

---

# REQUEST FOR PROPOSALS

---

MANAGEMENT OF THE WEST HOLLYWOOD DESIGN DISTRICT  
BUSINESS IMPROVEMENT DISTRICT

CITY OF WEST HOLLYWOOD

ISSUED: JANUARY 28, 2020

DUE: FEBRUARY 28, 2020



---

# RFP

---

## CONTENTS

### **EXECUTIVE SUMMARY**

4

### **INTRODUCTION AND SCHEDULE**

*BID Roles and Stakeholders*

6

*RFP Schedule*

7

### **WEST HOLLYWOOD OVERVIEW**

*History and Culture of the City*

8

### **SCOPE OF WORK**

*Administrative and Financial Oversight*

*Marketing and Public Relations Support*

9

### **PROPOSAL SUBMISSION**

*PlanetBids Submission*

*Proposal Organization*

*Proposal Details*

*Evaluation and Selection*

10-14



As a premiere city, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well being. We strive for quality in all our actions, setting the highest goals and standards.

# Executive Summary

---

*The City of West Hollywood is searching for a professional organization, firm, or consultant to manage the West Hollywood Design District Business Improvement District (BID) as its BID manager.*

The West Hollywood Design District (District) is the West Coast's premier destination for interior design, fashion forward retail, art galleries, restaurants and more. The District includes more than 110 design and interior-related firms, 40 fashion retailers, 30 restaurants, 20 art galleries and scores of specialized retail stores and service businesses. The West Hollywood Design District BID contains approximately 250 assessed businesses.

The City of West Hollywood established the West Hollywood Design District BID in 1995 as a mechanism for levying assessments for the purposes of promoting the area as an intriguing destination for art, fashion, design, restaurants and specialty retail.

The BID Board of Directors serves as an advisory board to the City Council per the Parking and Business Improvement Area Law of 1989 and works to represent the best interests of District businesses in its recommendations for development and implementation of the District's yearly work program. It offers advice and recommendations through District staff as well as facilitating communications between District businesses, District staff, the City, the West Hollywood Travel + Tourism Board and the West Hollywood Chamber of Commerce. Further, the Board acts in an advisory capacity to the City on projects that impact the District.

The West Hollywood Design District BID boundaries can generally be described as all real property within the commercial zones of the City located south of Santa Monica Boulevard, bordered to the west by Doheny Drive, to the east by La Cienega Boulevard, and to the south by Beverly Boulevard.

Currently, the West Hollywood Design District BID is managed by the West Hollywood Travel + Tourism Board. As an independently operating organization, the West Hollywood Travel + Tourism Board promotes and develops the tourism sector of the West Hollywood economy. The Board will relinquish their role as the West Hollywood Design District BID managers, in order solely focus their efforts on attracting tourists.

The City is seeking qualified firms who understand the needs of the West Hollywood Design District BID and can develop the District in a manner directed by the business community to create a thriving economy. We welcome your submissions.

Francisco J. Contreras, AICP  
Acting Economic Development Director  
City of West Hollywood



# Introduction and Schedule

---

*The City of West Hollywood ("City") seeks to retain the services of a highly qualified professional organization, firm or consultant ("Consultant") to successfully manage the West Hollywood Design District Business Improvement District ("BID") as its BID manager. Concurrently, the City seeks a BID Manager for the West Hollywood Design District. A consultant may wish to manage both BIDS. If so, they may submit their responses in a consolidated RFP*

The BID exists to develop an aspiration lifestyle destination, increase foot traffic and awareness, and to be a single voice representing all members.

Both the West Hollywood Design District BID and the Sunset Strip BID are organizations that share many of the same goals, and operate in close proximity. There is significant synergy between the two. The following inter-dependencies are noteworthy:

- Collaboration with the West Hollywood Chamber of Commerce
- Sponsorship and event opportunities
- Quarterly leadership reviews, sharing of best practices
- Combined efforts and funds to support joint efforts
- Cross-promotion, when appropriate

## BID ROLES AND STAKEHOLDERS

The following roles support the BID's purpose:

### **BID Board**

The Board maintains the budget of the BID and exercises its preferences for management of the organization and expenditure of funds through Board votes.

### **Board Chair**

The Board Chair leads Board meetings, guides the vision of the organization, advocates for the BID's access to its assessment dollars, interacts with the City and the West Hollywood Travel + Tourism Board, and offers guidance and vision for the BID Manager. The Chair also works directly with the CEO of the West Hollywood Travel + Tourism Board to ensure alignment between the vision of the BID and the strategic direction of the West Hollywood Travel + Tourism Board.

### **Board Vice Chair**

The Board Vice Chair assists the Board Chair in guiding the vision of the organization, advocating for the BID's access to its assessment dollars, interacting with the City and the West Hollywood Travel + Tourism Board, and offering guidance and vision for the BID Manager.

### **BID Manager**

As detailed in the Scope of Work, the BID Manager provides the following services:

- In-person engagement with BID members
- Marketing sales and promotions

- Administrative tasks
- Liaison with the City, West Hollywood Travel + Tourism Board, Sunset Strip BID

The BID's stakeholders include:

### **External**

- 300 business members of the BID
- Patrons of the BID-area businesses
- Influencers

### **Internal**

- City of West Hollywood
- West Hollywood Travel + Tourism Board
- West Hollywood Design District BID

### **Scope**

The BID, through its Board, is responsible for:

- Oversight of the annual budget
- Providing vision for the organization and its purpose
- Providing guidance to the BID Manager in their work to meet the goals of the organization

Additional details are provided in the Scope of Work section.

## 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.

∨ 01.28.2020	<b>RFP Issued by City</b>
∨ 02.07.2020	<b>Deadline for Questions</b>
∨ 02.11.2020	<b>Answers Posted</b>
∨ 02.28.2020	<b>Proposal Due Date (4:00PM PST)</b>
∨ March 2020	<b>City Evaluates and Selects Consultant</b>
∨ March 2020	<b>Awarding of Contract</b>
∨ April 2020	<b>Contract Start Date</b>

### Questions or Clarifications

It is the Consultant'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.

The City ensures that the Consultant receives an adequate and prompt response. Questions and requests for clarifications regarding this RFP must be submitted via PlanetBids System by February 7, 2020 (<https://bit.ly/3aXCoWH>). Therefore, Consultants are advised that any questions received after that date will not be answered.



# West Hollywood Overview

---

*The City of West Hollywood is like no other city in the world. In 1984, the idea for the City of West Hollywood was proposed by an unlikely coalition of LGBT activists, seniors, and renters. These groups came together to advocate for cityhood.*

Through tireless determination, the City of West Hollywood was officially incorporated as an independent City on November 29, 1984. Previously, West Hollywood had been an unincorporated section of Los Angeles County. The first West Hollywood City Council in 1984 established West Hollywood as the first City in the nation to have a majority openly gay governing body.

Located in the heart of metropolitan Los Angeles, at 1.9 square miles, West Hollywood is a robust economic and cultural center instilled with idealism and creativity. A spirit of community activism and civic pride thrives in West Hollywood for many of its approximately 35,000 residents.

For more than three decades, West Hollywood has been one of the most influential small cities in the nation; no other city of its size has had a greater impact on the national progressive public policy agenda. More than 40% of West Hollywood's residents identify as lesbian, gay, bisexual, or transgender. West Hollywood is also home to a thriving community of nearly 4,000 people from regions of the former Soviet Union — this represents approximately 11 percent of the City's population.

West Hollywood has set new standards for other municipalities, not only as a leader in many critical social movements. The City's advocacy and services priorities are reflected in the City's core values, which include: respect and support for people; responsiveness to the public; idealism, creativity, and innovation; quality of residential life; promotion of economic development; public safety; and, responsibility for the environment.

The City of West Hollywood is filled with rich history. People from all over the globe visit West Hollywood for its iconic destinations such as The Sunset Strip for its unparalleled historical connection to music, entertainment, architecture, fashion, and culture-making; for Santa Monica Boulevard's historic LGBT destinations and entertainment establishments; and for the Design District's shopping, galleries, and restaurants.





# SCOPE OF WORK

---

*At a minimum, the Consultant shall perform the following:*

## **ADMINISTRATIVE & FINANCIAL OVERSIGHT**

- Manage Advisory Board meetings (draft and post agendas, identify location for meetings, send out notices for meetings, prepare and distribute agenda packets)
- Receive and manage accounting for assessment revenue. Prepare monthly reports to be presented to the Advisory Board.
- Prepare regular reports, including an Annual Report to the City reporting on the execution of the work plan.
- Ensure Advisory Board compliance with the Brown Act.

## **BID MANAGEMENT**

Track and report on the following objectives to the BID Board on a quarterly basis:

- Response time
- BID Member engagement level
- Awareness of District
- Social Media engagement

- Earned media value
- Key economic indicators
- Board engagement level

## **MARKETING & PUBLIC RELATIONS SUPPORT**

- Prepare Management of digital and social media for the West Hollywood Design District (website, Facebook page, twitter, etc.)
- Facilitate content in the form of special events, programming, coordination and outreach to the business community.
- Manage the West Hollywood Design District Banner Program, including holiday lighting.

# PROPOSAL SUBMISSION

*Proposal due by February 28, 2020*

## **PlanetBids Submission**

The Consultant shall submit one (1) digital copy of the submission on PlanetBids (<https://bit.ly/3aXCoWH>). Proposals received after this time and date shall be disqualified and unopened. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals shall be considered.

The Consultant is solely responsible for on time submission of their electronic proposal Response File via PlanetBids through the following link: <https://bit.ly/3aXCoWH>. 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. Consultant 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 consultant to successfully submit an electronic proposal shall be at the Consultant's sole risk and no relief will be given for late and/or improperly submitted proposals.

Consultants 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 ORGANIZATION**

The Consultant must provide all information as requested in this RFP. Responses must follow the format outlined below. Proposals must be clear, succinct, and not exceed twenty (20) pages, excluding optional communications materials. 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:

### **COVER LETTER**

An overall introduction to the proposal is required, including a statement of the Consultant'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 Consultant 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 number 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 Consultant wishes to bring to the City's attention, any exceptions to the contract/agreement for services terms in the insurance documents, and if any information contained in the response should be considered proprietary.

### **EXECUTIVE SUMMARY**

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

### **COMPANY BACKGROUND**

Consultants must provide their response to the following statements in this section of their proposal.

- Name of company
- Name of parent company, if applicable
- Company website address
- Number of years company has been in business
- Number of employees in your company
- Number of employees available to work on this project
- Consultant's experience in providing comparable services to other organizations

### **UNDERSTANDING OF SCOPE**

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

### **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.

### **PROPOSED FEE**

Propose and describe in detail the fee structure corresponding to the related professional services.

### **REFERENCES**

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

- Contact Name
- Contact Title
- Address
- Phone Number
- Email address
- Location/Jurisdiction
- Project Contract Value (initial and current or ending value).

### **COMMUNICATION MATERIALS (OPTIONAL)**

Consultant may include, if desired, communications materials, including newsletters, brochures, posters, and websites for review of products, tools and services available. Supporting material may include references and case studies, and may include other information pertinent to the Proposal, such as reports and analysis of an implementation of their proposed solution. This material will not count towards the proposal page limit.



## **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 the Proposal**

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 Consultant, 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 Consultant, firm or team further agrees to insert the foregoing provision in all subcontracts for the Project.

### **Sample Basic Contract**

It is important for Consultants 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**

Consultants are hereby notified that the City will rely on accuracy and completeness of all information provided in making its selection. Consultants 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**

Prior to award of the Contract, all proposals will be designated confidential to the extent permitted by the California Public Records Act. 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**

The originals of all studies, reports, exhibits, documents data and/or other work/material(s) prepared and/or used to comply with any section/condition of this RFP, plus any copies of same required by the Contract to be furnished to the City, shall be deemed to be public records which shall be open to inspection by the public and as such shall become and remain the property of the City.

**Proposal Evaluation and Selection**

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

<b>CRITERIA</b>	<b>MAX SCORE</b>
• Project Approach	20
• Consultant's Capabilities	30
• Project Team	30
• Project Cost	20
<b>TOTAL SCORE</b>	<b>100</b>

The City will evaluate the Proposals received in concerted effort with the West Hollywood Design District BID Board of Directors.

The City will not entertain requests for clarification or debriefing about the merits of any individual proposal before or after selection of finalists has been announced.

**CITY OF WEST HOLLYWOOD**  
**AGREEMENT FOR PROFESSIONAL SERVICES**

This Agreement is made on this \_\_\_\_\_th day of \_\_\_\_\_, 2016, at West Hollywood, California, by and between the City of West Hollywood, a municipal corporation, 8300 Santa Monica Boulevard, West Hollywood, California 90069 (hereinafter referred to as the "CITY") and XYZ Company, 1500 Main Street, City, CA 90000 (hereinafter referred to as the "CONTRACTOR").

**RECITALS**

- A. The CITY proposes to contract for professional services as outlined below;
- B. The CONTRACTOR is willing to perform such services and has the necessary qualifications by reason of experience, preparation, and organization to provide such services;
- C. NOW, THEREFORE, the CITY and the CONTRACTOR, mutually agree as follows:
1. **SERVICES.** The CONTRACTOR shall perform those services set forth in "Exhibit A," which is attached hereto and incorporated herein by reference.
  2. **TERM OF AGREEMENT.** The term of this contract shall commence upon execution by both parties and shall expire on June 30, 20\_\_ unless extended in writing in advance by both parties.
  3. **TIME OF PERFORMANCE.** The services of the CONTRACTOR are to commence upon receipt of a notice to proceed from the CITY and shall continue until all authorized work is completed to the CITY's satisfaction, in accordance with the schedule incorporated in "Exhibit A," unless extended in writing by the CITY.
  4. **PAYMENT FOR SERVICES.** The CONTRACTOR shall be compensated in an amount not to exceed \$\_\_\_\_\_ for services provided pursuant to this Agreement as described in "Exhibit A." Compensation shall under no circumstances be increased except by written amendment of this Agreement. The CONTRACTOR shall be paid within forty-five (45) days of presentation of an invoice to the CITY for services performed to the CITY's satisfaction. The CONTRACTOR shall submit invoices monthly describing the services performed, the date services were performed, a description of reimbursable costs, and any other information requested by the CITY.
  5. **CONTRACT ADMINISTRATION.**
    - 5.1. **The CITY's Representative.** Unless otherwise designated in writing, \_\_\_\_\_ shall serve as the CITY's representative for the administration of the project. All activities performed by the CONTRACTOR shall be coordinated with this person.
    - 5.2. **Manager-in-Charge.** For the CONTRACTOR, \_\_\_\_\_ shall be in charge of the project on all matters relating to this Agreement and any agreement or approval made by her/him shall be binding on the CONTRACTOR. The Manager-in-Charge shall not be replaced without the written consent of the CITY.

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

- 5.3. **Responsibilities of the CITY.** The CITY shall provide all relevant documentation in its possession to the CONTRACTOR upon request in order to minimize duplication of efforts. The CITY's staff shall work with the CONTRACTOR as necessary to facilitate performance of the services.
- 5.4. **Personnel.** The CONTRACTOR represents that it has or will secure at its own expense all personnel required to perform the services under this Agreement. All of the services required under this Agreement will be performed by the CONTRACTOR or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. The CONTRACTOR reserves the right to determine the assignment of its own employees to the performance of the CONTRACTOR's services under this Agreement, but the CITY reserves the right, for good cause, to require the CONTRACTOR to exclude any employee from performing services on the CITY's premises.
6. **TERMINATION.**
- 6.1. **Termination for Convenience.** Either party may terminate this Agreement without cause and in its sole discretion at any time by giving the other party thirty (30) days' written notice of such termination. In the event of such termination, the CONTRACTOR shall cease services as of the date of termination and shall be compensated for services performed to the CITY's satisfaction up to the date of termination.
- 6.2. **Termination for Cause.** All terms, provisions, and specifications of this Agreement are material and binding, and failure to perform any material portion of the work described herein shall be considered a breach of this Agreement. Should the Agreement be breached in any manner, the CITY may, at its option, terminate the Agreement not less than five (5) days after written notification is received by the CONTRACTOR to remedy the violation within the stated time or within any other time period agreed to by the parties. In the event of such termination, the CONTRACTOR shall be responsible for any additional costs incurred by the CITY in securing the services from another contractor.
7. **INDEMNIFICATION.** Contractor shall indemnify and hold harmless City from and against all liability arising out of or in connection with Contractor'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 Contractor's negligent or wrongful performance under this Agreement, Contractor 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 Contractor, or should City otherwise find Contractor's legal counsel unacceptable, then Contractor 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. Contractor 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



**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

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.

For purposes of this paragraph:

- City means the City Council and its subordinate bodies, elected and appointed City officials and officers, City employees and authorized agents and volunteers of the City.
- Liability means any claims or causes of action raised or asserted by, damage to, loss or expense incurred by or judgments rendered in favor of persons or entities not a party to this Agreement.
- The types of damages included within this indemnity obligation include, but are not limited to, personal injury, bodily injury, death, loss of use, and damage to or loss of real and personal property.
- The indemnity obligation of this paragraph includes all forms of negligent acts, errors and omissions, wrongful behavior and willful misconduct (including but not limited to breaches of professional standards of care, if applicable, and breach of contract) by Contractor and any of its officers, agents employees and subcontractors.

**8. INSURANCE REQUIREMENTS.**

8.1. The CONTRACTOR, at the CONTRACTOR's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

8.1.1. **Workers' Compensation Coverage.** The CONTRACTOR shall maintain Workers' Compensation Insurance and Employer's Liability Insurance for its employees in accordance with the laws of the State of California. In addition, the CONTRACTOR shall require any and every subcontractor to similarly maintain Workers' Compensation Insurance and Employer's Liability Insurance in accordance with the laws of the State of California for all of the subcontractor's employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONTRACTOR for City.

This provision shall not apply if the CONTRACTOR has no employees performing work under this Agreement. If the CONTRACTOR has no employees for the purposes of this Agreement, the CONTRACTOR shall sign the "Certificate of Exemption from Workers' Compensation Insurance" which is attached hereto and incorporated herein by reference as "Exhibit B."

8.1.2. **General Liability Coverage.** The CONTRACTOR shall maintain commercial general liability insurance in an amount of not less than

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

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.

8.1.3. **Automobile Liability Coverage.** The CONTRACTOR shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONTRACTOR 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 CONTRACTOR or CONTRACTOR's employees will use personal autos in any way on this project, CONTRACTOR shall obtain evidence of personal auto liability coverage for each such person.

8.1.4. **Professional Liability Coverage.** The CONTRACTOR shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the CONTRACTOR's operations under this Agreement, whether such operations be by the CONTRACTOR or by its employees, subcontractors, 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.

8.2. **Endorsements.** Each general liability and automobile liability insurance policy shall be issued by insurers possessing a Best's rating of no less than A-:VII. Each general liability insurance policy shall be endorsed with the specific language of Section 8.2.1 below. CONTRACTOR also agrees to require all contractors, and subcontractors to do likewise.

8.2.1. "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONTRACTOR, including materials, parts, or equipment furnished in connection with such work or operations."

8.2.2. This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have, shall be considered excess insurance only and shall not contribute with this policy.

8.2.3. This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

- 8.2.4. Notwithstanding the provisions included in any of the ISO Additional Insured Endorsement forms, CONTRACTOR acknowledges that the insurance coverage and policy limits set forth in this section constitute the minimum amounts of coverage required. Any insurance proceeds available to the CITY in excess of the limits and coverage required in this agreement and which is applicable to a given loss will be available to the CITY.
- 8.2.5. The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents regardless of the applicability of any insurance proceeds, and agrees to require all subcontractors to do likewise.
- 8.2.6. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
- 8.2.7. The insurance provided by this policy shall not be suspended, voided or reduced in coverage or in limits except after thirty (30) days' written notice has been submitted to the CITY and approved of in writing, except in the case of cancellation, for which ten (10) days' written notice shall be provided.
- 8.2.8. Contractor agrees to provide immediate notice to City of any claim or loss against Contractor arising out of the work performed under this agreement. City assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve City.
- 8.3. **Self Insured Retention/Deductibles.** All policies required by this Agreement shall allow City, as additional insured, to satisfy the self-insured retention ("SIR") and/or deductible of the policy in lieu of the Owner (as the named insured) should Owner fail to pay the SIR or deductible requirements. The amount of the SIR or deductible shall be subject to the approval of the City Attorney and the Finance Director. Owner understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by Owner as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City pay the SIR or deductible on Owner's behalf upon the Owner's failure or refusal to do so in order to secure defense and indemnification as an additional insured under the policy, City may include such amounts as damages in any action against Owner for breach of this Agreement in addition to any other damages incurred by City due to the breach.
- 8.4. **Certificates of Insurance.** The CONTRACTOR shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement. The CONTRACTOR shall

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

provide written evidence of current automobile coverage to comply with the automobile insurance requirement.

- 8.5. **Failure to Procure Insurance.** Failure on the part of the CONTRACTOR to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement pursuant to Section 6.2 above.
9. **ASSIGNMENT AND SUBCONTRACTING.** The parties recognize that a substantial inducement to the CITY for entering into this Agreement is the professional reputation, experience, and competence of the CONTRACTOR. Assignments of any or all rights, duties, or obligations of the CONTRACTOR under this Agreement will be permitted only with the express consent of the CITY. The CONTRACTOR shall not subcontract any portion of the work to be performed under this Agreement without the written authorization of the CITY. If the CITY consents to such subcontract, the CONTRACTOR shall be fully responsible to the CITY for all acts or omissions of the subcontractor. Nothing in this Agreement shall create any contractual relationship between the CITY and subcontractor nor shall it create any obligation on the part of the CITY to pay or to see to the payment of any monies due to any such subcontractor other than as otherwise is required by law.
10. **COMPLIANCE WITH LAWS, CODES, ORDINANCES, AND REGULATIONS.** The CONTRACTOR shall use the standard of care in its profession to comply with all applicable federal, state, and local laws, codes, ordinances, and regulations.
- 10.1. **Taxes.** The CONTRACTOR agrees to pay all required taxes on amounts paid to the CONTRACTOR under this Agreement, and to indemnify and hold the CITY harmless from any and all taxes, assessments, penalties, and interest asserted against the CITY by reason of the independent contractor relationship created by this Agreement. In the event that the CITY is audited by any Federal or State agency regarding the independent contractor status of the CONTRACTOR and the audit in any way fails to sustain the validity of a wholly independent contractor relationship between the CITY and the CONTRACTOR, then the CONTRACTOR agrees to reimburse the CITY for all costs, including accounting and attorneys' fees, arising out of such audit and any appeals relating thereto.
- 10.2. **Workers' Compensation Law.** The CONTRACTOR shall fully comply with the workers' compensation law regarding the CONTRACTOR and the CONTRACTOR's employees. The CONTRACTOR further agrees to indemnify and hold the CITY harmless from any failure of the CONTRACTOR to comply with applicable workers' compensation laws. The CITY shall have the right to offset against the amount of any compensation due to the CONTRACTOR under this Agreement any amount due to the CITY from the CONTRACTOR as a result of the CONTRACTOR's failure to promptly pay to the CITY any reimbursement or indemnification arising under this Section.
- 10.3. **Licenses.** The CONTRACTOR represents and warrants to the CITY that it has all licenses, permits, qualifications, insurance, and approvals of whatsoever nature which are legally required of the CONTRACTOR to practice its profession. The CONTRACTOR represents and warrants to the

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

CITY that the CONTRACTOR shall, at its sole cost and expense, keep in effect or obtain at all times during the term of this Agreement any licenses, permits, insurance, and approvals which are legally required of the CONTRACTOR to practice its profession. The CONTRACTOR shall maintain a City of West Hollywood business license, if required under CITY ordinance.

11. **CONFLICT OF INTEREST.** The CONTRACTOR confirms that it has no financial, contractual, or other interest or obligation that conflicts with or is harmful to performance of its obligations under this Agreement. The CONTRACTOR shall not during the term of this Agreement knowingly obtain such an interest or incur such an obligation, nor shall it employ or subcontract with any person for performance of this Agreement who has such incompatible interest or obligation.
12. **NON-DISCRIMINATION AND EQUAL EMPLOYMENT OPPORTUNITY.** The CONTRACTOR represents and agrees that it does not and will not discriminate against any employee or applicant for employment because of race, religion, color, national origin, sex, sexual orientation, gender identity, political affiliation or opinion, medical condition, or pregnancy or pregnancy-related condition. The CONTRACTOR will take affirmative action to ensure that applicants are employed, and that employees are treated during employment without regard to their race, religion, color, national origin, sex, sexual orientation, gender identity, political affiliation or opinion, medical condition, or pregnancy or pregnancy-related condition. Such action shall include, but not be limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoffs or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The CONTRACTOR agrees to include in all solicitations or advertisements for employment and to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
13. **LIVING WAGE ORDINANCE.** The CONTRACTOR shall abide by the provisions of the West Hollywood Living Wage Ordinance. During the term of this Agreement, the CONTRACTOR shall keep on file sufficient evidence of its employee compensation to enable verification of compliance with the West Hollywood Living Wage Ordinance.
14. **EQUAL BENEFITS ORDINANCE, No. 03-662.** The CONTRACTOR shall abide by the provisions of the West Hollywood Equal Benefits Ordinance. During the term of this Agreement, the CONTRACTOR shall keep on file sufficient evidence of its employee compensation and any applicable benefits packages, as those benefits relate to the coverage of the domestic partners of contractor's employees, which shall include; bereavement leave; family medical leave, and health insurance benefits, to enable verification of compliance with the West Hollywood Equal Benefits Ordinance.
15. **RESTRICTIONS: Arab League Boycott of Israel.** The CONTRACTOR hereby affirms it does not honor the Arab League Boycott of Israel.
16. **RECORDS AND AUDITS.** The CONTRACTOR shall maintain accounts and records, including personnel, property, and financial records, adequate to identify and account for all costs pertaining to this Agreement and such other records as may be deemed necessary by the CITY or any authorized representative. All records shall be made available at the request of the CITY, with reasonable notice, during regular business

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

hours, and shall be retained by the CONTRACTOR for a period of three years after the expiration of this Agreement.

17. **OWNERSHIP OF DOCUMENTS.** It is understood and agreed that the CITY shall own all documents and other work product of the CONTRACTOR, except the CONTRACTOR's notes and workpapers, which pertain to the work performed under this Agreement. The CITY shall have the sole right to use such materials in its discretion and without further compensation to the CONTRACTOR, but any re-use of such documents by the CITY on any other project without prior written consent of the CONTRACTOR shall be at the sole risk of the CITY. The CONTRACTOR shall at its sole expense provide all such documents to the CITY upon request.
18. **INDEPENDENT CONTRACTOR.** The CONTRACTOR is and shall at all times remain as to the CITY a wholly independent CONTRACTOR. Neither the CITY nor any of its agents shall have control over the conduct of the CONTRACTOR or any of the CONTRACTOR's employees or agents, except as herein set forth. The CONTRACTOR shall not at any time or in any manner represent that it or any of its agents or employees are in any manner agents or employees of the CITY. The CONTRACTOR shall have no power to incur any debt, obligation, or liability on behalf of the CITY or otherwise act on behalf of the CITY as an agent.
19. **NOTICE.** All Notices permitted or required under this Agreement shall be in writing, and shall be deemed made when delivered to the applicable party's representative as provided in this Agreement. Additionally, such notices may be given to the respective parties at the following addresses, or at such other addresses as the parties may provide in writing for this purpose.

Such notices shall be deemed made when personally delivered or when mailed forty-eight (48) hours after deposit in the U.S. mail, first-class postage prepaid, and addressed to the party at its applicable address.

City of West Hollywood  
8300 Santa Monica Blvd.  
West Hollywood, CA 90069-6216

Attention: \_\_\_\_\_

CONTRACTOR:  
Organization Name  
Street Address, City State ZIP

Attention: \_\_\_\_\_

20. **GOVERNING LAW.** This Agreement shall be governed by the laws of the State of California.
21. **ENTIRE AGREEMENT; MODIFICATION.** This Agreement supersedes any and all other agreements, either oral or written, between the parties, and contains all of the covenants and agreements between the parties. Each party to this Agreement acknowledges that no representations, inducements, promises, or agreements, oral or otherwise, have been made by any party, or anyone acting on behalf of any party,

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR PROFESSIONAL SERVICES**

which are not embodied herein. Any agreement, statement, or promise not contained in the Agreement, and any modification to the Agreement, will be effective only if signed by both parties.

22. **WAIVER.** Waiver of a breach or default under this Agreement shall not constitute a continuing waiver of a subsequent breach of the same or any other provision under this agreement. Payment of any invoice by the CITY shall not constitute a waiver of the CITY's right to obtain correction or replacement of any defective or noncompliant work product.
23. **EXECUTION.** This Agreement may be executed in several counterparts, each of which shall constitute one and the same instrument and shall become binding upon the parties when at least one copy hereof shall have been signed by both parties hereto. In approving this Agreement, it shall not be necessary to produce or account for more than one such counterpart.
24. **AUTHORITY TO ENTER AGREEMENT.** The CONTRACTOR has all requisite power and authority to conduct its business and to execute, deliver, and perform this Agreement. Each party warrants that the individuals who have signed this Agreement have the legal power, right, and authority to make this Agreement and to bind each respective party.

IN WITNESS WHEREOF, the parties have executed this Agreement the \_\_\_\_ day of \_\_\_\_\_, 20\_\_.

CONTRACTOR:

\_\_\_\_\_  
Name, Title

CITY OF WEST HOLLYWOOD:

\_\_\_\_\_  
Department Director

\_\_\_\_\_  
Paul Arevalo, City Manager

ATTEST:

\_\_\_\_\_  
Yvonne Quarker, City Clerk

**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR SERVICES  
Exhibit A**

**Scope of Services:**

Include specific tasks, in-person meetings, interim work products (if any) and at least one final work product (e.g., a report or memo).

**Time of Performance:**

Include a schedule or timeline for delivering interim and final work products. May include specific dates or the number of weeks (e.g., within 30 days of project initiation).

**Special Payment Terms:**

NONE

(only if additional to section C.4. on page 1)

E.g., include a pricing sheet or hourly rate, if required or implied. Otherwise, state "None".



**CITY OF WEST HOLLYWOOD  
AGREEMENT FOR SERVICES**

**Exhibit B**

**Certificate of Exemption from  
Workers' Compensation Insurance**

<i>TO:</i>	City of West Hollywood
<i>SUBJECT:</i>	Sole Proprietor/Partnership/Closely Held Corporation with No Employees

Please let this memorandum notify the City of West Hollywood that I am a

- sole proprietor
- partnership
- nonprofit organization
- closely held corporation

and **do not have any employees whose employment requires me to carry workers' compensation insurance.** Therefore, I do not carry worker's compensation insurance coverage.

Contractor Signature \_\_\_\_\_

Printed Name of Contractor \_\_\_\_\_

Date \_\_\_\_\_



## REQUEST FOR EVIDENCE OF INSURANCE – PLEASE PROVIDE THIS TO YOUR INSURANCE AGENT FOR PROPER PROCESSING

Dear Service Provider:

As part of your contract with the City of West Hollywood you are required to provide evidence of insurance coverage as outlined below. Kindly return your completed **ACORD Form Certificate of Insurance and the proper policy endorsements** to your City representative.

**Certificate Holder:** The City of West Hollywood  
8300 Santa Monica Blvd.  
West Hollywood, California 90069

### **Required Coverages & Endorsements:**

- Commercial general liability insurance (including Products, Ongoing & Completed Operations coverage) in an amount of not less than \$1,000,000 per occurrence/\$2,000,000 general aggregate.
- Automobile Liability with minimum combined single limit of \$300,000 (for owned, non-owned, hired, rented vehicles as necessary).
- Workers' Compensation Insurance as required by applicable law & Employers' Liability Insurance with minimum limits of \$1,000,000.
- The CITY OF WEST HOLLYWOOD, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds as their interests may appear (excluding Workers Compensation and Professional Liability). **\*REQUIRES POLICY ENDORSEMENTS for Ongoing & Completed Operations (CG 20 10 and CG 20 37) or its' equivalent.**
- Include a **Waiver of Subrogation Endorsement** for each of the following coverages:
  - ✓ Commercial General Liability
  - ✓ Workers Compensation Coverage
- Named insured must state their insurance is primary and non-contributory by policy endorsement. **\*REQUIRES A POLICY ENDORSEMENT.**
- Professional Liability with limits of no less than \$1,000,000 per occurrence.
- Certificate should indicate a 30 day notice of cancellation or reduction in limits applies.

Please note: not providing the proper insurance documentation may delay the processing of your contract. Refer to your specific contract for additional terms and requirements as necessary.

### **RETURN INSURANCE DOCUMENTS TO YOUR CITY REPRESENTATIVE**