

City of West Hollywood
Department of Finance and Technology Services

Request for Proposal (RFP)
Hotel Capacity/Market Study

The City of West Hollywood is seeking a consultant to prepare an analysis and report, that documents the estimated total number of hotel rooms the West Hollywood market could support (capacity), and provide transient occupancy tax revenue projections through fiscal year 2020-21 for new hotels under construction or planned in the City, as well as the City's existing major hotels. The Scope of Work for the project is detailed further in the Request for Proposals ("RFP"). The City anticipates entering into an agreement based on a not-to-exceed contract amount.

Instructions:

Interested firms must submit five hard copies and one electronic copy, of their proposal by 4:00 p.m. on Friday, June 26, 2015.

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: Yvonne Quarker, City Clerk
8300 Santa Monica Blvd
West Hollywood, CA 90069

All proposals shall include the following:

1. A letter of transmittal
2. A completed copy of the Proposer Summary Sheet attached to the RFP
3. Information regarding the proposer
4. The proposer's experience with similar projects and knowledge of the local hospitality market.
5. References
6. The proposer's approach to the scope of work
7. A cost proposal for the engagement
8. A completed copy of the Certification of Proposal attached to the RFP

A complete copy of the RFP can be found on the City's website at:

<http://www.weho.org/city-hall/city-clerk/public-notices/rfp-rfq-bid-notices>

For a hard copy of the RFP please contact John Leonard in the Department of Finance and Technology Services: 323-848-6446 or jleonard@weho.org.

Award will be made to the proposer offering the most advantageous proposal after consideration of all evaluation 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.

Yvonne Quarker
City Clerk

AFFIDAVIT OF POSTING

State of California)

County of Los Angeles)

City of West Hollywood)

I declare under penalty of perjury that I am employed by the City of West Hollywood in the Office of the City Clerk and that I posted this agenda on:

Date: June 12, 2015

Signature C. Ren