

Exhibit "A"  
Scoring Sheet

<b>PROPOSAL SCORING</b>	<b>Total Points</b>	Haute Life, Redondo Beach	James Event Prod, Anaheim
<b>Completeness of Proposal</b>	<b>5</b>	5	5
<b>Evaluation of staff and experience: Qualifications, background and prior experience of staff and firm in conducting similar services</b>	<b>18</b>	16	16
<b>Ability to meet project requirements: Understanding of the Project and West Basin's objectives</b>	<b>10</b>	9	8
<b>Creativity and approach the consultant would take in planning and executing the event</b>	<b>10</b>	9	7
<b>Cost and Price Proposal</b>	<b>7</b>	7*	5
<b>TOTAL PROPOSAL SCORE</b>	<b>50</b>	46	41
<b>INTERVIEW SCORING</b>			
<b>Overall Presentation</b>	<b>25</b>	24	21
<b>Understanding of the Project and Relevant Experience</b>	<b>25</b>	23	20
<b>TOTAL INTERVIEW SCORE</b>	<b>50</b>	47	41
<b>Local Business Enterprise</b>	<b>3</b>	3	0
<b>TOTAL OVERALL POINTS</b>			
<b>PROPOSAL AND INTERVIEW</b>	<b>100</b>	96	82
<b>Bid Price</b>		\$36,679*	\$36,199
<b>* Cost is all inclusive, whereas other proposal has additional costs for games, food and other activities.</b>			