



REQUEST FOR PROPOSALS

Events, Festivals & Entertainment Promoter

January 2013

PROPOSAL INFORMATION FOR CONSULTANTS

TENTATIVE SCHEDULE OF ACTIVITIES

The tentative schedule of key milestones related to the City of Roseville Events, Festivals & Entertainment Promoter Request for Proposals (RFP) is as follows:

Events and Milestones

Release of RFP
Written Questions Submission Deadline
City Response to Written Questions
Receipt of Proposals to City (by 3 p.m.)
Interviews (as needed)
Estimated Staff Recommendation to City Council
Award of Contract

Day/Time

Monday, January 21, 2013
Monday, February 4, 2013
Monday, February 18, 2013
Monday February 25, 2013
Week of March 25, 2013
Wednesday, May 1, 2013
Thursday, May 2, 2013

Request

The City of Roseville Parks, Recreation and Libraries Department is currently soliciting written proposals from Consultant/Promotion firms, experienced in creating and conducting unique and fun events, festivals and/or entertainment to support the goals and mission of the City and the Parks, Recreation and Libraries Department. The City desires to obtain a Consultant who will review and analyze the department's current calendar of events, event and program calendars of local area businesses, agencies, groups, etc., to compliment City special events and create new events, festivals and entertainment options to meet the interests of Roseville residents and neighboring communities. Selected Consultant(s) will enter in a non-exclusive contract with the City of Roseville.

Background

The City of Roseville is a Placer County suburb of Sacramento, California with approximately 122,000 residents and approaching a daytime population of 200,000. The City was incorporated in 1909 and functions as a City Council/City Manager form of government. The City has a strong sports tourism following and has established itself as a regional employment center and retail destination.

Request for Qualifications/Proposal Background

The City of Roseville is currently constructing a new town square in the downtown Roseville area. The square is approximately one acre and is located in front of the Civic Center between Vernon, Grant and Oak Streets. The town square is an area created to be visually attractive, pedestrian friendly and ADA compliant. The purpose of the town square is to revitalize the Vernon Street/Downtown Area by providing a gathering place for the community and to increase visitors and time spent in the downtown area. The estimated date of completion for the square is May 2013.

Amenities included in the square are an interactive water fountain, fire pit, stage area, cement walkways with trees spaced to allow for tenting areas for festival-type events (or events

requiring booth space), restrooms, grass area, convertible spaces, rain garden, temporary art display areas, and lighting. In addition to the physical amenities, the City has the ability to close Grant Street, between Oak and Vernon Streets and the 200-400 blocks of Vernon Street to expand the space available during larger festivals/events.

The Parks, Recreation and Libraries Department is overseeing the programming of the town square and plans to provide weekday daytime and evening programs/events, in addition to weekend events, festivals and entertainment. The department is committed to providing a multitude of recreational/leisure opportunities for a wide variety of demographics that can be enjoyed during the peak outdoor programming and events season, especially during the Valley warm summers, comfortable falls and unpredictable springs.

Submittal Description

Submittals shall include the following information:

Qualifications – Firm/Team

Describe your firm and provide a statement of your firm’s qualifications for performing the requested services. Identify the services which would be completed by your firm’s staff and those that would be provided by sub-consultants or sub-contractors, if any. Identify all sub-consultants or sub-contractors you propose to utilize to supplement your firm’s staff.

Provide a brief summary of the role, qualifications and experience of each team member including length of service with the firm. Include qualifications/experience of any sub-consultant or sub-contractor staff on your team. The geographical location of the firm and key personnel shall also be identified.

Experience and Reference

Provide a summary of your firm’s experience in providing these or similar services. Provide a minimum of three (3) references for events, festivals or entertainment services similar in nature and scope that your firm’s team members have completed in the last five (5) years. Include a brief description of the event, festival or entertainment, dates, client names and contact persons’ name, address, telephone number and email address. Public sector events are preferred.

Project Understanding

Based on the available information, supplemental research, field observation and experience with similar projects, provide a narrative describing your understanding of the services requested in this Request for Proposals, your general approach and any major challenges to achieving the City’s vision. Include a description of an event your firm has recently designed and implemented. Include information regarding the details of the program and your event organization/planning outline. Outline may not exceed one page.

Project Plan

Provide a detailed discussion of your firm’s approach to planning and organizing a variety of events, festivals and entertainment opportunities for the City of Roseville. Explain your plan to create events that attract residents both within the City limits and neighboring cities, reaching a variety of demographics. Explain your vision for creating signature events for the City of Roseville that will involve members of the business community, motivate sponsorships and highlight the Downtown Area and City of Roseville as a destination area for events. Include a thorough discussion of methodologies you believe are essential to accomplish all of the required tasks within each event timeline. Identify the staff who would be assigned to each task, including sub-consultants and sub-contractors.

Project Proposal

Provide a detailed outline of your firm’s vision and plan for events, festivals and entertainment. Include discussions on the types of events, festivals or entertainment, when your firm proposes to schedule the events, which demographics will be targeted and why, if there is any theme, education or problem being addressed, approximate cost of the event and revenue potential.

Revenue Sharing Plan

Provide a detailed discussion of your firm’s approach to sharing revenues with the City that exceed the costs associated with events, festivals or entertainment. Include discussions on how you have shared revenues or propose to share revenues and what procedures, policies or processes you follow to assure revenue and expense information is openly shared. Provide examples of events, festivals and/or entertainment when your firm has shared revenues as part of a contract/agreement.

Competency of Proposers

The City wants to ensure that the successful contractor has the necessary ability, experience and financial resources to provide the services specified herein in a satisfactory and timely manner. Please list and explain any pending bankruptcies, liens, stop notices, judgments, lawsuits and foreclosures or any similar actions filed or resolved in the past seven (7) years. Please indicate whether a client has ever terminated a contract with your firm for breach, and if so, please explain.

Submittal Instructions

Your submittal package shall include the following:

- **One (1) original and four (4) printed copies** of your proposal; and
- **One (1) electronic copy** of your proposal in PDF format on CD, flash drive or other electronic media
- Proposal shall be enclosed in a sealed container, labeled, and delivered to the office of

**City of Roseville
Attention: City Clerk
311 Vernon Street
Roseville, California, 95678**

Proposals should be clearly marked with the full title of the proposal – Events, Festivals & Entertainment Promoter RFP

- Submittals are due **Monday, February 25, 2013**. Consultants are warned against making erasures or alterations of any kind, without initialing each and every such change. Submittals that contain erasures or irregularities of any kind, without such initialing, or omissions, may be rejected. No oral, telegraphic, or telephone (including facsimile) proposals or modifications will be considered.
- Submitted forms received after the deadline date will not be accepted. No exceptions. Postmarks will not be accepted.
- No Consultant may withdraw its submittal for a period of ninety (90) days after the date set for the opening of proposals.
- Roseville reserves the right to reject any or all submittals, to make any awards or any rejections in what it alone considers to be in the best interest of Roseville, and waive any informalities or irregularities in the submittal.

Selection Process

Based on the information provided during this process, the City will select the most qualified firms for further consideration. Those firms chosen as consultants to provide events, festivals and entertainment in the Downtown Area will enter into a non-exclusive contract with the City for a period of no less than one year and no more than three years. Note: more than one firm/consultant may be chosen during this process.

A selection committee appointed by the City will evaluate and rank each proposal. If necessary, at the selection committee's discretion, the top-ranked firms will be invited to make oral presentations.

1. Review of Proposals and Evaluation

The City's designated selection committee will review responses to the RFP. The selection committee will evaluate and score proposals on the basis of the responsiveness to the requirements of this RFP and on the basis of which firms demonstrate the best combination of expertise, experience, project understanding and approach.

2. Oral Interviews

Firms may (or may not) be invited to provide a presentation to the selection committee and participate in an oral interview. Interviews shall include discussions related to the vision and expectations regarding the town square and Downtown Area events, festivals and entertainment.

Based upon evaluation of the proposals and oral interviews (if conducted), the City will award specific contracts tailored to addressing the success of the town square and Downtown Area events, festivals and entertainment project(s). Contracts will be awarded to firms demonstrating an overall program plan, knowledge of various elements of special event planning, and responses that align with City and

Department Mission, Vision, and Values. The City may elect to choose a variety of firms that fulfill each category/need and/or may request that firms partner on specific projects.

Material contained in each Proposal will be considered proprietary until selection. Following selection, however, the contracts may be negotiated based upon ideas provided by others.

The City reserves the right to postpone/cancel selection for its own convenience, and/or reject any and all submissions without indicating any reason. No submission documents will be returned.

A contract will be negotiated with the firms considered best meeting the City's needs. In the event a mutual satisfactory contract cannot be negotiated with the City's first choices, negotiations may be terminated and commenced with firms considered next best in meeting the City's needs.

The contract will further refine the scope of work and provide for terms and conditions of employment. The contract will then be submitted to the City Council for consideration and approval.

The City reserves the right to reject any or all proposals, to waive defects or irregularities in any proposal or the RFP process, and to offer to negotiate or contract with any firm in response to this RFP. This RFP does not constitute any form of offer to contract.

Additional information may be obtained by contacting **Kathy M. Barsotti, Recreation Manager, 311 Vernon Street, Roseville, CA 95678, (916) 774-5505, kbarsotti@roseville.ca.us**.

Please be assured that all submittals will be fully and objectively considered. We appreciate your interest in becoming partners with the City of Roseville.

Insurance Requirements

As a condition of payment for any services, each selected firm shall provide the City with a copy of the original policies of insurance or certificates of insurance issued by companies authorized to conduct the business of insurance within the State of California and subject to the approval of the City Attorney with the following coverages and amounts. The certificates shall provide a minimum of thirty (30) days prior notice of modification or cancellation. Should any coverage or amount not be approved by the City for the failure to comply with the requirements of this provision or by the failure to provide evidence of such insurance by an adequate certificate or a copy of the policy or endorsement, no liability on the part of the City shall arise for payment or compensation due to the firm for services rendered.

Each firm shall maintain in full force and effect throughout the term of the agreement the following insurance coverage with the minimum limits of liability shown, insuring not only the firm, its officers, agents, employees, and subcontractors, but also, with the exception of Workers Compensation, the City, it's officers' agents and employees, and each of them.

<u>POLICY</u>	<u>MINIMUM LIMITS OF LIABILITY</u>
WORKERS' COMPENSATION	Statutory

COMPREHENSIVE AUTOMOBILE LIABILITY,
owned, hired and
non- owned automobile

Bodily Injury - \$500,000 per person
\$1,000,000 per accident
Property Damage - \$100,000
per occurrence

COMPREHENSIVE GENERAL LIABILITY,
including protective, completed
operations, broad form contractual, and
personal injury

\$1,000,000 each occurrence
\$2,000,000 aggregate
Personal Injury - \$1,000,000
each occurrence
\$2,000,000 aggregate

Thank You,

Kathy M. Barsotti
Recreation Manager