

Waterfront & Commercial Real Estate Division

LA Waterfront Events

REQUEST FOR PROPOSALS



November 22, 2017

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Prospective Consultants:

SUBJECT: REQUEST FOR PROPOSALS FOR LA WATERFRONT EVENTS

The City of Los Angeles Harbor Department invites firms to submit proposals for Recurring Entertainment Event Programs at the LA Waterfront. The agreements negotiated through this process must be approved by the Board of Harbor Commissioners to be effective.

Instructions and forms to be used in preparing the proposal are found in the information included in the Request for Proposals (RFP).

The schedule for this RFP will be as follows:

Request for Proposals Published	Wednesday, November 22, 2017
Questions Due	Friday, December 1, 2017
Response Posted	Thursday, December 7, 2017
Proposals Due	Wednesday, December 20, 2017 by 3 P.M.

For questions regarding this RFP, please contact Susana Eldridge by email at Seldridge@portla.org. Questions must be submitted by December 1, 2017. Responses will be posted on the Harbor Department's website at http://www.portoflosangeles.org/business/RFP_proposals.asp on December 7, 2017. It is the responsibility of any proposers to review the Port's website for any RFP revisions or answers to questions prior to submitting a proposal in order to ensure their proposal is complete and responsive.

Sincerely,



TRICIA J. CAREY
Director, Contracts and Purchasing Division

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1. INTRODUCTION

1.1 Brief Overview of the Project

The City of Los Angeles Harbor Department (Harbor Department) invites firms to submit proposals for Recurring Entertainment Event Programs (Recurring Events) at the LA Waterfront. Proposals for Recurring Events must include a detailed description of the specific Recurring Event, the location, dates or period of recurrence over multiple years, compensation to be paid to the Harbor Department, and other requirements further elaborated in this Request for Proposals (RFP). Examples of Recurring Events that can be proposed include, but are not limited to, a concert series, sporting event, boat show, or festival. More than one proposal may be selected through this RFP, assuming there are no conflicts between the dates and locations proposed by different applicants. The agreements (Agreements) negotiated through this RFP must be approved by the Board of Harbor Commissioners (Board) to be effective. Agreements may extend up to three years for Recurring Events to be held periodically or annually. All proposals must estimate a minimum of \$100,000 to be paid to the Harbor Department in total fees, reimbursed costs or tangible in-kind benefits by the end of the Agreement.

1.2 The Port of Los Angeles

The Port of Los Angeles (Port), Southern California's gateway to international commerce, is located in San Pedro Bay, 20 miles south of downtown Los Angeles. This thriving seaport not only sustains its competitive edge with record-setting cargo operations, but is also known for its groundbreaking environmental initiatives, progressive security measures and the diverse recreational and educational facilities of the LA Waterfront.

The LA Waterfront is a visitor-serving destination that includes more than 400 acres of land and water, funded and maintained by the Harbor Department. Home to authentic dining establishments, a marine aquarium, museums and historical landmarks, an indoor craft marketplace, expansive marinas and beaches, California's largest water feature and much more, the LA Waterfront is a unique location to play, dine, shop, and explore. More than a dozen beautification and redevelopment projects have created open spaces that include pedestrian promenades, walking/bike paths, native landscaping, decorative lighting, art and scenic views. The LA Waterfront attracts millions of visitors annually through its destinations and events held throughout the year.

A proprietary department of the City of Los Angeles, the Harbor Department is self-supporting and does not receive taxpayer dollars.

1.3 The Waterfront & Commercial Real Estate Division

The Waterfront & Commercial Real Estate Division's primary mission is to manage, build, activate and develop the LA Waterfront through partnerships with private event promoters and land developers.

2. PROJECT DESCRIPTION

2.1 Goals and Objectives

The goal of this RFP is to add to the development of a critical mass of visitors along the LA Waterfront. Recurring Events are critical for making the waterfront an attractive and vibrant destination for both local residents and regional visitors and will enhance economic benefits generated from waterfront activities.

Objectives

1. Build upon success of events presently being held at the LA Waterfront.
2. Attract the highest quality Recurring Events by receiving competitive proposals from experienced proposers.
3. Build partnerships with event promoters and producers who seek to propose Recurring Events and leverage their expertise, experience and contacts to produce successful Recurring Events at the LA Waterfront.
4. Increase efficiency in the utilization of the LA Waterfront and the event permit review process of the Harbor Department.
5. Attract consistent, high quality and safe Recurring Events to the LA Waterfront that will benefit the reputation and profile of the LA Waterfront as a visitor-serving destination.
6. Further the Harbor Department's Strategic Plan Initiative to "Attract visitors to the LA Waterfront of Wilmington and San Pedro."

2.2 Event Scope

This RFP seeks proposals for Recurring Events at the LA Waterfront that attract unique and return visitors and establish the LA Waterfront as an event destination within the Southern California region (See Exhibit A). Situated 20 miles from downtown Los Angeles and within convenient freeway access from the west side and Orange County the LA Waterfront provides a one of a kind location that is centrally located and convenient to access from all areas of Southern California. This unique destination set against the country's #1 container port offers views of the California Coast, Catalina Island, the San Gabriel Mountains and the Port's main channel where ships the size of high rise buildings come and go on a daily basis. Proposals should consider all of the attributes of the LA Waterfront and specific event locations related to the specific Recurring Event proposal. If selected, firms would negotiate with the Harbor Department for an Agreement to produce, promote, and manage said Event. All Agreements require Board approval. All permits and approvals for said Recurring Event shall be coordinated with the Harbor Department. Proposals must include, but are not limited to, the following:

- a) Narrative** – a detailed narrative description of the Recurring Event, type of primary entertainment, location(s) (including parking), estimated timeline (set-up, schedule, and breakdown), maximum attendance, physical improvements, activities and ancillary activities, including any food, beverage and alcohol.
- b) Requested Date(s) to be reserved** – a reasonable range of dates may be provided if precise dates are not available.

designated at or before the deadline set forth above. Proposers are cautioned that matters including, but not limited to, traffic congestion, security measures and/or events in or around the Harbor Department, may lengthen the amount of time necessary to deliver the proposal, whether the proposal is submitted in person or by mail.

By submitting a proposal, proposers certify that such proposal constitutes their full and complete written response to the RFP and evidences their acknowledgement that additional written material outside of such proposal shall not be considered by the City in connection with this RFP, unless the City provides a written request that they submit additional written materials. Absent such written request, proposers are instructed to not submit to the City written or other materials outside of the proposal, either in a subsequent interview or otherwise.

3.2 Evaluation Process and Selection Criteria

All proposals meeting the requirements of this RFP shall be reviewed and rated by an evaluation committee according to the following criteria: 1) firm qualifications, experience, and references; 2) event organization, personnel, and staffing; 3) event approach, conceptual plans, management, and timeline; 4) firm knowledge of the LA Waterfront and furtherance of the goals and objectives of this RFP; and 5) compensation to the Harbor Department. See Exhibit B.

Selected proposers may be contacted to arrange in-person interviews with the evaluation committee. The evaluation committee will make the final recommendation for the selection of proposals. More than one proposal may be selected through this RFP as long as the date(s) and location(s) proposed do not conflict. Selected firms will enter into negotiations with the Harbor Department to finalize a proposed Agreement for action by the Board. If an Agreement is reached, the proposal will be presented to the Board for final action. All recommendations are subject to the approval of the Director of Waterfront & Commercial Real Estate, the Executive Director of the Harbor Department, and the Board.

Proposers are advised that all documentation submitted in response to this RFP will be considered property of the Harbor Department and may become available to the public as a public record and be released without further notification. Any information that the proposer considers confidential should not be submitted with the proposal.

The right to reject any and all proposals shall, in every case, be reserved, as shall the right to waive any informality in the proposal when to do so would be to the advantage of the City.

3.3 Proposal Content

The following items shall be included in your proposal:

1. Cover Transmittal Letter

Provide a narrative which introduces the firm and team highlighting the special strengths of the firm to perform the work requested in this RFP.

2. Firm Qualifications, Experience and References

Provide a narrative describing the firm's qualifications to manage proposed Recurring Event, including past (relevant) experience and at least three client references, with contact names and

information. Include information regarding your firm's experience involving the size and level of complexity of the proposed Recurring Event and/or experience with managing events at the LA Waterfront.

Identify any members of your proposed team, including proposer's firm who are former Commissioners, officers or employees of the Harbor Department. Provide their name, proposed team position, and their past position and years of employment/appointment with the Department. If your proposed team does not have any such members, please include a statement in your proposal so stating.

Proposers are advised that it is a proposer's obligation to determine whether any conflicts of interest exist for their team members and the extent to which those conflicts need to be resolved or disclosed prior to engaging in business with the Harbor Department.

3. Event Organization, Personnel and Staffing

Provide a brief description of all key personnel and technical staff to be involved and their relationship to the services to be provided.

- Include names, titles, licenses, certificates, fields of expertise, and relevant experience for all proposed personnel and staff.
- Identify the primary project manager for the proposed Event.
- Complete resumes should be provided as part of an appendix to the proposal.
- Provide an organization chart which depicts the organization of the team, including reporting relationships to the Harbor Department's Project Manager and supervision of team staff.

4. Event Approach Conceptual Plan, Event Management, and Timeline

Provide a detailed description and conceptual plan of the proposed event which addresses all items identified in Section 2.2. Describe how your firm intends to manage all aspects of the event, from pre-planning activities to post-event activities. Based upon the proposed event, provide a detailed event schedule that identifies key milestones and deadlines that need to be accomplished.

5. Knowledge of the LA Waterfront

Briefly describes the firm's knowledge of the LA Waterfront and how the proposed event will meet the goals and objectives of this RFP.

Identify which RFP objectives are achieved by the proposal and how the identified objectives will be achieved.

6. Compensation

The total payment must estimate a minimum of \$100,000 to be paid to the Harbor Department. Provide estimated compensation based on the conceptual event plan including in total compensation to the Harbor Department and any tangible or in-kind benefits.

3.4 Checklist for RFP Submittal Requirements

A checklist is provided to assist in verification that all elements of the RFP have been

addressed. However, firms are encouraged to review the entirety of the RFP, including the Standard Contract Provisions section, to ensure full compliance and not rely solely on this checklist.

- Cover transmittal letter,
- Table of Contents, if included (not required).
- Proposal with the following sections, in order:
 - Firm Qualifications, Experience and References
 - Event Organization, Personnel and Staffing
 - Event Approach, Conceptual Plan, Event Management, and Timeline
 - Knowledge of the LA Waterfront
 - Compensation
- Resumes for all proposed staff personnel provided in an appendix.

EXHIBIT A
LA WATERFRONT MAP

The LA Waterfront



EXHIBIT B
RFP SELECTION EVALUATION FORM

PROJECT: LA WATERFRONT EVENT(S)

SCORING GUIDELINES:

Rater's Score: (Range 0-5) - 0=not included/non responsive; 1= Serious Deficiencies; 2=Marginal Abilities; 3=Adequate, 4=Well Qualified; 5=Exceptionally Qualified.

Weighing Factor: A range of 1 through 6, with 1 being of relative lower importance and 6 being relative highest importance. Each number (1 through 6) may be used more than once; however, in establishing weights, the total of all the weighing factors (A –E) must equal 20. Example: 3+2+6+4+5=20 or 3+3+3+6+5=20

Weighted Score= Rater's Score multiplied by (x) Weighing Factor. Totals should be calculated for each criterion.

Total score = Sum of all weighted scores.

Firm Name	Evaluated by	Date

CRITERIA TO BE RATED		RATER'S SCORE	WEIGHING FACTOR	WEIGHTED SCORE
A. Firm Qualifications, Experience and References	How long has the company been in business? Level of expertise in conducting events of similar size?		5	
B. Event Organization, Personnel and Staffing	Qualification and experience of proposed personnel and staff for event services?		4	
C. Event Approach, Conceptual Plan, Event Management, and Timeline	Quality of proposed event and conceptual plan to meet RFP objectives? Quality of event management and timeline?		5	
D. Knowledge of LA Waterfront	Is the firm knowledgeable of the LA Waterfront and surrounding communities? Does the event further the objective of promoting the LA Waterfront and bring visitors to the region?		3	
E. Compensation	Proposed compensation to the Harbor Department, including all tangible or in-kind benefits? Is the compensation clearly defined and realistic?		3	
	Maximum points possible=100		A+B+C+D+E=20	Total Points=