

**CITY OF  
WEST HOLLYWOOD**



# **REQUEST FOR PROPOSALS**

## **Economic Impact Analysis – City Special Events**

**Release Date: 11.22.13**  
**Submittal Deadline: 1.9.14**



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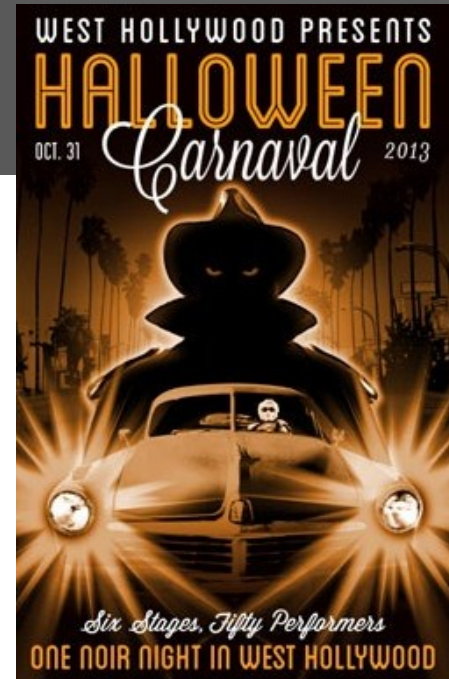
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# INTRODUCTION & BACKGROUND

The City of West Hollywood is located in an urban and vibrant part of Los Angeles County, with Beverly Hills to the west, Hollywood to the east, the Hollywood Hills to the north, and the Fairfax District to the south. The City includes national destinations and landmarks such as the Sunset Strip, the Avenues Art and Design District, the Pacific Design Center, and a gay and lesbian nightlife area. The City is 1.9 square miles in size and home to approximately 35,000 residents. Annually, over 1.2 million visitors come to the City and many stay in one of the City's eighteen hotels, which have some of the highest average daily rates in the Los Angeles region, at \$231, as well as a very healthy occupancy rate of 86%.



Special events are an important part of West Hollywood, throughout the year many high profile and widely recognized special events are held in the City. The City prides itself on being a good example of how arts and culture, in the form of the City's various special events, can be utilized in a very positive economic way. Each year the City sponsors or co-sponsors approximately sixty special events. The City's special events range from very large festivals, such as the Halloween Carnaval, which attracts approximately half-a-million participants, to small community oriented special interest lectures and celebrations with less than fifty participants. Annually, the City spends over \$2.5 million on these events, including staff time, supplemental public safety costs, and direct financial assistance. The City plays various roles in the production of these events; some are completely planned by City staff, others are produced by third parties that work closely with City staff, and in other cases the City simply provides financial assistance.

The City of West Hollywood is seeking a consultant to prepare an analysis and report, examining and quantifying the economic impact of the City's major special events, including the overall economic impact the events have on local stores, restaurants, bars/nightclubs, and hotels, as well as the direct revenues produced for the City. The City's major annual special events include the AIDS Walk, Book Fair, Christopher Street West Festival and Pride Parade, various Oscar, Emmy, and Grammy parties, Halloween Carnaval, Los Angeles Marathon, Russian Cultural Festival, and the Sunset Strip Music Festival. Throughout the assignment, City staff will provide available data, as necessary for the project; it is anticipated that the consultant would work closely with City staff throughout the project. The City anticipates the final work product would be a report with accompanying quantitative analyses and tables. The Scope of Work for the project is detailed further in this Request for Proposals ("RFP"). The City anticipates entering into an agreement based on a not-to-exceed contract amount.

# SCOPE OF WORK

The consultant will provide the City with an analysis and report, examining and quantifying the economic impact of special events in the City. This report shall detail the economic impact of each major special event, as well as all events combined. Specifically, the final work product (report) shall include:

## **Economic Impact Analysis**

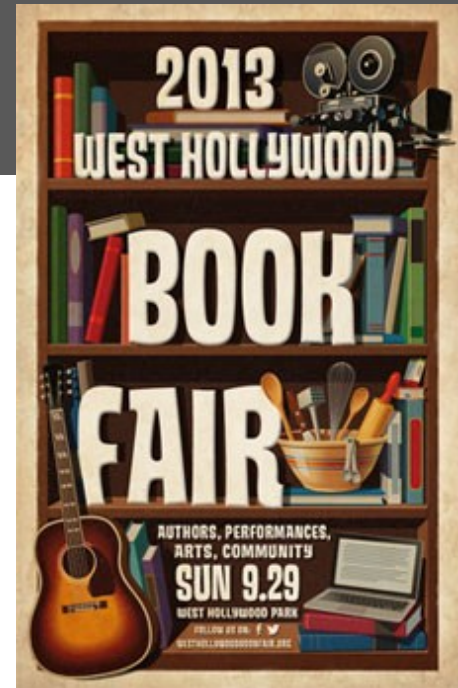
- 1) An estimate of the net increase in direct spending within the City associated with new visitors to the City for each major special event and all special events combined; including spending on accommodations, food and beverage, entertainment, and shopping.

*The City's entertainment destinations are popular with local residents as well as visitors. On many weekends the City's eating/drinking establishments are busy and most hotels are near capacity. With this in mind, the consultant should only consider the new spending that events bring into the City.*

- 2) An estimate of the direct spending, within the City, associated with the production of special events; funds spent by the producers of the events (including the City).
- 3) An estimate of the economic impact, within the City, associated with the multiplier effects (indirect and induced) of the new direct spending for each major special event as it circulates through the local economy.
- 4) An estimate of the additional tax and other City revenues generated from each major special event. City revenues shall include transient occupancy tax, sales tax, business license tax, special event permit revenue, and parking revenues.
- 5) An estimate of the increase in jobs associated with the City's special events.

## **Further Analysis and Research Regarding the City's Special Events**

Special events are an important marketing and branding tool for West Hollywood, because they increase the goodwill associated with the City. In addition to the economic impact analysis requested above, the City desires that the consultant to study the intangible benefits the City receives due to special events.



*Scope of Work Continued on Next Page*

# SCOPE OF WORK



- 6) The consultant shall interview owners or managers of local hotels, retail stores, and food/beverage establishments, as well as the producers of various special events in the City, regarding the impact of the City's special events on their businesses, to gain qualitative data on the economic impact of the City's special events. The consultant shall assume that a total of 30 interviews will take place. As necessary, the City or Chamber of Commerce can provide contact information for potential interviewees.
- 7) The consultant shall also include a social media assessment of the City's special events. This assessment should be focused on quantitative data regarding the social media reach of the events. The City's desire is that the consultant would acquire, or generate, social media analytics and/or measurements (mined from social media data) regarding references to the City's special events, to gain an understanding of the attendees at the events who are also casually publicizing the City through their use of social media.
- 8) Assess and value, to the extent feasible, the intangible benefits to the City of special events (i.e. increased Goodwill).

### Other Items

- 9) The consultant should consider any other economic factors, calculations or indices not included above, but that they believe are pertinent to the economic impact discussion, based on their experience.
- 10) The consultant shall provide any recommendations that could improve the economic benefit of the City's special events, based on the consultant's research and analysis.

Document – The final work product should be in a report format, including executive summary, background information, findings, quantitative analyses, qualitative research, and recommendations/conclusion. The consultant should be prepared to provide the City with 25 bound copies of the final report, as well as an electronic copy.

Meetings/Presentations – The City anticipates the consultant would need to attend up to three meetings with City staff (kick-off meeting, check-in meeting with initial data analysis and research, and final meeting with staff to review the draft report). The City also anticipates the consultant would need to make two formal presentations of the report/data; one to executive level staff at the City and the other to the City Council.

It is anticipated the consultant would work closely with City staff on the assignment. City staff will provide available data and information to the consultant, as necessary. Staff will also review the analysis and draft report, and provide comments prior to the completion of the final document.

# SUBMITTAL REQUIREMENTS

The City is requesting concise responses to the RFP; **proposals should be no longer than 20 pages**. Submittals should include the following components:

1. Letter of Transmittal - Include your understanding of the work to be performed and conformance with the General Terms and Conditions. In addition, state why you believe you are the best qualified to perform the services requested.
2. Proposer Summary Sheet - Include a fully completed copy of the Proposer Summary Sheet (Attachment 3).
3. Consultant Information - Include general information regarding your firm and employees for the project, including expertise with similar assignments, specifically economic and fiscal impact analysis. Experience working local governments or agencies should be highlighted.
4. Sub-consultants - If a sub-consultant will be utilized, the proposer shall indicate what portion of the work the sub-consultant would be responsible for. The proposer shall also provide information about the sub-consultant, including expertise, experience, and recent projects.
5. Recent Project Experience - Please include information on three similar projects, specifying the following information:
  - a. Name, location, year of completion
  - b. Name of project manager and key staff
  - c. Brief description of the project, specifically the format and techniques used
  - d. Name, address, phone number of client, and name of contact person
6. Scope of Work – Include a description of the approach you will take to complete the scope of work. This should include a description of any phasing, data sources, models, or other specifics regarding your approach.
7. Pending Litigation - Include an explanation and status if in the last five years, the firm or an officer or principal of the firm has been involved in any litigation or legal proceedings.
8. Cost Proposal - Include a not-to-exceed project budget, including the hourly billable rates which will be applied to the project. Provide an explanation of any assumptions that you made in calculating the project costs.
9. Certification of Proposal - Include a fully completed copy of the Certification of Proposal (Attachment 2).



*Submittal Requirements Continued on Next Page*

# SUBMITTAL REQUIREMENTS

*Interested firms should submit a statement of interest, with a direct contact person listed, via email to John Leonard at, [jleonard@weho.org](mailto:jleonard@weho.org), by 6:00 p.m. on Monday, December 2, 2013.*

**Interested firms must submit five hard copies and one electronic copy, of their proposal by 4:00 p.m. on Thursday, January 9, 2014.**

Proposals received after 4:00 p.m. on the date indicated, regardless of the date of their postmark, will be rejected. If hand delivered, address as below and deliver to the City Clerk's office.

Proposals must be placed in an envelope and submitted to:

**City of West Hollywood  
Attn: Corey Schaffer, City Clerk  
8300 Santa Monica Blvd  
West Hollywood, CA 90069**

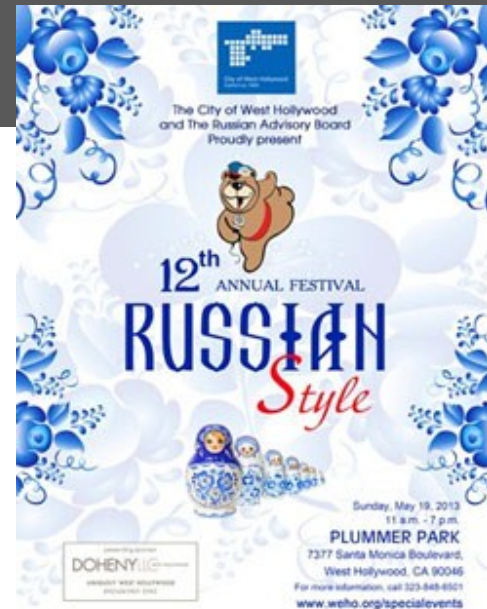
Questions regarding the RFP will be accepted until December 9, 2013. Responses to questions will be provided as they are received, but no later than December 16, 2013, to all proposers who submitted a statement of interest. Any questions should be directed to:

John Leonard, Senior Management Analyst  
[jleonard@weho.org](mailto:jleonard@weho.org)  
(323) 848-6446



# GENERAL TERMS & CONDITIONS

- A. Proposers may withdraw their proposals, without prejudice, prior to the date and time specified for proposal submission, by sending a request to David Wilson, Director of Finance & Technology, City of West Hollywood (dwilson@weho.org). No proposal received after the closing date will be considered.
- B. The proposer to which the award is made will execute a written contract with the City within one hundred (120) working days after Notice of the Award has been sent by mail/email to the address provided in the proposer's proposal, unless both parties mutually agree to extend the contract execution deadline. If the proposer to which the award is made fails to enter into the contract, the City reserves the right to nullify the award and the award may be made to the next best proposal as determined by the City.
- C. The successful proposer will not assign, transfer, convey, or otherwise dispose of the contract, or right, title of interest, or power to execute such a contract to any person, any other firm, or corporation without previous consent in writing from the City.
- D. The contract will provide that the City reserves the right to terminate the contract at any time upon sixty (60) days prior written notice of the City's intent to terminate the contract. Causes for termination of the contract may include, but are not limited to any one of the following: failure to promptly and faithfully provide the services required in this RFP; violation of any law; failure to cooperate upon receiving any reasonable request for information or service; and improper actions of the firm or the firm's officers or employees which, in the opinion of the City, would adversely affect the City's interest. The contract may be terminated by the firm upon a 180 day written notice.
- E. The initial term of the agreement will be for the duration of the project. This RFP and the proposal submitted in response to this RFP may be incorporated as part of the final contract.
- F. Right to Request Additional Information - During the evaluation process, the evaluation committee reserves the right, where it may serve the City's best interest, to request additional information or clarifications from proposers, or to allow corrections of errors or omissions. At the discretion of the evaluation committee, firms submitting proposals may be requested to make oral presentations as part of the evaluation process.
- G. Right to Reject Proposals - The City reserves the right without prejudice to reject any or all proposals.
- H. Public Record - All proposals submitted in response to this RFP will become the property of the City upon submittal and a matter of public record pursuant to applicable law. The City reserves the right to retain all proposals submitted.





# GENERAL TERMS & CONDITIONS

- I. Proposal Interpretations and Addenda - Any change to, or interpretation of, the RFP by the City will be sent via email to the contact person provided by each proposer (as part of the Statement of Interest), and any such changes or interpretations shall become part of the RFP for incorporation into any agreement awarded.
- J. Additional Services - The general service requirements outlined in the Scope of Work describe the minimum work to be accomplished. Upon final selection of the firm, the scope of work may be modified during negotiations with the City.
- K. Undue Influence - The firm declares and warrants that no undue influence or pressure is used against or in concert with any officer or employee of the City in connection with the award of this RFP, including any method of coercion, confidential financial arrangement, or financial inducement. No officer or employee of the City will receive compensation, directly or indirectly, from consultant, or from any officer, employee or agent of consultant, in connection with the award of the agreement or any work to be conducted as a result of the agreement. Violation of this section shall be a material breach of the agreement entitling the City to any and all remedies at law or in equity.
- L. Contact with City Employees - From the time this RFP is issued, and until a final award is made, prospective and actual proposers may contact John Leonard ONLY, using the contact information listed on Page 6 of this RFP. Any proposer initiating contact with a City of West Hollywood employee, or appointed or elected official, regarding this procurement will be subject to disqualification from award of the contract/agreement.



**Insurance Requirements** - During the contract the consultant will need to maintain the following:

- a. Workers' Compensation Coverage; if the consultant has employees performing work under the contract.
- b. Commercial General Liability Coverage; in an amount not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage.
- c. Professional Liability Coverage; in an amount not less than one million dollars (\$1,000,000) for protection against claims alleging negligent acts, errors, or omissions which may arise from the consultants operations under the agreement.
- d. Automobile Liability Coverage; covering bodily injury and property damage for all activities of the consultant arising out of, or in connection with, the work to be performed, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than three hundred thousand dollars (\$300,000) combined single limit for each occurrence. If the consultant will use personal vehicles the consultant shall provide proof of personal auto liability coverage.

# GENERAL TERMS & CONDITIONS



## Revisions to the RFP

The City reserves the right to revise the RFP prior to the date that proposals are due. Revisions to the RFP will be emailed to all potential proposers. The City reserves the right to extend the date by which the proposals are due. This RFP does not commit the City to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work. All proposals submitted in response to this RFP become the property of the City and public records, and as such, may be subject to public review.

The City reserves the right to cancel, in part or in its entirety this RFP, including, but not limited to: selection schedule, submittal date, and submittal requirements. If the City cancels or revises this RFP, all proposers will be notified in writing by the City. The City reserves the right to request additional information and/or clarifications from any or all proposers to this RFP.

## Selection Process

Responsive proposals received by the deadline will be evaluated by a City evaluation committee. Oral presentations and interviews at City Hall may be conducted by the City. The evaluation committee will review each proposal to determine which best fits the needs of the City. The evaluation committee will make their determination based on a variety of criteria including, but not limited to, the consultant's:

- Experience and success performing similar assignments, including references
- Expertise and knowledge of economic and fiscal impact analyses
- Understanding of the scope of work
- Proposed technique to accomplish the scope of work
- Cost proposal
- How well the overall response meets the City's needs

**Award Proposal** - Award will be made to the proposer offering the most advantageous proposal after consideration of all criteria. The City shall not be obligated to accept the lowest priced proposal, but will make an award in the best interest of the City, based on all factors.

A Notification of Intent to Award will be sent to the proposer selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to other proposers unless an agreement is reached. If contract negotiations cannot be concluded successfully, the City may negotiate a contract with another proposer.

# TIMELINE & ATTACHMENTS



## Timeline/Deadlines

Release of RFP	11.22.13
Statement of Interest Due	12.2.13
RFP Questions Due	12.9.13
Question Responses from City	12.16.13
RFP Submittal Deadline	1.9.14 (4pm)
City Review Period	4 weeks
Potential Interviews	Week of 2.10.14

## Attachments

- Attachment 1: List of City Special Events
- Attachment 2: Certification of Proposal to the City
- Attachment 3: Proposer Summary Sheet

# **ATTACHMENT 1:**

## **List of City Special Events**

## **City of West Hollywood Special Events**

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### **Major City Special Events**

AIDS Walk  
Book Fair  
Christopher Street West Festival and Pride Parade; One City One Pride Month  
Various Oscar, Emmy, and Grammy Parties (such as, Elton John AIDS Foundation Oscar Party, Vanity Fair Oscar Party, APLA Oscar Party, HBO Emmy Party)  
Halloween Carnaval  
Los Angeles Marathon  
Russian Cultural Festival  
Sunset Strip Music Festival

### **Other City Special Events**

Arts Grant Programming (15 programs)  
Arts Participation Grants  
Buff N' Cut Fitness Exposition  
C.I.T.Y x1 Thanksgiving Event  
CalArts Lecture Series  
Dyke March  
Go Go Dancer Appreciation Day  
Harvey Milk Day  
Historic Preservation Event  
Human Rights Speaker Series  
Kids' Fair  
Love Your Body Day  
Mardi Gras  
Memorial Day  
National Night Out  
Out To Play Lesbian Field Day  
Patriot's Day 9/11  
Senior Health Fair  
Senior Valentines Dance  
Summer Sounds/Shakespeare in the Park  
Transgender Day of Remembrance  
Veteran's Day  
Victory in Europe Day  
West Hollywood V Day  
Winter Sounds/Library Programming  
Women In Leadership Awards  
Women's Equality Day  
Women's Leadership Conference  
World AIDS Day  
Yom Hashoa  
Youth Carnival

# **ATTACHMENT 2:**

## **Certification of Proposal to the City**

**Attachment 2**

**Certification of Proposal to the City**

1. The undersigned hereby submits its proposal and, by doing so, agrees to furnish services to the City in accordance with the Request for Proposal (RFP), dated November 22, 2013, and to be bound by the terms and conditions of the RFP.
2. The proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
3. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
4. The proposal includes all of the commentary, figures and data required by the Request for Proposals, dated November 22, 2013.
5. This proposer has carefully read and fully understands all of the items contained in the General Terms and Conditions. The proposer agrees to all of the General Terms and Conditions except for those listed on an attachment.
6. The proposal by this proposer is an irrevocable offer and shall be valid for 120 days from January 9, 2014.

Name of Firm: \_\_\_\_\_

By: \_\_\_\_\_

(Authorized Signature)

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

# **ATTACHMENT 3:**

## **Proposer Summary Sheet**



**Attachment 3**

**Proposer Summary Sheet**

Firm Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Number of years in existence: \_\_\_\_\_

Management person responsible for direct contact with the City and services required for this Request for Proposal (RFP):

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Person responsible for day-to-day servicing of the project:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_