

REQUEST FOR PROPOSALS

EVENT PRODUCTION SERVICES FOR HALLOWEEN CARNAVAL

CITY OF WEST HOLLYWOOD

Date Issued: April 1, 2024

Proposal Due: April 24, 2024



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EXECUTIVE SUMMARY

The City of West Hollywood, hereinafter referred to as the “City”, is seeking qualified professionals to submit proposals for comprehensive event production services for its annual Halloween Carnival. Proposers are encouraged to offer a creative response as it relates to implementing the City’s vision for the annual event.

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 the 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.

The City of West Hollywood invites qualified professionals, who share our vision and values, to submit creative proposals that demonstrate their technical qualifications and expertise related to the production and execution of the Halloween Carnival event in West Hollywood for 2024.

INTRODUCTION AND SCHEDULE

PURPOSE OF THE REQUEST FOR PROPOSALS (RFP)

The City of West Hollywood is soliciting proposals from qualified vendors for comprehensive event production services for its Halloween Carnival. Proposers are encouraged to offer a creative response as it relates to implementing the City’s vision for the annual event. The required services and qualifications are described in the Scope of Work.

RFP SCHEDULE

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

RFP Schedule and Deadlines	Date
RFP issued by the City	April 1, 2024
Deadline for Questions (5:00 PM PST)	April 10, 2024
Answers posted	April 12, 2024
Proposal due date (5:00 PM PST)	April 24, 2024
City completes screening process, proposal, pricing evaluations & selects vendor	May 2024
Awarding of contract and contract signing	June 2024
Contract start date	July 2024



IMPLEMENTATION TIMELINE

The City anticipates having the selected Proposer begin work in July 2024. **The event date is October 31, 2024.** Submittal of final deliverables from the Scope of Work will be required by December 31, 2024. There may be the opportunity to extend the agreement through December of 2026, encompassing Halloween events in 2025 and 2026. 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 April 10, 2024, at 5:00 PM (PST). Therefore, Proposers are advised that any questions received after that date shall not be answered.



WEST HOLLYWOOD OVERVIEW, IDENTITY, AND HALLOWEEN CARNAVAL

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, the 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.

HALLOWEEN CARNAVAL EVENT

The West Hollywood Halloween Carnival originated organically decades ago when revelers celebrating along Santa Monica Boulevard would spill over into the streets of the iconic Route 66 to celebrate and enjoy one another’s costumes on October 31.

Through the years, the event has evolved into the largest outdoor Halloween celebration, attracting tens of thousands of City residents and visitors alike throughout the night. The event, which spans over a mile, includes the closure of Santa Monica Boulevard.



The event is free and open to the public; its purpose is to support the activities of the City's businesses by providing an environment that can safely accommodate the increase in visitors.

The City is seeking an event production firm to supply, build, monitor, and strike the physical infrastructure that will support the event's goals.

Halloween Carnival programming and infrastructure have varied throughout the years, and Proposers should possess the ability to execute large-scale events of varying complexity. Infrastructure may include stages, tenting, audio/ visual design elements, portable toilets and sinks, safety lighting, and food trucks, among other elements. Proposers should also possess the ability to acquire artists, performers, and talent at all levels, as entertainment has also varied throughout the years.



SCOPE OF WORK

OVERVIEW

The City is soliciting proposals for the provision of professional event production services for its annual Halloween Carnival, to be held on Thursday, October 31, 2024.

Proposers should demonstrate expertise in the following areas:

- Logistical Planning
- Large-scale Production Management and Execution
- Creative Design and Graphic Services
- Staging and Rigging
- Sound and Audio Engineering
- Video and Video Projection
- Power Distribution
- Lighting
- Tenting
- Permitting
- Vendor and Talent Acquisition and Management (Food trucks, DJs, Artists, Heavy Equipment and Portable Restroom rentals, etc.)
- Sponsorship Solicitation and Management
- Temporary Art Installation
- Multi-Agency Collaboration

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 delivering outstanding service to clients, as well as a proven track record



of successfully executing events of comparable magnitude. 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 and the City Council has provided direction related to the event.

The planning process for the Halloween event may begin immediately following the City’s selection of a Proposer.

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

TECHNICAL CONSIDERATIONS

Venue

Proposers shall work within the “venue,” defined as follows:

- Santa Monica Blvd. (between La Cienega Blvd. and Doheny Dr.) is the primary event venue.
- San Vicente Blvd. (between Santa Monica Blvd. and Melrose Ave.) serves as a back of house area and the location for the medical care facility.

Date and Time

Halloween Carnaval is held annually on October 31. The date for the 2024 event is Thursday, October 31, 2024.

The event hours are 6:00 PM – 11:00 PM.

Santa Monica Blvd. (between La Cienega Blvd. and Doheny Dr.) will NOT close for set-up until 12:00 PM (noon) on October 31.

Some on-site pre-staging may occur prior to the closure.

Strike must begin immediately following the event.

Santa Monica Blvd. (between La Cienega Blvd. and Doheny Dr.) will re-open to traffic no later than 6:00 AM on November 1.

Time is of the essence related to the preparation and execution of this event.



Production Cost

The selected Proposer should expect to provide, at a minimum, full production services, as described.

This RFP requires that proposers provide a detailed budget as a part of the proposal submission. Proposed budgets should include and itemize all expenditures applicable to the event's production specifications, as detailed below.

Event Production Specifications

1. PROGRAMMING ELEMENTS. Producer will organize, manage, subcontract for and/or supply, build, monitor, and strike the following:
 - a. Mobile stage (SL250 or similar) to be positioned on San Vicente Blvd., just south of the intersection at Santa Monica Blvd., including:
 - i. DJ performance(s) from 6PM – 11PM
 - ii. Stage Manager
 - iii. Lighting/Visuals
 - iv. Sound Design and Delay Infrastructure to provide continuous sound along the Santa Monica Blvd. closure
 - b. Portable restrooms (Standard and ADA) and hand-washing stations along Santa Monica Blvd.
 - c. Mobile light towers for safety purposes for all restroom banks
 - d. Temporary art installations (static, projections, inflatables, or other)
 - e. Food trucks
 - f. Power supply for any event elements
2. MEDICAL CARE CENTER. Producer will supply, build, and strike a medical care center tent to be active and operational during the entire event. Tent size, contents, and layout will be fulfilled according to the City's specifications. City will contract separately for medical center personnel. Specifications are approximately

30x100 tent with 24 beds and 20x40 tent as a patient waiting room. Examples of contents to be provided by producer include adequate pipe and drape to separate beds, HVAC, cots, IV lines, etc.

3. PERMITTING. Producer will be required to secure all permits for the event, including electrical permits, permits for built structures, and health permits.
4. GRAPHIC DESIGN SERVICES. Producer will be required to create key artwork for the event as well as deliver certain print and digital pieces of varying specification.
5. REGULAR MEETINGS. Producer shall participate in regularly scheduled meetings with City staff for the purpose of providing progress reports related to event production elements, including budgets and timelines.

The City reserves the right to change or modify the event's specifications during the planning process.

Traffic control services (Traffic control plans, equipment (barricades, cones, "No Parking" signs, etc.) and personnel are contracted separately by the City, and the costs for such services should not be included in the production budget.

Public safety costs for the overall event (Los Angeles County Fire and Sheriff's Department costs, security ambassadors, and ambulance services) will be absorbed by the City, and the costs for such services should not be included in the production budget. Proposers should include any private security costs related to production and equipment oversight or stage accesses.

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.

Proposer is responsible for the strike of event equipment and infrastructure. All other event clean-up is performed by City staff and contractors and should not be included in the production budget.

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

- Event Sponsorships
- Food and Beverage Sales (Alcohol sales not permitted)
- Vendor/Exhibitor Participation



PROPOSAL SUBMISSION

PROPOSAL DUE BY April 24, 2024 AT 5:00 PM (PST)

PlanetBids SUBMISSION

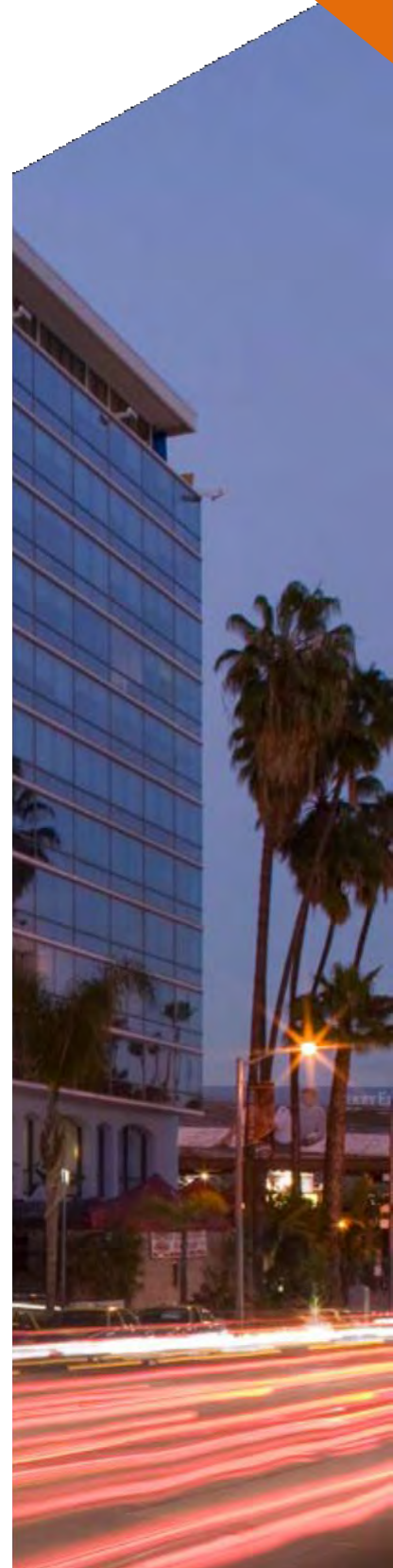
The Proposer shall submit one (1) digital copy of the submission on PlanetBids. Proposals received after this time and date shall be disqualified and unopened. No oral, telephonic, faxed, emailed, or telegraphic proposals or modifications of proposals will be considered.

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

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 the parent company, if applicable
3. Company address
4. Company website address
5. Number of years the company has been in business
6. Number of employees in the company
7. Number of employees available to work on this project, their titles, and how they will contribute to this project
8. Diversity within the company
9. Proposer's understanding of or experience with the City of West Hollywood
10. Proposer's experience in providing comparable services to other organizations
11. Detailed event management experience (Proposer's experience in providing comparable services to other organizations)

4. UNDERSTANDING OF THE SCOPE OF THE 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 Attachment 1 (Sample Draft Agreement for Services) in this RFP. The sample contract is the City's 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 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 the 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.

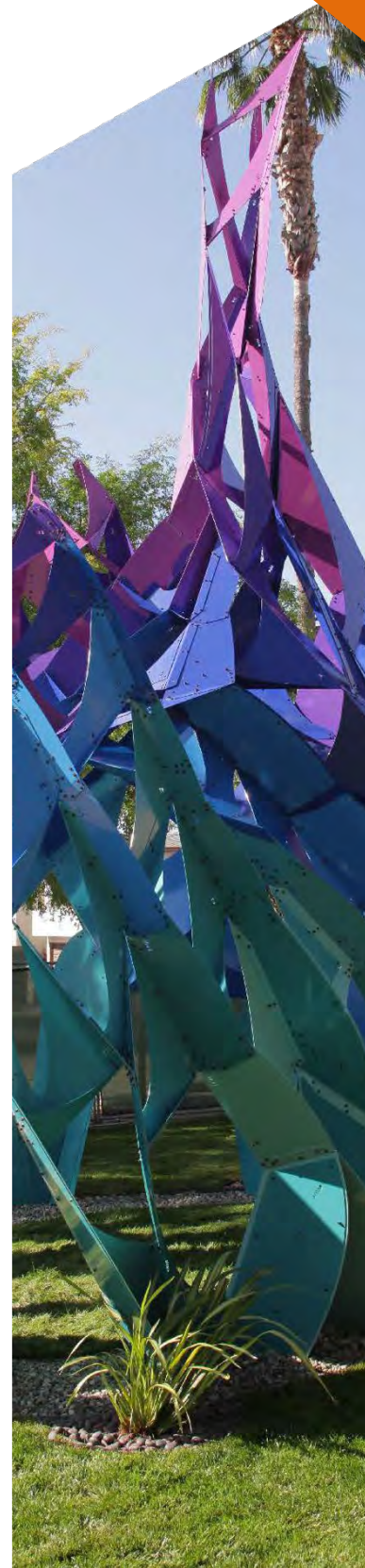


CONFLICT OF INTEREST

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:

Criteria

Event Management Experience

Qualifications of Proposer

Creative Vision

Project cost

PROPOSAL REVIEW

The City will evaluate the proposals received based upon the criteria listed above. The City may seek outside expertise, including, but not limited to, technical advisors.

The City may request to interview top candidates for consideration.





City of West Hollywood
California 1984

