgtamer.com) or (850) 386-3191. Thank you for your consideration.

Sincerely,



J. Mark Charland  
President/CEO

ATTACHMENT "E"  
THE FLORIDA LEGISLATURE  
**TWO-PART GAMING STUDY**  
**RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 729,212.50

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Mark Charland  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: President/CEO

Vendor Name: MGT of America, Inc.

Mailing Address: 2123 Centre Pointe Blvd.

City/State/Zip: Tallahassee, FL 32308

Date: March 20, 2013

Telephone: 850 386-3191 Fax: 850 385-4501

E-Mail Address: Mark.Charland@mgtamer.com



ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for Part I of the Two-Part Study:

**\$200,000; (a discount of \$25,000 on the combined total price of Part I and Part II would be offered in the event Fine Consulting, Inc. d/b/a The Fine Point Group were to be selected to prepare both parts of the Two-Part Study)**

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Alexander A. Calderone

Signature:  Title: Senior Vice President

Vendor Name: Fine Consulting, Inc. d/b/a The Fine Point Group

Mailing Address: 3960 Howard Hughes Parkway, Suite 500

City/State/Zip: Las Vegas, NV 89169

Date: 3/17/2013

Telephone: 702 965 2017 Fax: 702 965 2021

E-Mail Address: [acalderone@thefinepointgroup.com](mailto:acalderone@thefinepointgroup.com)

ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

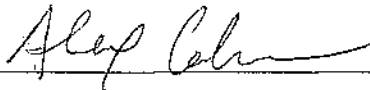
A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for Part II of the Two-Part Study:

**\$175,000; (a discount of \$25,000 on the combined total price of Part I and Part II would be offered in the event Fine Consulting, Inc. d/b/a The Fine Point Group were to be selected to prepare both parts of the Two-Part Study)**

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Alexander A. Calderone

Signature:  Title: Senior Vice President

Vendor Name: Fine Consulting, Inc. d/b/a The Fine Point Group

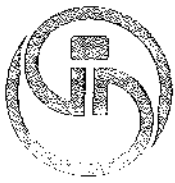
Mailing Address: 3960 Howard Hughes Parkway, Suite 500

City/State/Zip: Las Vegas, NV 89169

Date: 3/17/2013

Telephone: 702 965 2017 Fax: 702 965 2021

E-Mail Address: [acalderone@thefinepointgroup.com](mailto:acalderone@thefinepointgroup.com)



THE  
INNOVATION  
GROUP

Part I Price Reply (ITN# 859)

Offered by:

The Innovation Group  
222 West Comstock Avenue, Suite 115  
Winter Park, FL 32789

Contact:  
Michael Soll, President  
407.702.4468  
[msoll@theinnovationgroup.com](mailto:msoll@theinnovationgroup.com)

ATTACHMENT "E"

THE FLORIDA LEGISLATURE  
Part 1  
TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY  
(Separate Scaled Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ \$310,000.00 (Three Hundred and Ten Thousand Dollars)

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Michael Soll, President

(Print or type name of owner, officer, or authorized agent)

Signature:  Title: PRESIDENT

Vendor Name: The Innovation Group

Mailing Address: 222 West Comstock Ave, Suite 115

City/State/Zip: Winter Park, Florida, 32789

Date: 3/19/13

Telephone: 407 808 2816 Fax: 407 702 6748

E-Mail Address: msoll@theinnovationgroup.com



THE  
INNOVATION  
GROUP

Part II Price Reply (ITN# 859)

Offered by:

The Innovation Group  
222 West Comstock Avenue, Suite 115  
Winter Park, FL 32789

Contact:  
Michael Soll, President  
407.702.4468  
[Msoll@theinnovationgroup.com](mailto:Msoll@theinnovationgroup.com)

ATTACHMENT "E"

THE FLORIDA LEGISLATURE  
Part 2  
TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for \_\_\_\_\_ Part I  Part II (check one) of the Two-Part Study:

\$ \_\_\_\_\_ \$80,000.00 (Eighty Thousand Dollars) \_\_\_\_\_

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: \_\_\_\_\_ Michael Soll, President \_\_\_\_\_

(Print or type name of owner, officer, or authorized agent)

Signature: Michael Soll Title: PRESIDENT

Vendor Name: The Innovation Group

Mailing Address: 222 W. Comstock Ave, Suite 115

City/State/Zip: Winter Park, FL 32789

Date: 3/14/13

Telephone: 407 808 2816 Fax: 407 702 6748

E-Mail Address: msoll@theinnovationgroup.com

ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
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A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 422,360.00

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Michael Pollock  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: Managing Director

Vendor Name: Spectrum Gaming Group, LLC

Mailing Address: 1201 New Road, Suite 308

City/State/Zip: Linwood, NJ 08221

Date: March 19, 2013

Telephone: 609-926-5100 Fax: 609-926-5121

E-Mail Address: Pollock@spectrumgaming.com

ATTACHMENT "E"  
THE FLORIDA LEGISLATURE  
**TWO-PART GAMING STUDY**  
**RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 162,200.00

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Michael Pollock  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: Managing Director

Vendor Name: Spectrum Gaming Group, LLC

Mailing Address: 1201 New Road, Suite 308

City/State/Zip: Linwood, NJ 08221

Date: March 19, 2013

Telephone: 609-926-5100 Fax: 609-926-5121

E-Mail Address: Pollock@spectrumgaming.com



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THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
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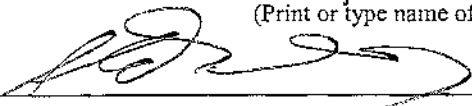
A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 258,000.00

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Steve Ballaway  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: Principal

Vendor Name: Gaming Market Advisors, LLC

Mailing Address: 11673 Hudson Street 3rd floor

City/State/Zip: Denver, CO 80220

Date: 3/19/13

Telephone: 303-759-5944 Fax: 303-496-0440

E-Mail Address: steve@gamingmarketadvisors.com

ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

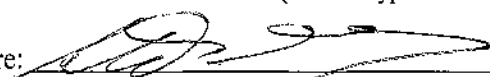
A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 155,000.00

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Steve Ballaway  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: Principal

Vendor Name: Gaming Market Advisors, LLC

Mailing Address: 1673 Hudson Street 3rd floor

City/State/Zip: Denver, CO 80220

Date: 3/19/13

Telephone: 303-759-5944 Fax: 303-496-0440

E-Mail Address: steve@gamingmarketadvisors.com

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THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
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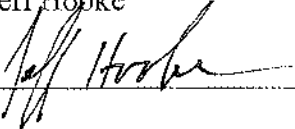
A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 500,000. There will be a 12% discount if vendor is awarded Part I and Part II.

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Jeff Hooke

Signature:  Title: Managing Director

Vendor Name: Hooke Associates, LLC

Mailing Address: 7504 Maple Avenue

City/State/Zip: Chevy Chase, MD 20815

Date: March 18, 2013

Telephone: 301-850-2532 Fax: 301-951-1975

E-Mail Address: jhooke@hookeassociates.com

ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.

A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for \_\_\_\_\_ Part I \_\_\_x\_\_\_ Part II (check one) of the Two-Part Study:

\$ 300,000. There will be a 12% discount if vendor is awarded Part I and Part II.

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Jeff Hooke

Signature: Jeff Hooke Title: Managing Director

Vendor Name: Hooke Associates, LLC

Mailing Address: 7504 Maple Avenue

City/State/Zip: Chevy Chase, MD 20815

Date: March 18, 2013

Telephone: 301-850-2532 Fax: 301-951-1975

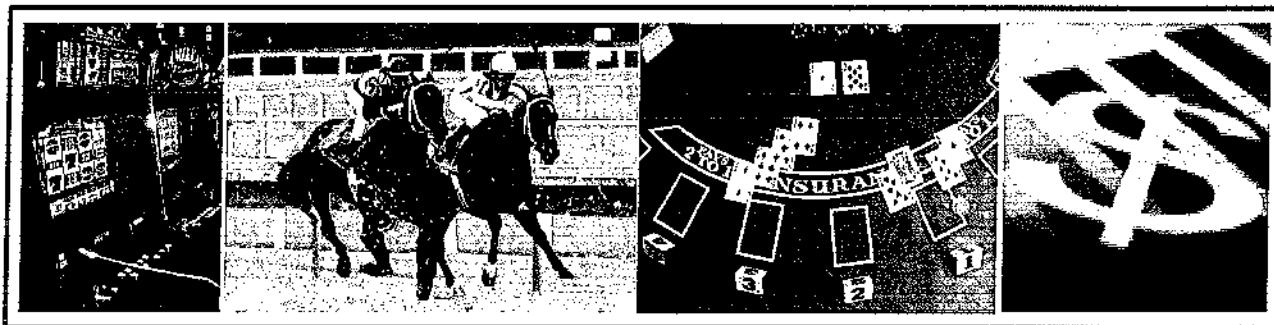
E-Mail Address: jhookc@hookeassociates.com



## THE FLORIDA LEGISLATURE

### INVITATION TO NEGOTIATE (ITN) #859 TWO-PART GAMING STUDY

#### PART II PRICE REPLY (ITN #859)



Submitted To:

Jeannie Evans  
Purchasing Program Administrator  
Office of Legislative Services  
111 West Madison St., Room 874,  
Tallahassee, FL 32399-1400

Submitted By:



Valerie Seidel  
President  
The Balmoral Group, LLC  
165 Lincoln Avenue  
Winter Park, FL 32789  
Ph: 407-629-2185 x 104  
Fax: 407-629-2183  
Email: [vseidel@balmoralgroup.us](mailto:vseidel@balmoralgroup.us)

ATTACHMENT "E"

THE FLORIDA LEGISLATURE

**TWO-PART GAMING STUDY  
RESPONDENT'S PRICE REPLY**  
(Separate Sealed Envelope)

We propose to provide the services being solicited within the specifications of ITN #859. All work shall be performed in accordance with this ITN, which has been reviewed and understood. The below prices are all inclusive. There shall be no additional costs charged for work performed under the resulting contract. This form must be completed and returned with the Reply in accordance with Section 6.2.4. Failure to submit this completed form will result in rejection of the Reply.


A separate sealed Price Reply shall be submitted for each Part of the Two-Part Study on which the Vendor wishes to submit a Reply.

Grand Total Cost for  Part I  Part II (check one) of the Two-Part Study:

\$ 156,000

SIGN BELOW. UNSIGNED OFFERS WILL NOT BE CONSIDERED.

Certified by: Valerie Seidel  
(Print or type name of owner, officer, or authorized agent)

Signature:  Title: President

Vendor Name: The Balmoral Group, LLC

Mailing Address: 165 Lincoln Avenue

City/State/Zip: Winter Park, FL 32789

Date: 3/19/2013

Telephone: 407-629-2185 Fax: 407-629-2183

E-Mail Address: vseidel@balmoralgroup.us