

RFP for Graphic Design Services Score Summary	Maximum Points	esd & associates	Swirl	Tiny Rear Creative	Tribu LLC
A - Experience, Background and Qualifications	20	14.20	17.20	15.40	19.00
B - Proposed Plan	25	11.00	19.40	15.60	23.20
A - B Sub-Total	45	25.20	36.60	31.00	42.20
C - Pricing	20	9.09	10.00	10.53	6.67
D - SBEDA Program	20	20.00	10.00	20.00	20.00
E - Local Preference Program	10	10.00	10.00	10.00	10.00
F - Veteran-Owned Small Business Preference Program	5	0.00	0.00	0.00	0.00
TOTAL SCORE	100	64.29	66.60	71.53	78.87
RANK BASED ON TOTAL SCORE		4	3	2	1