



PUBLIC RELATIONS & SOCIAL MEDIA MANAGEMENT FOR THE SUNSET STRIP BUSINESS IMPROVEMENT DISTRICT

The City of West Hollywood ("CITY"), invites proposals for contractors to provide public relations and social media management for the Sunset Strip Business Improvement District. The deadline for submitting proposals is Tuesday, March 29, 2016 no later than 4 p.m. Proposals MUST be submitted electronically on the City's bid portal:

<http://www.weho.org/city-hall/city-departments/public-works/bids>

Copies of the complete Request for Proposal document are available at no cost from the City of West Hollywood website at the following addresses:

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

<http://www.weho.org/city-hall/city-departments/public-works/bids>

Should you experience any difficulty in accessing, downloading or transmitting documents, it is your responsibility to notify the City's point of contact, Maribel Louie, via email at mlouie@weho.org.

The Procurement Schedule is as Follows:

Request for Proposals Released:	03/14/2016
Final Date for Submitting Questions:	03/23/2016
Final Date for Submitting Proposals:	03/29/2016
Proposal Evaluation:	03/29-04/15/2016
Interviews with Finalists (If Needed):	04/13/2016
Negotiations begin with Finalist:	04/15-04/22/2016
Contract Award at City Council Meeting:	06/06/2016
Contract Term:	07/01/2016-06/30/2017

Minimum Qualifications

Proposer must be a responsible firm that has been in continuous existence and has provided continuous services for the relevant requirements contained herein for at least three (3) years. Less than the minimum required experience may eliminate that Proposer from further consideration.

Proposer must have the staffing resources to provide the services required for the scope of work outlined in the specifications.

Evaluation Criteria

- Qualifications of Firm
- Qualifications of Personnel
- Approach and Understanding of the Scope of Work
- Cost of Services

Please Refer to Full Proposal Documents: The scope of work and proposal submission process is described in more detail in the Proposal Documents. In particular, Proposers are strongly encouraged to review the Instructions to Proposers for more complete information regarding the submission of proposals.

Owner's Rights: The City of West Hollywood reserves the right to reject any and all proposals or to waive any irregularities or informalities in any proposals should it deem this necessary for the public good, and also the proposal of any Proposer who has been delinquent or unfaithful in any former contract with the City and to take all proposals under advisement for a period of ninety (90) days. No Proposer may withdraw its proposal for a period of ninety (90) days after the date from the opening thereof. The award of contract, if made, will be in accordance with the evaluation criteria provided in the specifications.

BY ORDER OF the City of West Hollywood,

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: March 14, 2016
Signature: [Handwritten Signature]

[Handwritten Signature]
Yvonne Quarker, City Clerk