



**CITY OF WEST HOLLYWOOD
REQUEST FOR PROPOSAL
ADDENDUM #3**

EVENT PRODUCITON SERVICES HALLOWEEN CARNAVAL 2020- 2022

All changes, additions and/or clarifications detailed in this Addendum, and previously issued Addenda, are hereby incorporated into the Request for Proposal (RFP) Documents for the above-stated project and modify the original document. Proposer shall acknowledge receipt of Addendum prior to proposal submission.

This Addendum is issued prior to the RFP opening date to inform proposers of revisions to the RFP Documents, which may or may not contain changes that are materially substantial to the RFP, and all is hereby made a part of the Contract Documents. In case of a conflict between RFP Documents and this Addendum, this Addendum shall govern. All requirements contained in the Contract Documents shall apply to this Addendum, and the general character of the work called for in this Addendum shall be the same as originally set forth in the applicable portions of the Contract Documents for similar work, unless otherwise specified under this Addendum, and all incidental work necessitated by this Addendum as required to complete the work shall be included in the proposal, even though not specifically mentioned in this Addendum. The balance of the contract documents shall remain unchanged.

This Addendum shall take precedence over all other conditions, specifications and requirements as stated in the Notice of RFP and RFP Documents. Except as noted in this Addendum, and previously issued Addenda, all other provisions of the Notice of RFP and RFP Documents shall remain.

AGENCY INFORMATION

Item 1. Answers to Questions and Clarifications

The City has attached the answers to the submitted Questions and Clarifications.

NOTICE TO BIDDERS

Each Bidder is required to acknowledge the incorporation of this Addendum, which shall be done online and prior to bid submission. This Addendum may or may not contain changes that are materially substantial to the Bid. Each prime bidder is responsible for distribution of information conveyed herein to its sub-bidders and suppliers.

Event Production Services Questions and Clarifications

	Question	Answer
1	<p>I have reviewed the attachments and have not found specifics for the stage quantity, sizes, audio, lighting, and video requests. Are these open to the bidders interpretation or have I missed something? I see the following has been outlined:</p> <p>(6) Logistical Planning, which includes:</p> <ul style="list-style-type: none"> -Staging and Rigging -Sound and Audio Engineering -Video and Video Production -Lighting 	<p>These items are up to the creative interpretation of the proposer. For context, in recent years, the Carnival has featured three (3) main stages (each programmed with five (5) hours of continuous performances including DJs and live entertainment), several smaller platforms (programmed with five (5) hours of continuous entertainment). (RFP page 5)</p>
2	<p>Is there a dedicated Advertising effort, with spent advertising, or is it more VIK, word of mouth and social media?</p>	<p>No, there is not a dedicated advertising effort. The City of West Hollywood distributes a citywide mailer to communicate information related to the event and inform residents about the event's street closures. The City's Communications Department uses its various social platforms to convey information related to the event.</p>
3	<p>How many food vendors participated last year? Does the LA Health Department have jurisdiction in WEHO?</p>	<p>Approximately 10 food trucks have participated in past Halloween Carnivals. Recently, the City has moved to a model that relies on food trucks instead of food booths in order expedite event strike. The Los Angeles County Department of Public Health has jurisdiction over West Hollywood and all participating food trucks must hold all relevant permits and licenses as well complete any required inspections. The City approves the list of participating food trucks along with all other event elements during the planning process.</p>
4	<p>Are there previous Sponsors who have repeated their participation?</p>	<p>At present, there are no recurring sponsors. While the City is open to potential sponsor partnerships, Proposers' bids should reflect their cost to produce the entire event without sponsorships.</p>
5	<p>Is there a list of previous Sponsors?</p>	<p>While the City is open to potential sponsor partnerships, Proposers' bids should reflect their cost to produce the entire event without sponsorships.</p>
6	<p>Is the city open to a "Title Sponsor" for the event?</p>	<p>No, the City is the title sponsor.</p>
7	<p>Is there a parade planned for the year's event?</p>	<p>No, a parade is not a component of Halloween Carnival.</p>
8	<p>Is there a list of previous Talent, Artists, DJs etc...?</p>	<p>Past events have included a wide range of artists from community-based talent to A-list talent, including DJs and live performances. Proposed costs should be scalable to accommodate any potential increase or decrease in artist/talent package.</p>
9	<p>Are the costs for Police, Fire and Traffic Officers part of the "turn key" proposal we are providing? Or is it paid for directly by the city?</p>	<p>Public Safety (Police, Fire, and Traffic Control Services) are costs that are paid directly by the City of West Hollywood.</p>
10	<p>Is the previous Police, Fire and Traffic costs known and able to be shared with us for our proposal? Or is there a scope for how many offices, Fire, and TO needed?</p>	<p>N/A. The City coordinates the sourcing and staffing of all personnel. Public Safety (Police, Fire, and Traffic Control Services) are costs that are paid directly by the City of West Hollywood.</p>
11	<p>Are there any specific obstacles or hurdles that need to be addressed? (i.e. emergency services, flow, ingress/egress, traffic, etc.)</p>	<p>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. (RFP page 5)</p>
12	<p>Are you able to share previous budget?</p>	<p>Past budgets should not inform Proposers' bids; the City is requesting that each Proposer submit their best cost proposal to execute the scope of work outlined in the RFP documents for the Halloween Carnival as described.</p>
13	<p>Are there set expectations of revenue for sponsorship support?</p>	<p>While the City is open to potential sponsor partnerships, Proposers' bids should reflect their cost to produce the entire event without sponsorships.</p>
14	<p>What are the historicals on vendor/sponsor participation?</p>	<p>Potential sponsorships are evaluated individually and at The City's discretion; sponsor participation has varied greatly for past events. Not all recent events have included sponsor partnerships. While the City is open to potential sponsor partnerships, Proposers' bids should reflect their cost to produce the entire event without sponsorships.</p>