

REQUEST FOR PROPOSALS

EVENT PRODUCTION SERVICES HALLOWEEN CARNAVAL 2020 - 2022

CITY OF WEST HOLLYWOOD

Date Issued: January 16, 2020

Questions Due: January 22, 2020 by 11:59 PM

Proposal Due: February 6, 2020 by 11:59 PM



City of West Hollywood
California 1984

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WEST HOLLYWOOD OVERVIEW AND HALLOWEEN CARNAVALS

CITY OVERVIEW

The City of West Hollywood is a Council-Manager type municipality with five Councilmembers elected at-large to four-year terms on a staggered basis. Police service is contracted with the Los Angeles County Sheriff's Department and Fire protection is contracted through the Los Angeles County and Consolidated Fire Protection District.

West Hollywood is a dense, urban community with a population of over 34,000 and approximately 22,511 residential units in a land area of only 1.9 square miles, surrounded by the cities of Los Angeles and Beverly Hills. West Hollywood is home to a large immigrant Russian population as well as one of the nation's most renown gay and lesbian communities. Relatively few children live in West Hollywood, as many of its residents are either adults with no children or senior citizens.

Often termed, "The Creative City", West Hollywood is home to the world-famous Sunset Strip and the Avenues of Art & Design. It is also the host to many high-profile special events throughout the year including the world-renowned Halloween Carnaval, the Elton John AIDS Foundation Oscars Viewing Party Fundraiser and Christopher Street West Lesbian, Gay, Transgender and Bi-sexual Pride Parade and Festival among others. West Hollywood also has a wide variety of restaurants and entertainment venues that cater to local residents, visitors, and tourists.

HALLOWEEN CARNAVAL

The City of West Hollywood, California was incorporated in 1984. One of the first community events established by the City was a Citywide Halloween Carnaval. The Halloween Carnaval is the largest outdoor Halloween celebration in the country, attracting over 400,000 participants annually. Originating as a "spillover" of celebrations along Santa Monica Boulevard, the Carnaval began informally. It now encompasses over a mile of street closures along scenic Route 66 (Santa Monica Boulevard) from Doheny Drive to La Cienega Boulevard.



The Halloween Carnaval takes place annually on October 31st.

In recent years, the Carnaval has featured three (3) main stages (each programmed with five (5) hours of continuous performances), several smaller platforms (programmed with five (5) hours of continuous entertainment) and a number of food vendors located along Santa Monica Blvd. The event commences at 6:00 pm and the stages go dark at 11:00 pm.

Time is a critical element in the preparation, execution and striking of this event.

Santa Monica Boulevard is not closed for set-up until 12:00 pm on October 31, which allows 6 hours (12:00 pm – 6:00 pm) to begin and complete set-up. Some on-site pre-staging may occur on side streets prior to the closure.

The Proposer is expected to strike the event and all structures immediately following the event; Santa Monica Boulevard must be re-opened to traffic before 6:00 am on November 1.

Historically, prior proposers have submitted proposed fees that have encompassed the entire cost of planning, hiring entertainment, production, strike, and wrap up of the event.



INTRODUCTION AND SCHEDULE

PURPOSE OF THE RFP

The City of West Hollywood (“City”) hereinafter referred to as “City,” is soliciting proposals from qualified vendors for full event production services for its annual Halloween Carnival. The required services and qualifications are described in the Scope of Work.

RFP SCHEDULE

The following dates represent the City’s best estimate of the RFP schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

RFP Schedule and Deadlines	Date
RFP Issued by the City	January 16, 2020
Deadline for Questions (11:59 PM PST)	January 22, 2020
Answers Posted	January 24, 2020
Proposal Due Date (11:59 PM PST)	February 6, 2020
City Completes Screening Process and Proposal Evaluations	March 13, 2020
Awarding of Contract and Contract Signing	April 7, 2020
Contract Start Date	April 7, 2020



IMPLEMENTATION TIMELINE

The City anticipates having the selected Proposer begin work in April 2020 with submittal of final deliverables from the Scope of Work to the City each contracted year by October 31st. The City reserves the right to accept proposals that fall outside of this estimated length of implementation.

CITY'S REPRESENTATIVE

The City will assign a Representative who will oversee the work and provide support as needed; this Representative shall be the primary and first point of contact for the selected Proposer, from initial conversations through all phases of the Project. The Representative will provide project support including, but not limited to, organization of meetings with departmental and technical staff, performing requirements gathering, and development of specifications and documentation.

QUESTIONS OR CLARIFICATIONS

It shall be the Proposer's responsibility to ask questions, request changes or clarifications, or otherwise advise the City if any language, specifications or requirements of the RFP appear to be ambiguous or contradictory.

Every attempt shall be made to ensure that the Proposer receives an adequate and prompt response. Questions and requests for clarification regarding this RFP must be submitted via the City's Online Bidding portal, [PlanetBids](#), by January 22, 2020. Therefore, Proposers are advised that any questions received after that date shall not be answered.



SCOPE OF WORK

The City is soliciting proposals to provide professional event production services for its annual Halloween Carnival. The selected Proposer will possess extensive experience in all areas related to large-scale event planning, production and execution.

Interested Proposers should demonstrate expertise in the following areas:

- Collaboration with City Staff and City Leadership
- Production Management and Execution
- Logistical Planning
- Entertainment Acquisitions and Artist Management
- Sponsorship Recruitment
- Creative Design and Graphic Services
- Staging and Rigging
- Sound and Audio Engineering
- Video and Video Projection
- Lighting
- Power Distribution
- Tenting
- Permitting
- Food Vendor Solicitation and Management
- Rentals (Portable Restrooms, Heavy Equipment, Barricades, etc.)

The selected Proposer should expect to provide all the above listed goods and services related to the production of the Halloween Carnival and as such, should factor all elements in to the proposed cost. Talent acquisition, contract negotiation, hiring of staff, coordinating equipment rentals, etc. are all considered to be part of the proposed event production fee. Cost for permits specifically and exclusively required for the event will be covered by the City; any permits/licenses legally required for the Proposer to practice their profession are the responsibility of the Proposer and should not be factored into the proposed cost.

The selected Proposer should have a reputation for outstanding service to their clients as well as a proven track record of successfully executing similar projects. Proposers submitting proposals may subcontract certain production elements and services as needed, provided all insurance and bond requirements are met. The planning process for the Halloween Carnival may begin immediately following the City's selection of a Proposer.

The selected Proposer will work with a Project Supervisor, City Staff, and Elected Officials.

The City's vision of the Halloween Carnival is to maintain and elevate the quality of the Carnival experience and make it "the place to be" for the constituents and visitors of the City of West Hollywood. The Proposer will be expected to implement innovative solutions to realize the vision of the Halloween Carnival. Realizing the Halloween Carnival vision is done in collaboration with the City.

The Proposer's proposal should offer suggestions that are original, creative, and encompassing of this vision. When designing a vision for the Carnival, Proposers should work within the location parameters (Santa Monica Blvd between La Cienega Blvd and Doheny Drive).

Creative possibilities that are encompassing of the Carnival vision may include: additional smaller events or private parties leading up to the Halloween Carnival, i.e. charity fundraisers, elegant, private events with entertainment during the Carnival, or various experiences for the public throughout the Carnival. Proposers may include ancillary events or event elements such as these in their proposals. Costs for all elements connected to the Proposer's vision should be enumerated in the submitted proposal.



PROPOSAL SUBMISSION

PROPOSAL DUE BY FEBRUARY 6, 2020 – 11:59 PM

PlanetBids SUBMISSION

The Proposer shall submit one (1) digital copy of the submission on [PlanetBids](#). Proposals received after the above time and date shall be disqualified and unopened. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals shall be considered.

The Proposer is solely responsible for “on time” submission of their electronic proposal Response File via [PlanetBids](#). The City will only consider proposals that have been transmitted successfully and have been issued an e-bid confirmation number with a time stamp from the PlanetBids Bid Management System indicating that proposal was submitted successfully. Proposer shall be solely responsible for informing itself with respect to the proper utilization of the bid management system, for ensuring the capability of their computer system to upload the required documents, and for the stability of their internet service. Failure of the Proposer to successfully submit an electronic proposal shall be at the Proposer’s sole risk and no relief will be given for late and/or improperly submitted proposals. Proposers experiencing any technical difficulties with the proposal submission process may contact PlanetBids at (818) 992-1771. Neither the City, nor PlanetBids, makes any guarantee as to the timely availability of assistance, or assurance that any given problem will be resolved by the submission deadline.

PROPOSAL PAGE LIMIT

Proposals must be clear, succinct and not exceed forty (40) pages, excluding optional communications material. All submittals will be evaluated on the completeness and quality of the content. Only those firms providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail



PROPOSAL ORGANIZATION

The Proposer must provide all information as requested in this RFP. Responses must follow the format outlined below. Additional materials beyond the stated page limit may not be considered. The City may reject as non-responsive at its sole discretion any Proposal or any part thereof, which is incomplete, inadequate in its response, or departs in any substantive way from the required format. Proposal responses shall be organized in the following manner:

1. COVER LETTER

An overall introduction to the proposal is required, including a statement of the Proposer's understanding of the needs of the City in an executive summary format. The Cover Letter must state the name of the person(s) authorized to represent the Proposer in any negotiations, the name(s) of the person(s) authorized to sign any contract that may result, the contact person's name, mailing or street addresses, phone and fax numbers and email addresses. A legal representative of the successful firm authorized to bind the firm in contractual matters must sign the Cover Letter and the Proposal response. The letter may also briefly set forth any particular information the Proposer wishes to bring to the City's attention.

2. EXECUTIVE SUMMARY

Proposers must include an Executive Summary. This part of the response to the RFP should be limited to a brief narrative highlighting the Proposer's proposal. The summary should contain as little technical jargon as possible and should be oriented toward nontechnical personnel. Please include any benefits your company has over your competitors.



3. COMPANY BACKGROUND

Proposers must provide their response to the following statements and questions in this section of their proposal.

1. Name of company
2. Name of parent company if applicable
3. Company address
4. Company website address
5. Number of years company has been in business
6. How many employees are in your company?
7. How many employees are available to work on this project?
8. Detailed event management experience (Proposer's experience in providing comparable services to other organizations)

4. UNDERSTANDING OF SCOPE OF PROJECT AND REQUIRED SERVICES

Proposers must include a statement of their understanding of the requested project scope. Such understanding shall represent the Proposer's expert knowledge of the functions, methods, and problems related to providing effective products and/or services as described in this RFP.

5. PROPOSED PROFESSIONAL SERVICES

Propose and describe in detail the professional services that will be provided as requested in the Scope of Work of this Request for Proposal.



6. PROPOSED FEE

Propose and describe in detail the fee structure corresponding to the related professional services. Proposal fee should be a fixed cost for the entire project/event as proposed. Costs should be scalable to accommodate any potential increase or decrease in complexity or duration, which would be determined at the City's discretion. City reserves the right to adjust the compensation for each annual event during the term of the agreement, upward or downward, based on modifications to the event specifications and scope.

7. REFERENCES

Proposer shall include up to three references of the most relevant projects completed by the Proposer, of equivalent size (or larger) and similar complexity to this Project. Please include the following information for each reference:

1. Contact Name
2. Contact Title
3. Address
4. Phone Number
5. Email address
6. Location/Jurisdiction
7. Project Name
8. Project Description (Budget, Proposer's Role, Outcome)
9. Project Dates
10. Client's Project Contract Number (if applicable)
11. Project Contract Value (initial and current or ending value)



PROPOSAL DETAILS

CANCELLATION

The City of West Hollywood reserves the right to modify, revise or cancel this RFP. Receipt and evaluation of Proposals or the completion of interviews do not obligate the City to award a contract.

ACCEPTANCE OR REJECTION OF PROPOSAL

The City may reject any or all responses.

The City reserves the right to reject any and all proposals when such rejection is in the best interest of the City or the proposal contains major irregularities. Minor irregularities of the proposal may be waived by the City. The City also reserves the right to cancel this RFP at any time and/or to solicit and re-advertise for other proposals. The cost of preparing any responses to the RFP shall be borne by the respondents and shall not be reimbursed by the City.

After review of the responses, a firm will be selected to submit a final proposal and enter negotiations. The qualifications, proposal and negotiations will be conducted by the Project Team.

UNIVERSAL ACCESS AND NON-DISCRIMINATION

The City of West Hollywood has a long history of commitment to providing accessible programs and services to all citizens. In connection with the performance of this project, the selected Proposer, firm or team agrees not to refuse to hire, discharge, promote or demote, or to discriminate in matters of compensation against any person otherwise qualified solely because of race, color, religion, national origin, gender, gender variance, age, military status, sexual orientation, marital status, or physical or mental disability; and the Proposer, firm or team further agrees to insert the foregoing provision in all subcontracts for the Project.



SAMPLE BASIC CONTRACT

It is important for Proposers to review Attachments 1 and 2 (Sample Draft Agreement for Services & Request for Evidence of Insurance) in this RFP. The contract is the City's standard contract for these services and will be used as a result of this selection process. Any requests for deviation or modification of the contract language should be clearly identified in the Proposal. Requests that are not submitted as part of the RFP response will not be considered at a later date. Please note the City's mandatory Living Wage and Equal Benefits clauses.

VERIFICATION OF INFORMATION

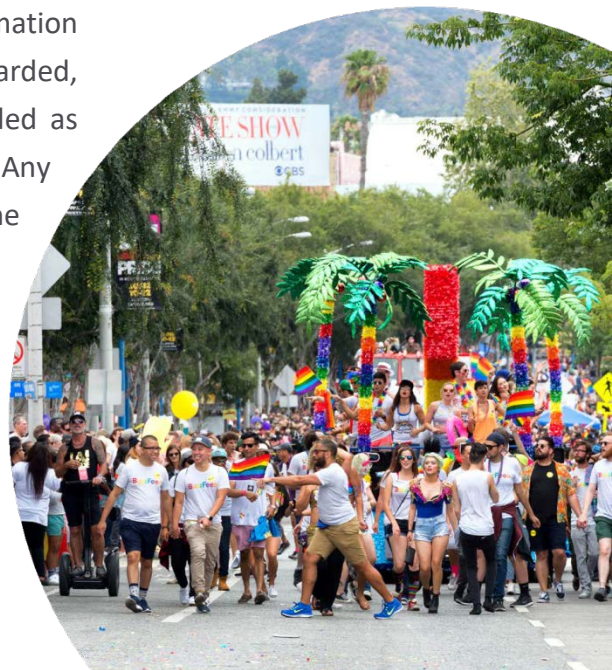
Proposers are hereby notified that the City will rely on accuracy and completeness of all information provided in making its selection. Proposers are urged to carefully review all information provided to ensure, clarity, accuracy and completeness of such information. As the City deems necessary and appropriate in its sole discretion, the City reserves the right to make any inquiries or other follow-up required to verify the information provided.

CONFIDENTIALITY

The proposals will be kept confidential until a proposal has been selected by staff for recommendation to the City Council. Once a proposal has been selected by staff for recommendation to the City Council, the proposals are subject to disclosure, excepting any portions that are marked confidential and determined by the City to contain truly confidential information (such as financial information or trade secrets). After award of the Contract, or if not awarded, after rejection of all proposals, all responses will be regarded as public records and will be subject to review by the public. Any language purported to render confidential all or portions of the proposals will be regarded as non-effective and will be disregarded.

OWNERSHIP OF REPORTS AND DATA

All proposals, inquiries, responses, or correspondence related to or in reference to this request for proposals, and all



reports, charts, displays, schedules, exhibits, and other documentation submitted by the Proposer will become the property of the City when received and are subject to public records requests.

CONFLICT OF INTEREST

The Contractor shall have no interest in other projects or independent contracts that conflict in any manner with the interests of the City. The Contractor shall notify the City of any existing contracts or proposed new contracts which may conflict with the City's interests. Contractors submitting proposals in response to this RFP must disclose to the City any actual, apparent, or potential conflicts of interest that may exist relative to the services to be provided under an Agreement for Special Event Management and Production Services to be awarded pursuant to this RFP. If this Contractor has no conflict of interest, a statement to that effect shall be included in the proposal.

PROHIBITED COMMUNICATIONS

No proposer, or anyone representing a proposer, is to discuss this RFP with any official or employee of the City, other than the designated Point of Contact named on the Notice. Neither proposers, nor anyone representing a proposer, are to discuss this RFP with any Contractor engaged by the City for assistance in preparing the RFP documents or any cost estimate associated with this procurement. Violation of this prohibition may result in disqualification of the Contractor even if the contract has already been awarded.

NOTICE OF REQUEST FOR PROPOSALS

Point of contact is Cleo Smith at (323) 848-6544 or via email at csmith@weho.org. Please do not solicit bid contact with questions/clarifications; use the online bidding portal stated above.



PROPOSAL EVALUATION AND SELECTION

EVALUATION CRITERIA

Each Proposal shall be evaluated on the following evaluation criteria, weighting, and maximum points, as follows:

Criteria	Maximum Score
Event Management Experience	30
Qualifications of Firm	30
Creative Vision	20
Project Cost	20
Total	100

INTERVIEW

The City's Event & Film Services Division may request to interview top candidates for consideration. Interviews will be used to determine the scoring of the above criteria.

PROPOSAL REVIEW

The City's Event & Film Services Division will evaluate the Proposals received. For the purpose of scoring Proposals, staff will evaluate each Proposal based upon the criteria listed above. The Event & Film Services Division may seek outside expertise, including but not limited to technical advisors.





City of West Hollywood
California 1984