



City of West Hollywood
Request for Qualifications for
Licensed Real Estate Broker Services

July 2, 2018

Table of Contents

1. INTRODUCTION	Page 2
2. BACKGROUND	Page 2
3. PROJECT OVERVIEW	Page 2
4. SCOPE OF SERVICES	Page 3
5. RESPONDENT SELECTION CRITERIA & TIMELINE	Page 3
6. PROPOSAL EVALUATION AND EVALUATION CRITERIA	Page 4
7. STATEMENT OF QUALIFICATIONS	Page 4
8. SUBMISSION GUIDELINES AND CONTACT INFORMATION	Page 6
9. ATTACHMENT A – PREMISES FLOOR PLAN	Page 8

1. INTRODUCTION

The City of West Hollywood is hereby issuing a Request for Qualifications (“RFQ”) for a licensed real estate broker (“RESPONDENT”), to provide services related to the leasing of a commercial space located on the ground level at 8383 Santa Monica Boulevard, West Hollywood, CA 90069.

The City strongly encourages all interested parties to respond to the RFQ. If you are considering submitting a response to this RFQ, please advise Ms. Jackie Rocco at jrocco@weho.org at your earliest convenience, so that the City can keep you informed of responses to questions from prospective responders.

2. BACKGROUND

The City of West Hollywood was incorporated in 1984. It is located about eight miles northwest of the Los Angeles Civic Center. The City incorporates a total of 1.9 square miles, extending for a maximum east-west distance of about 2.9 miles and a distance of 1.25 miles at its widest from north to south. It is surrounded on three sides by the City of Los Angeles; on the north by the Hollywood Hills, on the east by the community of Hollywood and on the south by the Fairfax district. The City of Beverly Hills abuts the City to the west. The City is bounded by Doheny Drive to the west, Beverly Boulevard/Willoughby Avenue to the south, La Brea Avenue on the east, and Fountain Avenue/Sunset Boulevard to the north. The population in our City is approximately 37,000.

West Hollywood is home to innovative industries and a magnet for highly skilled professionals. Companies ranging from retail, tourism and nightlife, restaurants, entertainment and media, and arts and design call West Hollywood home.

This RFQ is issued by the City’s Business Development Division, which is committed to providing businesses and business owners with resources to leverage their investment into a successful business in West Hollywood.

3. PROJECT OVERVIEW

The City of West Hollywood owns the 7,425 square feet commercial space located at 8383 Santa Monica Boulevard, West Hollywood, CA 90069 (“Premises”). The premises have been occupied by one retail tenant since 6/14/2000. Parking is available adjacent to the premises and up to 25 parking spaces are included at a current rate of \$100/space/month subject to annual CPI increases.

The objective of this RFQ process is to obtain a well-qualified RESPONDENT to lease the property to a qualified tenant as soon as possible. The City will consider business options that

would activate the space day and night and would be complementary to nearby businesses rather than competitors.

Potential options for the site may include maintaining the current premises as is, or dividing it into smaller spaces based on market demand.

Existing businesses near 8383 Santa Monica Boulevard by industry (.10 mile radius) include the following categories:

- Restaurants (5)
- Retailers/Wholesalers (9)
- Theater (2)
- Business Services (4)
- Personal Services (6)

The RESPONDENT should be available and willing to consider additional project assignments over time, as requested by the City of West Hollywood.

4. SCOPE OF SERVICES

The selected RESPONDENT will conduct market research, identify potential businesses and/or services in demand in the area of the premises, market the premises, located at 8383 Santa Monica Boulevard, conduct negotiations, and act as an intermediary between the City and the proposed tenant(s). The RESPONDENT is expected to assist the City in obtaining the highest possible price under the best possible terms and drafting a new lease agreement, lease details regarding tenant improvement credit and requirements, Common Area Maintenance charges, etc.

The RESPONDENT will provide the City with its best fiduciary duties, including confidentiality, accounting, and disclosure. The RESPONDENT will enter into a Professional Services Agreement with the City, further describing the terms of the Professional Services Agreement. The RESPONDENT must be licensed in the State of California, and meet other City specific requirements, including having or obtaining a City of West Hollywood tax certificate.

5. RESPONDENT SELECTION CRITERIA & TIMELINE

RFQ Issue Date:	July 2, 2018
Deadline to Submit Questions	July 5, 2018
City Response to Questions	No Later than July 10, 2018
RFQ Response Due Date:	July 16, 2018 – No Later than 4:00 p.m.
In-person Presentations:	July 25 – July 26, 2018
City Council Approval:	August 20, 2018
Project/Contract Start Date:	August 21, 2018

6. PROPOSAL EVALUATION AND EVALUATION CRITERIA

An Evaluation Committee will review all proposals. RESPONDENTS who submit a proposal in response to this RFQ may be required to give an oral presentation to the Committee. This will provide an opportunity for the RESPONDENT to clarify or elaborate on the proposal. The City will award the contract based on the proposal that best meets the City's requirements outlined in this RFQ, and that would provide the greatest return to the City.

The following criteria, not necessarily listed in order of importance, will be used to evaluate proposals. The City reserves the right to weight its evaluation criteria in any manner it deems appropriate.

1. Thoroughness and completeness of proposal; responsiveness to RFQ requirements.
2. The scope, extent, applicability and quality of RESPONDENT's experience.
3. Financial resources, history and references of the RESPONDENT, as well as the feasibility of the proposal.
4. Financial and administrative capacity of RESPONDENT to accomplish and maintain all aspects necessary to obtain a replacement tenant for the Premises.
5. Competitiveness, appropriateness, and feasibility of proposed fees.
6. Evaluation of professional qualifications and personal background of the individual(s) proposed to be directly involved in marketing the Premises.

7. STATEMENT OF QUALIFICATIONS

1. Cover Letter – The Cover Letter should be a concise overview of the RESPONDENT's qualifications related to this RFQ and interest in working with the City of West Hollywood.
2. Business name of RESPONDENT and legal entity such as corporation, partnership, etc.
3. Number of years RESPONDENT has been in business under the present business name, as well as related prior business names.
4. Number of continuous years of experience RESPONDENT has been providing the requested services.
5. Demonstrate that RESPONDENT has the experience in West Hollywood or similar markets necessary to perform the required services and achieve the specified goals.
6. Ensure that RESPONDENT firm and all employees have current licenses, permits, and/or certifications required to provide the services described in this RFQ.
7. Provide a minimum of three (3) references of similar organizations for whom RESPONDENT has provided the same or similar services as requested in this RFQ.

Include organization name, individual contact name, address, phone, date services provided, and description of services provided.

8. Demonstrate that RESPONDENT has the administrative and fiscal capability to provide and manage the requested services for the duration of the assignment.
9. Identify the team members RESPONDENT intends to assign to this project, including key and/or principal members, project managers, and a primary contact. Provide resumes for each proposed team member.
10. Provide a fee structure and/or cost estimate for the provision of services requested in this RFQ.
11. Provide a copy of the document that RESPONDENT typically uses as an agreement between the parties, for the City's reference.
12. Statement that RESPONDENT does not have any commitments or potential commitments which may impact RESPONDENT's ability to perform the services requested in this RFQ and unbiased recommendations for the achievement of the specified goals.
13. Submit evidence of RESPONDENT's insurance policy relative to this assignment and the provision of the services requested in this RFQ. The RESPONDENT shall procure and maintain at RESPONDENT's own expense for the duration of the agreement, the following insurance against claims for injuries to persons or damages to property which may arise from or in connection with the RESPONDENT's representation and showing of the Premises by RESPONDENT, RESPONDENT's agents, representatives, employees or sub RESPONDENTS.
 - **General Liability Coverage.** The RESPONDENT shall maintain commercial general liability insurance in an amount of not less than one million dollars (\$1,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.
 - **Automobile Liability Coverage.** The RESPONDENT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the RESPONDENT arising out of or in connection with the work to be performed under this Agreement, 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 RESPONDENT or RESPONDENT's employees will use personal autos in any way on this project, RESPONDENT shall obtain evidence of personal auto liability coverage for each such person.
 - **Professional Liability Coverage.** The RESPONDENT shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the RESPONDENT's operations under this

Agreement, whether such operations are by the RESPONDENT or by its employees, subrespondents, or subconsultants. The amount of this insurance shall not be less than one million dollars (\$1,000,000) on a claims-made annual aggregate basis, or a combined single-limit-per-occurrence basis.

14. Submit a statement attesting that RESPONDENT has read and agrees to the City's standard Indemnity Clause.

- **Indemnity.** RESPONDENT shall indemnify and hold harmless City from and against all liability arising out of or in connection with RESPONDENT's negligent or wrongful acts, errors or omissions in the performance of work hereunder or its failure to comply with any of its obligations contained in this Agreement. In the event that City is named as a party defendant in a lawsuit alleging injury as a result of RESPONDENT's negligent or wrongful performance under this Agreement, RESPONDENT shall defend City with counsel approved by CITY, which approval will not be unreasonably withheld, and bear responsibility for attorney's fees, expert fees and all other costs and expenses of litigation. Should conflict of interest principles preclude a single lawyer from representing both City and RESPONDENT, or should City otherwise find RESPONDENT's legal counsel unacceptable, then RESPONDENT shall reimburse the City its costs of defense, including without limitation reasonable attorney's fees, expert fees and all other costs and expenses of litigation. RESPONDENT shall promptly pay any final, non-appealable judgment rendered against the CITY. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California but the indemnity obligation will exclude such loss or damage which is determined to be caused by the sole negligence or willful misconduct of the City. The obligations established by this paragraph will survive termination of this Agreement.

15. Independent RESPONDENT: RESPONDENT in the performance of any Agreement with the City of West Hollywood will be acting in its wholly independent capacity and not as employees, partners, or joint ventures of the City.

8. SUBMISSION GUIDELINES AND CONTACT INFORMATION

The City requests that all responses be provided in a sealed envelope clearly marked in the lower left-hand corner: "RFI – Real Estate Broker Services." Please provide three (3) printed copies of your response of the proposal, addressing all questions and items as described in Section 8 – Statement of Qualifications, NOT TO EXCEED 15 PAGES, with an electronic copy of the response document in pdf format saved on a USB drive **NO LATER THAN** 4:00 pm on Monday, July 16, 2018. Responses must be addressed and delivered as follows:

Ms. Yvonne Quarker, City Clerk
City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, CA 90069

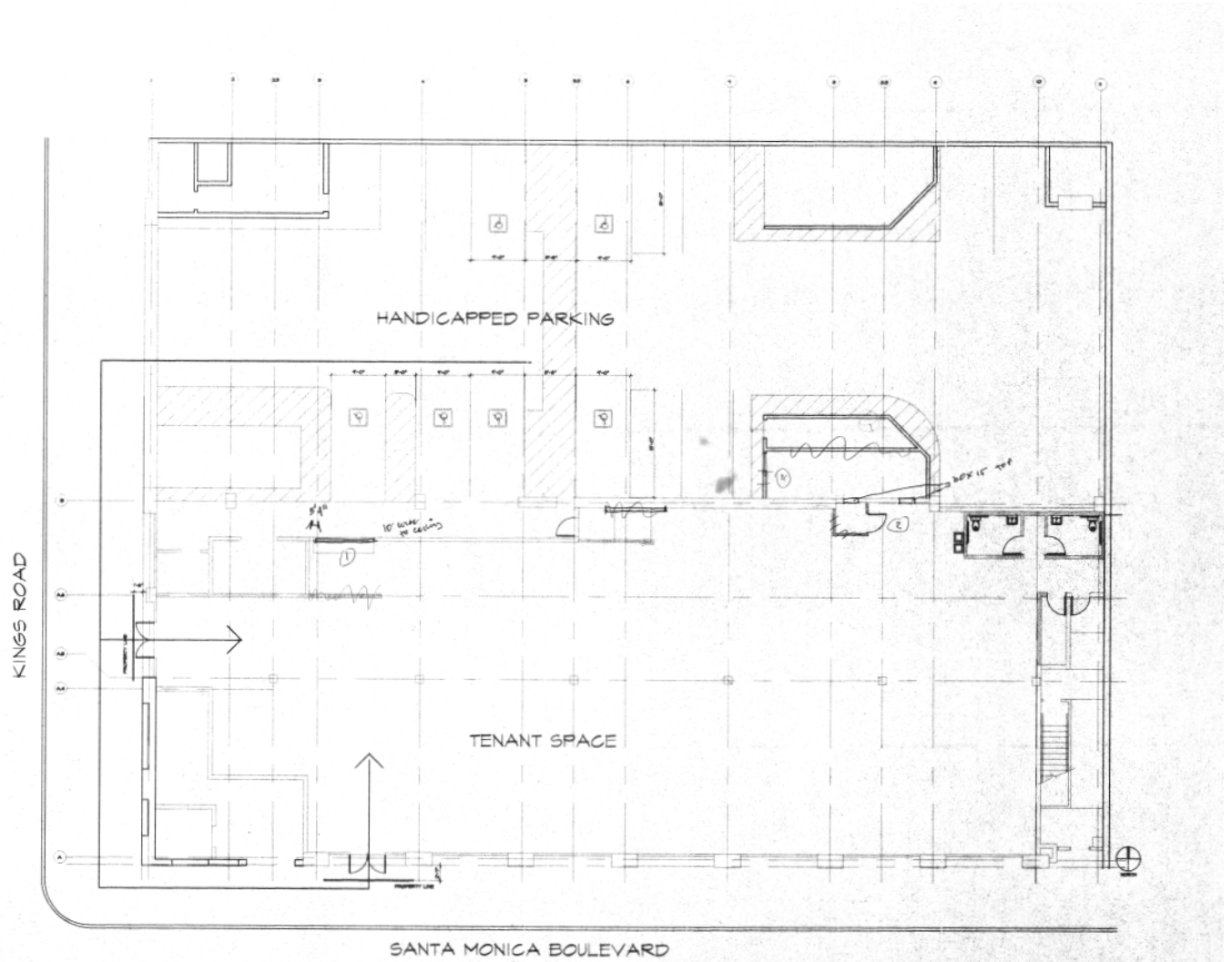
Questions About RFQ: You may submit questions to the CITY about the RFQ by email no later than noon on Thursday, July 5, 2018 to the attention of Ms. Jackie Rocco, Business Development Manager at jrocco@weho.org. All questions received will be responded to by e-mail by Tuesday, July 10, 2018. Answers to all questions will be emailed to all those who have registered via email with Ms. Rocco per page 1 above.

Please note: No oral, telephonic or telegraphic response or modification of response will be considered. Other than the possible emails to Ms. Rocco as discussed above, under no circumstances is City staff, its elected officials, boards or commissioners to be contacted during this RFQ process.

Property Rights: Responses received within the prescribed deadline become the property of the City and all rights to the content therein become those of the City.

Non-Commitment of City: This Request for Qualifications does not commit the City to award a Contract, to pay any costs incurred in the preparation of a response for this request, or to procure or contract services. The City reserves the right to accept or reject any or all responses received as a result of this request if it is in the best interest of the City to do so.

ATTACHMENT A – PREMISES FLOOR PLAN



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