



REQUEST FOR PROPOSALS

TO PROVIDE

**PRODUCTION SERVICES AT PLUMMER PARK
FOR ANNUAL WEST HOLLYWOOD RUSSIAN-SPEAKING
COMMUNITY CULTURAL HERITAGE MONTH
& ONE-DAY CULTURAL FESTIVAL**

IMPORTANT DATES

ELECTRONIC SUBMISSIONS ONLY; HARD COPIES ARE NOT ACCEPTED

RFP ISSUED: November 17, 2022
QUESTIONS DUE: Monday, December 5, 2022 no later than 5:00 p.m.
SUBMISSIONS DUE: Monday, December 12, 2022 no later than 12:00 p.m.

PREPARED BY:

**CITY OF WEST HOLLYWOOD
COMMUNITY AND LEGISLATIVE AFFAIRS DIVISION
8300 SANTA MONICA BLVD.
WEST HOLLYWOOD, CALIFORNIA 90069**

CITY OF WEST HOLLYWOOD

NOTICE OF REQUEST FOR PROPOSALS

PRODUCTION SERVICES AT PLUMMER PARK FOR ANNUAL WEST HOLLYWOOD RUSSIAN-SPEAKING COMMUNITY CULTURAL HERITAGE MONTH & ONE-DAY CULTURAL FESTIVAL

PUBLIC NOTICE IS HEREBY GIVEN that the City of West Hollywood as AGENCY, invites proposal submissions through this Request For Proposals (RFP) process, to be received only by submitting electronically at <https://www.planetbids.com/portal/portal.cfm?CompanyID=22761> for the above stated work and will only receive such submissions no later than the hour of **12:00 PM ON Monday, December 12, 2022**.

The City seeks to award a contract to provide full event production services for its annual West Hollywood Russian-speaking Community Cultural Heritage Month, which will culminate with a one-day Cultural Festival that will be highlighting the rich culture brought to this country by many Russian-speaking immigrants from the former Soviet Union who represent a variety of ethnic groups. The selected Proposer will possess extensive experience in all areas related to event planning, production and execution.

Interested Proposers should demonstrate expertise in the following areas:

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

The selected Proposer should expect to provide all the above listed goods and services related to the event production and as such, should factor all elements into the proposed cost of \$40,000.00 dollars.

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 his/her profession are the responsibility of the Proposer and should not be factored into the proposed cost.

Proposals must be submitted electronically. Copies of the RFP and associated documents are available for free from the City's website at: <http://www.weho.org/bid>, and on the City's electronic bidding portal: <https://www.planetbids.com/portal/portal.cfm?CompanyID=>

[22761](#). To schedule an in-person review of the hard copy Bid Documents, reach out to the point of contact listed at the bottom of this Notice.

The agency hereby affirmatively ensures that minority business enterprises will be afforded full opportunity to submit proposals in response to this notice and will not be discriminated against on the basis of race, color, national origin, ancestry, sex, or religion in any consideration leading to the award of contract.

Pre-Bid Meeting/Job Walk: None.

Questions & Request for Clarifications: All requests and questions/clarifications shall be submitted electronically at <https://www.planetbids.com/portal/portal.cfm?CompanyID=22761> under the above stated project. Any questions addressing the interpretation or clarification of the Agency's bid forms or the bid documents must be submitted no later than **Monday, December 5, 2022 at 5:00 p.m. through the City's electronic submission process**. Following this deadline no questions regarding the RFP will be accepted.

Point of contact is Tatyana Rodzinek at (323) 848- 6826 or via email at trodzinek@weho.org. Please do not solicit bid contact with questions/clarifications; use the online bidding portal stated above.

Deadline for Submission: All proposals must be submitted electronically and received at <https://www.planetbids.com/portal/portal.cfm?CompanyID=22761> no later than **Monday, December 12, 2022 at 12:00 p.m. through the City's electronic submission process**. The system will not allow submissions to be received after the deadline and it is the sole responsibility of the proposers to allow adequate time to upload all required bidding documents.

Living Wage Ordinance: The City of West Hollywood's [Living Wage Ordinance](#) shall be followed when applicable. West Hollywood Municipal Code: Chapter 3.20 Living Wage Requirements for Service Contracts.

Interest in More Than One Submission: No proposer shall be allowed to make, submit or be interested in more than one proposal submission. However, a person, firm, corporation or other entity that has submitted a sub proposal to a proposer, or that has quoted prices of materials to a bidder, is not thereby disqualified from submitting a sub proposal or quoting prices to other proposers submitting a proposal to the Owner.

Insurance Certificates: The successful proposer will be required to furnish, within **five business days** of the written Notice of Award, insurance certificates and endorsements as described in the Bid Documents. All insurance is to be placed with insurers with a current A.M. Best's rating of no less than A: VII and authorized to do business in the State of California, or otherwise allowed to place insurance through surplus line brokers under applicable provisions of the California Insurance Code or any federal law.

Owner's Rights: The City of West Hollywood reserves the right to reject any and all proposals or to waive any irregularities or informalities in any proposals should it deem this necessary for the public good, and also the submission of any Proposer who has been delinquent or unfaithful in any former contract with the City of West Hollywood and to take all proposal submissions under advisement for a period of ninety (90) days. No proposer may withdraw its submission for a period of ninety (90) days after the date from the opening thereof.

**BY ORDER OF THE
CITY OF WEST HOLLYWOOD**

By: _____
City Clerk

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1. INTRODUCTION

1.1 Introduction

The City of West Hollywood, hereinafter referred to as "City," is soliciting proposals from qualified vendors for full event production services for its annual West Hollywood Russian-speaking Community Cultural Heritage Month, which will culminate with a one-day Cultural Festival that will be highlighting the rich culture brought to this country by many Russian-speaking immigrants from the former Soviet Union who represent a variety of ethnic groups. The required services and qualifications are described in the Scope of Services.

1.2. Background

The City of West Hollywood is a Council-Manager type municipality with five Council members 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 provided through the Los Angeles County and Consolidated Fire Protection District.

With a population of over 34,000 and approximately 25,000 residential units in a land area of only 1.9 square miles, West Hollywood is a dense, urban community surrounded by the cities of Los Angeles and Beverly Hills. The City is home to the world famous Sunset Strip and hosts many events throughout the year, including WeHo Pride in June, and the Festival that highlights the rich culture of the Russian-speaking community, in May, as well as dozens of visitor attractions that include a wide variety of restaurants and entertainment venues that cater to local residents, visitors, and tourists.

The City of West Hollywood prides itself on being accountable to the members of its community and is committed to actively seeking public participation in all aspects of governance. With that in mind, the City does an outstanding job of addressing the needs of the Russian-speaking community, which comprises roughly 11% of the City's population.

With growing support from the City, both the Russian-speaking residents of West Hollywood and the City's Russian-speaking Advisory Board (RAB) have been instrumental in the creation of an impressive number of programs targeting the Russian-speaking community and sharing the rich culture brought to this country from the former Soviet Union with the community at large. Of greater significance is that this collaboration has made it possible for many aspects of the Russian cultural heritage to be introduced to the greater Los Angeles area. Thanks to the many programs spearheaded by the RAB, West Hollywood has gained a reputation as home to a number of Russian-specific programs and activities, one of which includes the Annual Cultural Festival.

2. PROJECT INFORMATION

2.1 Russian-speaking Community Cultural Heritage Month Overview

The City of West Hollywood has been sponsoring a West Hollywood Russian-speaking Community Cultural Heritage Month for 22 years, the event celebrated its 20th anniversary in 2021. Individual community sponsors also contribute to funding the event. The celebration of the Russian-speaking Community Cultural Heritage Month in West Hollywood demonstrates a successful community partnership, which gives an opportunity for the community at large to experience, enjoy and share the cultural heritage of its members. The celebrations attract over 3,000 participants to a family-friendly week of events and special performances, which celebrate Russian-speaking community Cultural Heritage, which includes: arts, crafts, music, food, and entertainment with the West Hollywood and greater Los Angeles communities. The Russian-speaking Community Cultural Heritage Month usually culminates with the Cultural Festival that takes place annually in May in Plummer Park in the City of West Hollywood. The Russian-speaking Advisory Board of the City of West Hollywood selects the date for the event.

The Festival usually features stages for various types of performances, kid's town, food court, sports corner, as well as a number of vendors introducing their businesses and selling their products, which reflect and introduce cultural flavor to the event.

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

EVENT DATE: Sunday, May 21, 2023 (from 11 a.m. to 7 p.m.)

EVENT ADDRESS: Plummer Park (7737 Santa Monica Blvd., West Hollywood, CA 90046)

SET- UP: Saturday, May 20, 2023 (8:00 a.m. to 8:00 p.m.)

STRIKE: All strike must be completed by 10 p.m. on Sunday, May 21, 2023

Set up is done the day before the event, which allows 8 hours (12:00 p.m. – 8:00 p.m.) to begin and complete set-up.

The Proposer is expected to strike the event and all structures immediately following the event and is expected to be completed by 10 p.m. on the day of the event.

2.2. Scope of Services

The City is soliciting proposals to provide professional event production services for its annual Russian-speaking Community Cultural Heritage Month. The selected Proposer will possess extensive experience in all areas related to event planning, production, and execution.

Interested Proposers should demonstrate expertise in the following areas:

- Logistical Planning
- Production Management and Execution

- Entertainment Acquisitions and Artist Management
- 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
- Sponsorship Recruitment
- Rentals (Portable Restrooms, Heavy Equipment, Barricades, etc.)
- Collaboration with City Staff and City Leadership

The selected Proposer should expect to provide all the above listed goods and services related to the production of the Russian-speaking Community Cultural Heritage Month and a one-day Cultural Festival and as such, should factor all elements into the proposed cost of \$40,000 dollars. 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 his/her 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 its 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 Russian-speaking Community Cultural Heritage Month and a one-day Cultural Festival may begin immediately following the City's selection of a Proposer.

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

The City's vision of the Russian-speaking Community Cultural Heritage Month and a one-day Cultural Festival is to maintain and elevate the quality of the Festival and make it "the place to be" for the residents and visitors of the City of West Hollywood who would like to experience the rich flavor of the Culture of the Russian-speaking community. The Proposer will be expected to implement innovative solutions to realize the vision of the Russian-speaking Community Cultural Festival, 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 Festival, Proposers should work within the location parameters: Plummer Park of the City of West Hollywood.

Creative possibilities that encompass the Festival vision may include: additional smaller events or private parties leading up to the Festival, i.e. charity fundraisers, elegant, private events with entertainment during the Festival, or various experiences for the public throughout the Festival. 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.

Priorities:

- Supply a Director to oversee the program;
- Develop a detailed plan of the event;
- Provide comprehensive programming for the event.

The contractor shall:

- Coordinate all the events of the Russian-speaking Community Cultural Heritage Month under the guidance of the Russian-speaking Advisory Board. Report to staff regarding major decisions. Provide updates on a regular basis and ensure that all events for the Russian-speaking Community Cultural Heritage programming and exhibitors reflect the diversity of the community.
- The contractor will work with the City staff to develop a detailed work plan for the Russian-speaking Community Cultural Heritage programming, setting out the schedule and specific target deliverables and metrics, as the first order of business.
- Coordinate and recruit all vendors and volunteers, as well as the use of facilities and parking.
- Work closely with lead staff on recruitment of sponsors and help to facilitate sponsor relations.
- Coordinate Festival exhibitors with staff assistance, including recruiting new exhibitors, vendors, performers, and maintain ongoing communication with said exhibitors, vendors, and performers.
- Work closely with lead staff on programming, design, and implementation of event on park premises.
- Develop and implement an effective marketing strategy to significantly raise awareness and participation in the "Festival". Coordinate with lead staff on marketing campaign.
- Use social media to promote the event.
- Work with staff to ensure that all logistical needs are met, including equipment, exhibitor requirements, décor, food permits, park preparation, parking and other staffing needs.
- Work with rental companies to coordinate the logistics and design of the event and to ensure that set-up needs are met.

- Stay within designated budget. All expenditures to be approved by city staff

2.3. Proposal Specifications and General Requirements

Generally, the City would expect the Contractor to fulfill the following duties:

- Provide personnel who have expertise and experience in putting together special events

Companies bidding on this project should provide an estimate for the cost of Director/Coordinator of the entire event, subordinate coordinators of the parts of the event, such as, but not limited to, art show, children's concerts, contests, kids' activities, etc.

2.4. Additional Requirements

Proposers will detail in their proposals the following:

- their process of working and finding participants, vendors, volunteers, and other necessary components of the event.
- their process of outreach to the community and design concept of promotional materials.
- how the Director will be managed and by whom.

Proposers may be asked to give a short presentation (15-20 minutes) to the selection panelists in December 2022 and should be prepared to field questions.

3. PROPOSAL PROCESS

3.1 Notices to Potential Proposers

Questions & Request for Clarifications: All requests and questions/clarifications shall be submitted electronically at <https://www.planetbids.com/portal/portal.cfm?CompanyID=22761> under the above stated project. Any questions addressing the interpretation or clarification of the Agency's bid forms or the bid documents must be submitted no later than **Monday, December 5, 2022 at 5:00 p.m. through the City's electronic submission process**. Following this deadline, no questions regarding the RFP will be accepted.

Proposer understands and agrees that, as stated in Section 4.5 of this Request for Proposal (RFP), the Proposer's owners, executives, employees, subcontractors, consultants or any such individual(s) serving in the capacity of spokesperson for the Proposer submitting a bid shall not meet with or engage in oral or written communication with any City employee, City Council member, City appointed official or employee concerning this RFP.

Proposer understands and agrees that nothing contained in this RFP or in any communication related thereto constitutes a representation or promise by the City to hire or execute a contract with the Proposer.

All information and materials contained in this document or furnished by or on behalf of the City, are provided without representation or warranty as to the accuracy, completeness or otherwise of such information, and are provided to potential Proposer without any recourse whatsoever. Each Proposer is responsible for independently verifying all information to its own satisfaction.

All proposals submitted will become subject to public disclosure only after the City has selected a finalist with whom to contract. The City will not be responsible for any costs incurred in the preparation and submittal of proposals. All proposals and materials submitted will become property of the City and will not be returned. The City reserves the right to reject all proposal(s) in whole or in part, to negotiate with all, some or none of the Proposer(s), and award to the Proposer whose proposal is most advantageous to the City.

3.2. Purpose

The purpose of this Request for Proposal (RFP) is to provide interested, qualified vendors with sufficient information to enable them to submit proposals for putting together programming for the West Hollywood Russian-speaking Community Cultural Heritage Month.

3.3. Qualifications Submission

- By submitting a proposal, the Vendor affirms that the Company is familiar with all the terms and conditions of this RFP and is sufficiently informed in all matters affecting the performance of the work and provisions of labor, supplies, material, equipment and facilities called for in this RFP. Additionally, the Vendor affirms that the Proposal has been checked for errors and omissions and that all information provided is correct and complete.
- All proposals shall be signed in ink by the President, Chief Executive Officer, or individual authorized to act on behalf of the Company, with current Power of Attorney if applicable. The name and mailing address of the individual making the proposal must be provided.
- No oral, telephonic or telegraphic proposal or modification of proposal will be considered.

3.4. Disclosure of Contents of Proposal

All proposals accepted by the City of West Hollywood shall become the exclusive property of the City. **Upon opening, all proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are identified by the Contractor as business or trade secrets and plainly marked as “Trade Secret”, “Confidential” or “Proprietary”.** Each element of a proposal which the Contractor desires not to be considered a public record must be clearly marked as set forth above. If disclosure is required under the California Public Records Act or otherwise by law, the City will make an independent determination and retain the confidentiality to the extent permitted by the Public Records Act.

3.5. Proposal Due Date

Proposals will be accepted up to the hour of 12:00 PM on Monday, December 12, 2022.

Deadline for Submission: All proposals must be submitted electronically and received at <https://www.planetbids.com/portal/portal.cfm?CompanyID=22761> no later than **Monday, December 12, 2022 at 12:00 p.m. through the City’s electronic submission process.** The system will not allow submissions to be received after the deadline and it is the sole responsibility of the proposers to allow adequate time to upload all required bidding documents.

3.6. Schedule of Events

This RFP has been developed in order to provide adequate information for potential vendors to prepare proposals and to permit the City to fully consider the various factors that will affect its decision. The tentative schedule for release, submittal, evaluation and selection is:

Request for Proposal Release	November 17, 2022
Final Date for Questions	December 5, 2022
Final Date for Submitting Proposal	December 12, 2022
Proposal Evaluation by City	December 19, 2022
Negotiations begin with finalist(s)	December 27, 2022
Council Considers Staff Recommendation	January 23, 2023
Contract Begins – Tentative Date	January 23, 2023

3.7. Vendor Proposal Format

Please note: 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 Vendor will become the property of the City when received and **are subject to public records requests.**

To assist in the evaluation of the submitted proposal to this RFP, each proposal must conform to the following format:

- A letter of transmittal
 - Briefly state the proposer understanding of the work to be done and commitment to perform the work.
 - State why you believe you are the best qualified to perform the requested services.
 - State that your firm has reviewed all of the general requirements of the RFP and can fully comply with those requirements.
- An executive summary
- General Vendor Information
 - Name and address of your firm and the individual/corporate officer authorized to execute this agreement.
 - A brief description of your firm's history, ownership, organizational structure, location, length of time in business, company size, and licenses to do business in the State of California.
 - The names, experience, qualifications and applicable licenses held by the individuals primarily responsible for servicing the City and any other person(s) with specialized skills that would be assigned to service the City.
 - A listing of clients for which you have performed similar work.
- All vendors must submit a detailed and realistic implementation plan which identifies all resources that will be provided by vendor as required to fully implement vendor's proposal. In addition, vendors are to identify any sub-contractors used, and all resources which are to be provided by City
- Detail and discuss any exceptions to this RFP

3.8. Evaluation Criteria

All proposals submitted in response to this RFP will be evaluated according to the below evaluation criteria.

- **Accuracy/Ability to Meet Requirements – 35 points maximum**

Demonstrate understanding of the work and demonstrate staffing capability to perform the work within the proposed timeline. Ability to meet the minimum qualification requirements. Brief descriptions of previous project experiences should be used as examples of how this was achieved with former clients.

- **Experience/References – 35 points maximum**

Experience in performing work similar in nature and/or related to the work described, good record of past performance. Desired experience working with public agencies. The capacity of the vendor to perform the contract or provide the service promptly, within the time specified, and without delay or interference.

- **Fee Schedule – 30 points maximum**

Use a fee schedule to demonstrate performance of work; reasonableness of total cost and basis on which prices are quoted; cost control, performance within budget allocations, prudent accounting practices, management and clear communication with City staff are essential. Brief descriptions of previous project experiences should be used as examples of how this was achieved with former clients.

Each proposal shall be evaluated against 100 total points. While the City will use the scoring, outlined above, as a guide to assess the respective strengths of each proposal, the final selection for award of contract remains a qualitative process as the City determines to be in its own best interests. If awarded, an Agreement will be made to the proposer(s) earning the highest total evaluation score.

4. CONDITIONS

4.1. Firm Prices

Prices quoted by Vendor shall be firm prices and not subject to increase during the term of any contractual agreement arising between the City and Vendor as a result of said proposal. Vendors' quoted prices **must** include any applicable federal or state tax. Vendors are to stipulate the expiration date of their quoted proposal.

4.2. Right to Purchase from Any Source

The City reserves the right to purchase from any source or sources, in part or in whole, any desired products or services relating to this proposal.

4.3. Right to Reject Any or All Proposals

The City reserves the right to reject any or all proposals, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more vendors are deemed equal, the City reserves the right to make the award to one of the two Vendors. Vendors are responsible for the cost of preparing and submitting proposals.

4.4. Contracts

It is recognized that the formal basis of any agreement between Vendor and City is a contract rather than submission of proposals. Please see sample contract (Section 5).

4.5. Service Date

Vendors will specify in their proposals that the proposed beginning date of service of January 2023 is acceptable and include a detailed implementation plan.

4.6. *Rights to Submitted Materials*

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 Vendor will become the property of the City when received and are subject to public records requests.

4.7. *Insurance Requirements*

For the duration of the contract Vendor shall procure and maintain insurance against claims for injuries to persons or damages to property which may arise from or in connection with products and materials supplied to City. The cost of such insurance shall be borne by the Vendor. Specific insurance provisions will be delineated in the contract between Vendor and City.

4.8. *Non-Discrimination*

The City maintains various policies related to contractual service providers. Among these is an anti-discrimination policy which requires that our contractors not discriminate in hiring based on gender, race, religion, sexual orientation, or medical condition. Upon acceptance of a proposal, the City may request that the selected firm sign a statement affirming their compliance with this policy.

EXHIBIT 1: SAMPLE OF CITY'S BASIC SERVICES AGREEMENT