

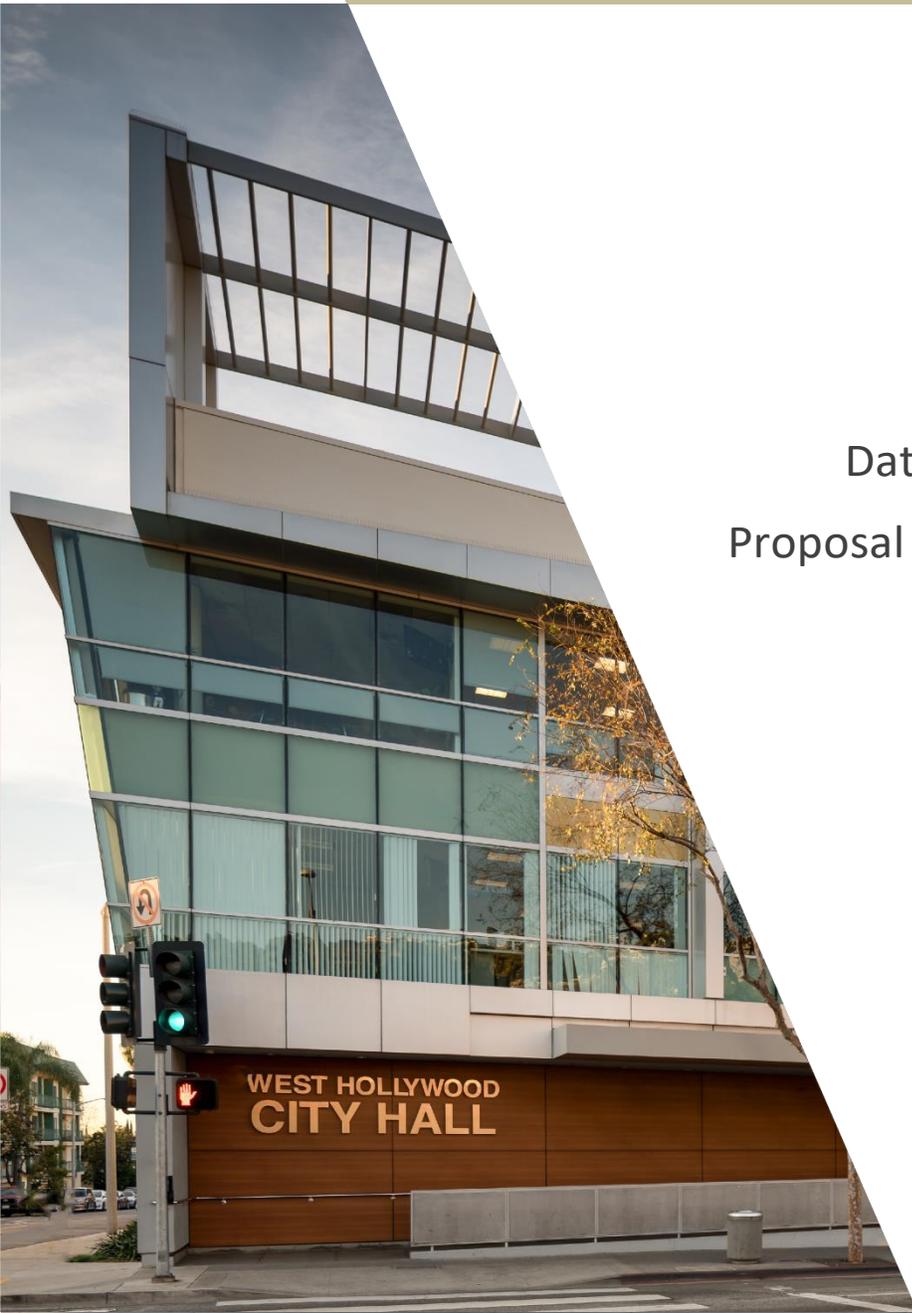
REQUEST FOR PROPOSALS

EVENT PRODUCTION SERVICES  
FOR LGBTQ PRIDE EVENTS  
IN WEST HOLLYWOOD

CITY OF WEST HOLLYWOOD

Date Issued: August 5, 2021

Proposal Due: September 3, 2021



This page intentionally left blank

# TABLE OF CONTENTS

4	Executive Summary
6	Introduction & Schedule
	Purpose of the RFP
	RFP Schedule
	Implementation Timeline
	City's Representative
	Questions or Clarifications
8	West Hollywood Overview & LGBTQ Identity and Expression City Overview
	LGBTQ Identity and Expression
10	Scope of Work
	Overview
	Technical considerations
	Venue
	Date
	Production Cost
	Other Considerations
14	Proposal Submission
	Proposal Due by September 3, 2021 by 5:00 PM
	Page Limit
	Proposal Organization
18	Proposal Details
	Cancellation
	Acceptance or Rejection of Proposals
	Universal Access & Non-Discrimination
	Sample Basic Contract
	Verification of Information
	Confidentiality
	Ownership of Reports and Data
	Conflict of Interest
	Prohibited Communication
21	Proposal Evaluation & Selection
	Evaluation Criteria
	Proposal Review
	Attachments
	1. Draft Agreement for Services

# EXECUTIVE SUMMARY

The City of West Hollywood is seeking qualified professionals to deliver a vision and produce a community-based event(s), celebrating LGBTQ Pride in the City.

This initiative will allow the City to direct its efforts and resources towards programming events that reflect the vision of its residents, businesses and stakeholders and align with the City's Mission and Core Values.

## MISSION STATEMENT

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.

## CORE VALUES

### *Respect and Support for People*

We recognize and celebrate the diversity of our community by treating all individuals with respect for their personal dignity and providing a wide array of specialized services. We promote mutual respect, courtesy, and thoughtfulness in all interactions.

### *Responsiveness to the Public*

We hold ourselves accountable to the members of our community and are committed to actively seeking public participation. We promote a public process whereby we can respond to the community's needs while balancing competing interests and diverse opinions.

### *Idealism, Creativity and Innovation*

We value our artistic richness and support idealism and creativity. We are dedicated to consistently finding innovative and better solutions to provide the best public service possible

### *Quality of Residential Life*

We maintain a balanced sense of community by protecting quality of life, conserving our historic neighborhoods, safeguarding housing affordability, and proactively governing growth with care and thought.

### *Promote Economic Development*

We recognize that economic development is essential to maintaining quality of life for the total community. We support an environment where our diverse and eclectic businesses can flourish and seek mutually beneficial relationships with the business community.

*Public Safety*

We protect the personal safety of our constituents and safeguard the community from the threats of natural, technological and other man-made hazards. Through preparation and planning, we minimize the effects of these disasters.

*Responsibility for the Environment*

We make it our responsibility to protect and improve our natural and built environments, pursuing opportunities to preserve and create open and green space in our urban setting. We initiate partnerships with other cities and agencies to address regional and global environmental challenges.

We are seeking qualified Proposers, who share our vision and values, to submit creative, inclusive and sustainable proposals related to the design and execution of LGBTQ Pride events in West Hollywood for 2022.

Cleo Smith

Event Services Manager

City of West Hollywood

# INTRODUCTION AND SCHEDULE

## PURPOSE OF THE REQUEST FOR PROPOSALS (RFP)

The City of West Hollywood ("City") hereinafter referred to as "City," is soliciting proposals from qualified vendors for full event production services for West Hollywood LGBTQ Pride events. Proposers are also asked to deliver a vision for LGBTQ Pride event(s) in West Hollywood. 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.

<b>RFP Schedule and Deadlines</b>	<b>Date</b>
RFP issued by the City	August 5, 2021
Deadline for Questions (5:00 PM PST)	August 17, 2021
Answers posted	August 23, 2021
Proposal due date (5:00 PM PST)	September 3, 2021
City completes screening process, proposal, pricing evaluations & selects Proposer	September 14, 2021
Awarding of contract and contract signing	October 2021
Contract start date	October 2021



## IMPLEMENTATION TIMELINE

The City anticipates having the selected Proposer begin work in October 2021 with submittal of final deliverables from the Scope of Work to the City by June 30, 2022, with the opportunity to extend the agreement through June of 2024, encompassing Pride events in 2023 and 2024. 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](https://www.planetbids.com), by August 17, 2021 at 5:00 PM (PST). Therefore, Proposers are advised that any questions received after that date shall not be answered.



# WEST HOLLYWOOD OVERVIEW & LGBTQ IDENTITY AND EXPRESSION

## **CITY OVERVIEW**

The City of West Hollywood, known as the “Creative City,” was incorporated in 1984. It is 1.9 square miles in area and bounded by Beverly Hills to the west, Hollywood to the east and Los Angeles to the north and south. The City is home to a diverse and vibrant community. Its progressive spirit and creativity have put it at the forefront of culture, fashion, hospitality, entertainment, and design. Its variety of residential neighborhoods, commercial districts and public amenities have made it one of the most desirable places to live, work, and visit in Southern California. The City’s main industries are hospitality (hotels, restaurants, nightclubs), entertainment (production, post production, and related uses), and arts and design (fashion, furniture, and art galleries). Its business community is a reflection of the City’s artistic richness and support of individuality, diversity, and creativity. It is home to the Sunset Strip, Pacific Design Center, the West Hollywood Design District and the historic LGBTQ destination that is Santa Monica Boulevard.

West Hollywood is known for its progressive public policies and sensitivity to LGBTQ, civil, and human rights issues. The City administers extensive support for its seniors, youth, and residents living with HIV and/or AIDS through its robust social services programs.

## **LGBTQ IDENTITY AND EXPRESSION**

Currently, more than 40 percent of West Hollywood’s residents identify as lesbian, gay, bisexual or transgender and for 40 years, West Hollywood has been the host city for the largest LGBTQ pride events in Southern California.

Through the years, the City of West Hollywood’s expression of LGBTQ pride has taken many forms, from parades to protests and celebratory festivals to some of the first legal same-sex weddings.



LGBTQ pride programming in West Hollywood has grown, changed and evolved with its diverse community over time.

In recent years, large-format programming in the City during a single Pride weekend in June has included a ticketed festival at West Hollywood Park with musical performances and other entertainment, a parade on Sunday morning, and a community festival of different non-profit agencies and vendors along Santa Monica Boulevard. These activities have primarily been held in the historic LGBTQ area of Santa Monica Boulevard with many visitors also patronizing local businesses in the area, including restaurants, bars, hotels and retail establishments.

These activities have historically been programmed and produced by a non-profit organization, with the City allowing the organization to use its facilities and with the City providing public safety and other related services. The City of West Hollywood now seeks to serve as the organizer and producer of such events and seeks a creative event production services team to implement LGBTQ pride events that reflect the City's vision.

Celebration of pride in the City has also included recognition of the artistic contributions of the LGBTQ community with the City's One City One Pride LGBTQ Arts Festival, which runs for 40 days each year, from Harvey Milk Day on May 22 through the end of Pride Month on June 30. One City One Pride projects are typically smaller in format and are funded by grants from the City's Art Grant Program. On average, One City One Pride comprises approximately 20 – 30 programs encompassing: art and history exhibitions, theatre productions and readings, film screenings, literary readings, panel presentations, concerts, dance, and interactive art projects. Proposers can learn more about the City's One City One Pride LGBTQ Arts Festival at [www.weho.org/pride](http://www.weho.org/pride).

It is the City's desire to integrate future large-format events with the programming of One City One Pride, wherever possible. The City envisions that the production services team selected through this RFP will play a critical role in this integration.



# SCOPE OF WORK

## OVERVIEW

The City is soliciting proposals related to the design and execution of a West Hollywood Pride event(s) for a date or dates in the month of June 2022. The specific date(s) will be determined no later than November 15, 2021.

Proposers are asked to deliver a vision for LGBTQ Pride event(s) in West Hollywood. The City invites proposals for creative, inclusive, scalable and sustainable events in any size, scale or form. Some examples of event proposals that are encouraged include, but are not limited to:

- A free event(s), open to the public
- A ticketed event(s), with tickets available for purchase
- A series of events, each centering around, but not limited to the different communities under the LGBTQ umbrella (For example: BIPOC (Black, Indigenous and People of Color) events, Transgender pride events, Women's events, etc.)
- Any other combination of creative event options, including smaller-format events

Proposers are highly encouraged to propose multiple event options and formats.

Each event option should approximate attendance.

Realizing the vision for Pride events in West Hollywood will be done in close collaboration with the City. The selected Proposer will receive direction from the City Council, work collaboratively with City staff and partner agencies across various disciplines and participate in engagement efforts with stakeholders, in order to execute a wholly inclusive event(s) that is representative of the many diverse communities across LGBTQ spectrum.

The selected Proposer will share the City's vision and values, and will possess extensive experience in the following areas:

- Event Design
- Event Management
- Event Marketing
- Event Sponsorship
- Event Budgeting
- Event Production



Proposers are asked to demonstrate their proficiency in these areas by providing examples of projects of similar scale where they have served in a similar capacity.

The selected Proposer should have a reputation for outstanding service to their clients as well as a proven track record of successfully executing events similar to those which they have proposed. Proposers submitting proposals may subcontract certain elements and services as needed, provided all insurance and bond requirements are met.

The final Scope of Work will be determined once a Proposer has been selected, the City Council has provided direction related to the event(s), and a date(s) has been determined.

The planning process for the LGBTQ Pride event may begin immediately following the City's selection of a Proposer.

## **TECHNICAL CONSIDERATIONS**

### **Venue**

When designing a vision for Pride, proposers shall work within the "venue," defined as follows:

- West Hollywood Park (647 N. San Vicente Blvd.)
- San Vicente Blvd. (between Santa Monica Blvd. and Melrose Ave.)
- Santa Monica Blvd. (between La Cienega Blvd. and Doheny Dr.) and Robertson Blvd. (between Santa Monica Blvd. and Melrose Ave.)

Submissions that include event proposals in addition to or outside of these parameters will also be considered.

### **Date**

Pride in West Hollywood will be celebrated in June 2022; the exact date(s) will be determined by the City no later than November 15, 2021. The City will consider proposals that have programming on a single weekend, multiple dates, or throughout the month of June. Events whose dates are flexible are highly encouraged. Only if a proposal is exclusive to a specific date, should a date be specified in proposal submission.



## Production Cost

The selected Proposer should expect to provide full production services related to each event option proposed.

This RFP requires that proposers provide a detailed budget as a part of the proposal submission. Proposed budgets should include all expenditures applicable to the event's production specifications which may include, but are not limited to:

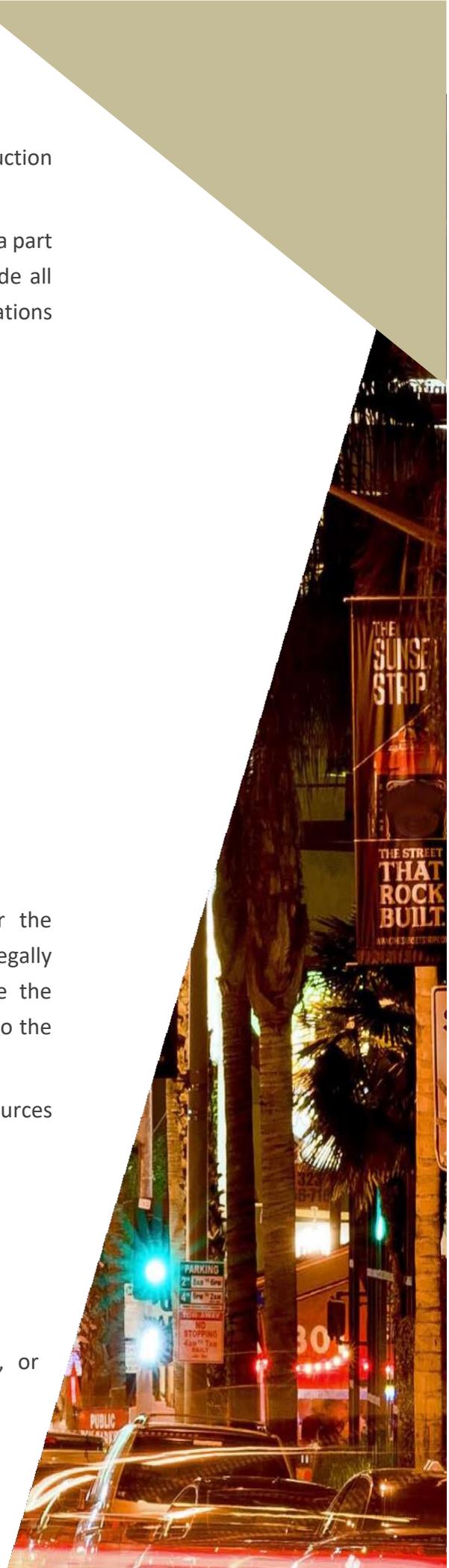
- Staffing (Pre-production and event day(s))
- Marketing
- Tenting, Staging and Signage
- Equipment Rentals
- Venue Fees
- Talent Acquisition
- Waste Management and Janitorial Services
- Public Safety:
  - West Hollywood Sheriff's Dept. Fees
  - Los Angeles County Fire Dept. Fees
  - Medical (First Aid/EMS/Medical Tent)
  - Traffic Control Equipment and Personnel
  - Private Security
- Management Fee

Cost for permits specifically and exclusively required for the event(s) 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.

Proposal budgets should also indicate all proposed revenue sources which may include, but are not limited to:

- Event Sponsorships
- Ticket Sales
- Food and Beverage Sales
- Vendor/Exhibitor Participation

Proposals whose event expenditures can be significantly, or completely offset by its revenues are highly encouraged.



## Other Considerations

- Inclusivity is central to the City’s vision of Pride. Proposers are asked to demonstrate how they will prioritize inclusivity in proposed programming elements, and how they intend to incorporate all the various communities within LGBTQ spectrum, including BIPOC groups, to ensure full representation.
- The City’s business community plays an important role in the celebration of Pride. Proposers are asked to detail plans to engage the business community in proposed events.
- In addition to the elements outlined in this RFP, Proposers are asked to detail any other events in West Hollywood that they plan to conduct that are not City organized, but are related to Pride, such as a parade. If so, Proposers are asked to explain how their team is equipped to handle the responsibility and obligation of the requirements in the RFP and producing additional non-City events.
- Proposers may indicate how they plan to integrate the City’s One City One Pride LGBTQ Arts Festival into their proposed vision.



# PROPOSAL SUBMISSION

PROPOSAL DUE BY SEPTEMBER 3, 2021 AT 5:00 P.M. (PST)

## PlanetBids SUBMISSION

The Proposer shall submit one (1) digital copy of the submission on PlanetBids. Proposals received after this time and date shall be disqualified and unopened. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will 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. The 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 producers providing complete information as required will be considered for evaluation.



## 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 and if any information contained in the response should be considered proprietary.

### 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 non-technical 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. Number of employees in your company
7. Number of employees available to work on this project, their titles, and how they will contribute to this project
8. Diversity within Proposer's organization
9. Proposer's understanding of or experience with the LGBTQ Community
10. Proposer's understanding of or experience with the City of West Hollywood
11. Proposer's experience in providing comparable services to other organizations
12. Detailed event management experience (Proposer's experience in providing comparable services to other organizations)

### 4. UNDERSTANDING OF SCOPE OF PROJECT

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, including a vision for Pride and how it will be executed, as requested in the Scope of Work of this RFP.



## 6. PROPOSED BUDGET

Propose and describe in detail the fee structure corresponding to the related professional services, as outlined in the Scope of Work section.

## 7. IMPLEMENTATION TIMELINE

Propose and describe in detail the implementation timeline corresponding to the event production.

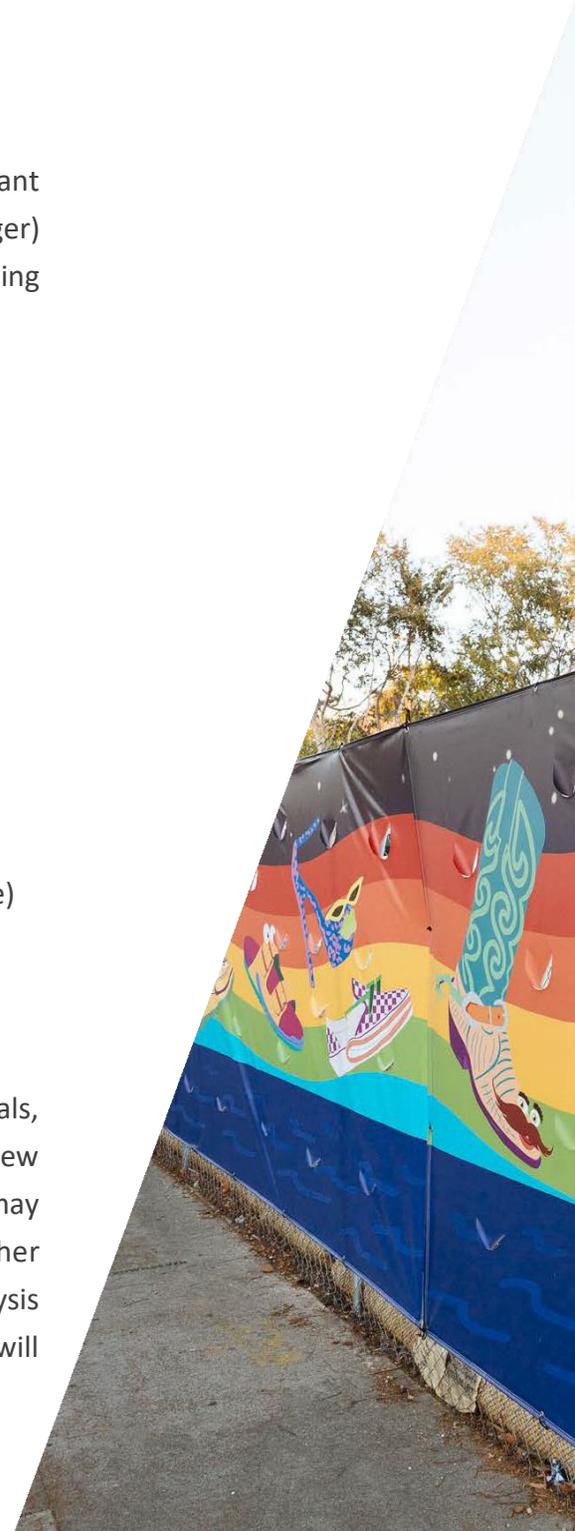
## 8. REFERENCES

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, Role, Outcome)
9. Project Dates
10. Client's Project Contract Number (if applicable)
11. Project Contract Value (initial and current or ending value)

## 9. OPTIONAL COMMUNICATION MATERIAL

Proposer 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 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 proposer 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 (Sample Draft Agreement for Services) 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. The City reserves the right to modify its standard contract once a vendor is selected. 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. 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.

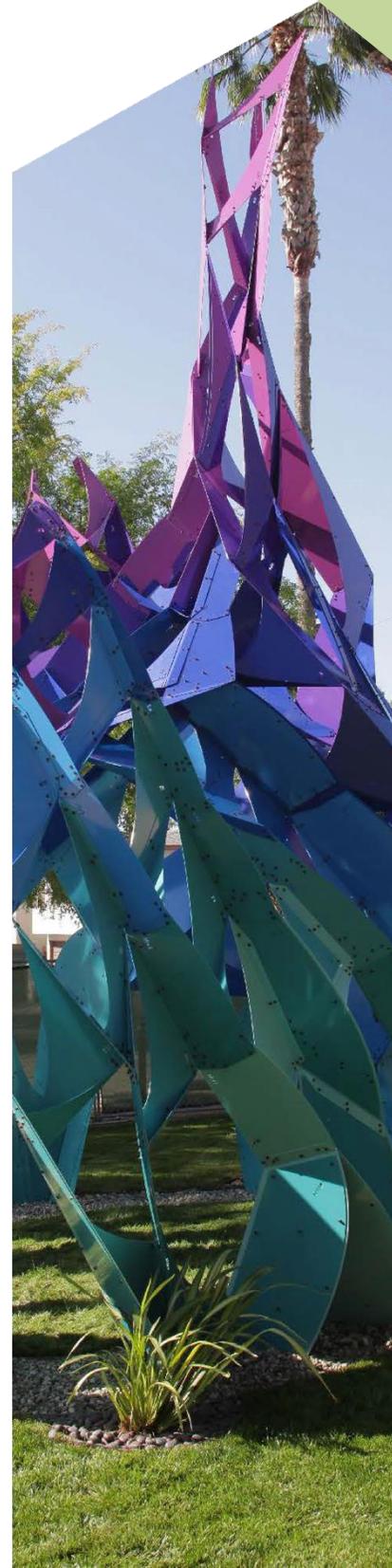


## CONFLICT OF INTEREST

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.



# 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 Proposer	30
Creative Vision	20
Project cost	20
Total	100

## PROPOSAL REVIEW

The City's Pride project team will evaluate the proposals received. For the purpose of scoring proposals, each of the City's Pride project team members will evaluate each proposal based upon the criteria listed above. The City's Pride project team may seek outside expertise, including, but not limited to, technical advisors.

The City's Pride project team may request to interview top candidates for consideration.





City of West Hollywood  
California 1984

