

GASLAMP QUARTER ASSOCIATION

REQUEST FOR QUALIFICATIONS & PROPOSAL  
(RFQ-P)

2 YEAR EVENT PRODUCER CONTRACTOR  
FOR THE  
THE GASLAMP QUARTER ASSOCIATION

Contact Person:  
Address:  
Phone:  
Date:

Michael Trimble  
614 Fifth Avenue, Suite E, San Diego, CA 92101  
(619) 233-5227  
January 5, 2017

REQUEST FOR QUALIFICATIONS/PROPOSAL  
**PART I – TECHNICAL REQUIREMENTS**

A. GENERAL INFORMATION

The Gaslamp Quarter Association (herein after referred as “GQA”) through the release of this RFQ-P intends to choose an established Event Production firm/partner (herein after referred as “PROPOSER”) to help the GQA develop, enhance, and execute several events for the Gaslamp Quarter that can be an economic benefit to both the GQA and its members.

B. PROPOSER RESPONSIBILITY

Read the documents very carefully, as the GQA shall not be responsible for error or omissions on the part of the proposer. Carefully review final submittal, as reviewers will not make interpretations or detect, or correct, error in calculations.

C. DELIVERY OF PROPOSALS

Proposals must be received prior to the closing times and at the place stated below. Failure to meet these requirements will result in an unacceptable proposal. *Unless otherwise stated, faxes or digital transmissions are unacceptable.*

Proposals must be delivered no later than 4:00 p.m. PST, **Monday, March 6<sup>th</sup>, 2017** to:

ATTN: Michael Trimble  
Gaslamp Quarter Association  
614 Fifth Avenue, Suite E  
San Diego, CA 92101

D. TENTATIVE SCHEDULE

RFQ Released: *Friday, January 27<sup>th</sup>, 2017*

Proposals are due at the GQA offices no later than **4:00 p.m. PST on Monday, March 6<sup>th</sup>, 2017**

Interview, if necessary, to clarify proposals: *(By request only)*

**ALL QUESTIONS AND REQUESTS MUST BE SENT TO:** [michael@gaslamp.org](mailto:michael@gaslamp.org)

E. PROPOSER STATUS FORM

All proposers must complete, sign and submit the attached Proposer Form (pgs. 11-12) in response to RFQ-P. Failure to comply will deem the proposer non-responsive. The GQA reserves the right to verify the information on the Proposer Form at the time of the submission. If the proposer is a corporation, the form must include the title of the person signing (i.e., corporate officer), status, and a copy of the corporate resolution authorizing the signing form. If a partnership, the signing partner must indicate limited or general partner.

#### F. PROPOSAL COVER PAGE

Information in the technical proposal is to be provided in the order requested beginning with the cover letter page. Each page is to be numbered at the bottom starting with the number 1; all pages should be 8 ½ x 11 – inch paper and all narrative portions of the proposal should be typed.

The first page of the technical proposal must be a signed cover letter on the letterhead of the proposer and contain the following statement verbatim:

*“Submission of this proposal signifies that all the terms, conditions, requirements, protest procedures, performance measures and instructions concerning the award of the Consultant Services RFQ-P to which this proposal responds, have been read and understood. Further, in signing this letter, as the authorized representative of the submitting firm, it is expressly agreed by the proposer that failure to have provided accurate and truthful information in this proposal or any deviation from any requirement or performance measure stated in the RFQ-P shall constitute grounds for rejection of this proposal. And further, proposer agrees that if the submitted proposal is not in the format of the RFQ-P, proposer’s proposal will be deemed non-responsive.”*

The person’s name must be clearly above the signature line and dates. If proposer fails to submit this document, and it is not signed and dated, the proposal will be rejected as being non-responsive.

#### G. BUDGET

All proposers must submit with their proposal, an itemized budget that is inclusive of **all** expenses expected to be realized from their proposal. The proposer should clearly indicate the all-inclusive fee being proposed for the project; the scope of work for conducting this project, broken down by individual event and the proposed cost per event. The budget must represent an estimation of costs and of time spent per project. The proposer should also specifically identify all expenses that are **not included** in their fee. Should the proposer receive the 2-year contract award, any and all expenses not outlined in the proposal will be considered to be part of the overall fee and the responsibility of the proposer.

The budget per event is an important consideration in the evaluation of all proposals, but not the only consideration in determining the final award/not award of the project. The Gaslamp Quarter Association may extend the contract after a comprehensive review by the Board of Directors for an additional 2 years after the completion of the first 2-year term.

#### H. TIMELINE

All proposers must submit with their proposal, a project timeframe defining key milestones, resources, and time requirements and the results the proposer expects to achieve.

#### I. NUMBER OF COPIES & ADDITIONAL MATERIALS

All proposers must submit one original proposal with the original signatures, un-bound, and three-hole punched, **plus** a complete bound copy and a digital version of the proposal on disc or jump drive. Additional materials will be accepted, but as with the required documents, all additional materials submitted in response to this RFQ-P will become to the property of the GQA and will not be returned. Further, there will be no guarantee that the additional materials will be reviewed and/or used in any way to determine the award of the project

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**PART II - RULES GOVERNING COMPETITION AND TECHNICAL EVALUATION**

A. RFQ-P REQUIREMENTS AND CONDITIONS

(1) ERRORS

If a proposer discovers any ambiguity, conflicts, discrepancy, omission, or other error in the RFQ-P, he/she shall immediately notify the GQA of such error in writing addressed to the contact person listed on the cover page and request modification or clarification of the documents. Modifications will be made in writing by way of addendum issued pursuant to Paragraph 2, Addenda below. Clarification will be given by written notice to all parties to whom the GQA had sent notice of the RFQ-P and to persons or entities requesting be given notice of any modification or notices.

(2) ADDENDA

If necessary, the GQA will modify the RFQ-P prior to the date set for submission of final proposals, by issuance of an addendum to all parties who have furnished notice of the RFQ-P for bidding purpose.

(3) DEFINITIONS

The use of “shall”, “must” or “will” indicates a mandatory requirement or condition in this RFQ-P. Failure to include such mandatory requirements or conditions will result in the disqualification of a proposal. The word “should” or “may” indicates a desirable attribute or condition, but are permissive in nature and may affect the score the proposal receives.

(4) GROUNDS FOR REJECTION

A proposal may be rejected if:

- It is received at any time after the exact time and date set for receipt of bids as stated in Part I, Paragraph C and D.
- It is not prepared in accordance with the required proposal format or information is not submitted in the format required by the RFQ-P.
- The firm has submitted multiple bids in response to the RFQ-P without formally withdrawing other bids.
- It contains false or misleading statement or references, which do not support attributes or conditions, contended by the proposer. The proposal shall be rejected if, in the opinion of the GQA, such information was intended to mislead the GQA in its evaluation of the proposal and attribute, condition, or capability of requirement to this RFQ-P.
- It is unsigned.

(5) RIGHT TO REJECT ANY AND ALL PROPOSALS

It is the policy of the GQA not to solicit proposals unless there is a bona fide intention to award a contract. However, the GQA reserves the right to reject any or all proposals or to cancel the RFQ-P at any time during the process.

(6) PROTESTS

Any protest must be filed in writing with the GQA, at 614 Fifth Avenue, Suite E, San Diego, Ca 92101, within five (5) working days of the notification. Within five (5) working days after filing the protest, the protesting bidder shall file with the GQA a full and complete written statement specifying the grounds for the protest. Such grounds for protest shall be limited to assertions of procedural discrepancy. GQA officials will evaluate the protest and shall furnish a decision in writing within thirty (30) calendar days.

B. OTHER INFORMATION

1. DISPOSITION OF PROPOSALS

All materials submitted in response to this RFQ-P will become the property of the GQA. All proposals, evaluation and scoring sheets shall be available for public inspection at the completion of the staff scoring process and announcement of intent to award. If an individual requests copies of these documents, the GQA will assess a fee to cover cost of duplication. Documents may be returned only at the GQA option and at the proposer's expense. One copy of each proposer's proposal shall be retained for official GQA files.

2. CONFIDENTIALITY OF PROPOSALS

The GQA will be holding the contents of all proposals in confidence until issuance of the Award. If a protest is filed, the materials may be used by the GQA to justify an award or a decision not to award. All proposers must identify at the time of submittal all of the specific information or materials that are proprietary or otherwise legally protected to retain the claim of confidentiality.

The GQA will employ best efforts to prevent the release of said materials; however, the GQA will not be held negligent for the inadvertent release of any propriety of confidential information or materials.

3. MODIFICATION OR WITHDRAWAL OF PROPOSALS

Any proposal, which is received by the GQA before the time and date set for receipt of proposals, may be withdrawn or modified by written request of the proposer. However, in order to be considered, the modified proposals must be received by the original time and date set for receipt of proposals in Part I.

A proposer cannot withdraw or modify a proposal after the due date and time for receipt of proposals. Furthermore, a proposal cannot contain "expiration clauses" or special conditions referring to specific times and dates. For example, a statement similar to "This proposal and the cost estimate are valid for 60 days" will be considered non-responsive to the RFQ-P.

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**PART III – THE GASLAMP EVENT PRODUCER OBJECTIVES, GOALS & EXPECTATIONS**

**A. ORGANIZATIONAL BACKGROUND**

The Gaslamp Quarter Association, Inc. (GQA) is the Business Improvement District Management Corporation for the 400+ member business of the Gaslamp Quarter. Through its many promotions,

initiatives, events, and active community management principles, the GQA works with several entities to attract over 8 million annual visitors to the historic Gaslamp Quarter.

## **B. PURPOSE & OBJECTIVES**

The Gaslamp Quarter produces many different types of event, but several events in the GQA portfolio require additional attention the GQA cannot provide due to time and resource limitations. The purpose of this outsource contract is to provide event production for the following annual events for a period of Two (2) Years (July 1, 2017 to June 30, 2019): The Gaslamp Quarter Association will require the company to help produce 4 events per fiscal year based on the direction of the GQA. Events are subject to change.

- Michael Houge Golf Tournament – May 2018/19
- Taste of Gaslamp – Saturday, June 2018/19
- The Lamplighter Awards and Auction – November 2018/19
- Gaslamp Holiday Pet Parade – 2<sup>nd</sup> Sunday of December 2018/19

The preferred contractor will provide the following services for each event:

### MANAGEMENT

- Secure locations (venue) for each event,
- Apply for and follow-up on any and all permitting/contracting required,
- Work directly with governmental authorities to fulfill any event requirements,
- Create and implement the event plan, traffic plan (when applicable), security plan and event timetable,
- Source all sub-contractors and suppliers for approval by the Executive Director or his/her designee,
- Assist in the documentation of subcontract insurance requirements,
- Prepare and provide all materials, forms, and document holders necessary to effectively coordinate all sub-contractors, sponsors, participants, volunteers, and entertainers,
- Prepare and present a comprehensive budget outlining all expenses 90 days prior to the execution of the event(s),
- Work with the Executive Director to maintain the budget, schedule payments and reconcile any and expenses related to the event,
- Attend the monthly board meeting to provide event updates, answer concerns and present event recap(s) when appropriate.

### SPONSORSHIP

- Actively source and assist the GQA Staff in sourcing new event sponsorship,
- Assist in the creation of effective and professional sponsorship materials,
- Support in the fulfillment of all sponsorship agreements,
- Assist in the follow-up and retention of all event sponsors.

### MARKETING/PUBLIC RELATIONS

- Assist the GQA in the creation of the marketing/communication plan,
  - Internal (GQA Membership)
  - External (Public)
- Coordinate with the GQA Staff in the execution of the marketing/communication plan,
- Coordinate all media promotion,
- When with the media or in public, represent the event, the Gaslamp Quarter and its members in the most positive manner possible,

- Provide additional Social Media Resources to enlarge the existing GQA digital impact
- Arranging local media coverage include interviews and appearances
- Facilitate drafting & distribution of all press releases, media announcements, etc.
- Pitching – personally contacting editors & reporters for coverage based on their editorial
- Work media relations on the national level, participating in preparing communication strategy and yearly, monthly media plan.

#### MEMBERSHIP SUPPORT

- Assist membership businesses in participating in the events,
- Sponsorship, supplier opportunities, volunteers, advertising co-ops, etc...
- Commitment to minimizing negative impacts on the member businesses,
- Participate in pre-and post-event presentations/briefings with the community.

Additional Event Specific Services will include the following:

#### LAMPLIGHTER

- Coordinate with planning Committee to schedule meetings, agendas and needed support to enhance involvement,
- Develop theme and element ideas for the committee to decide on,
- Solicit and support providers for the appetizer element,
- Solicit, coordinate, and support the sponsors for the event,
- Set up, manage, staff and execute event registration,
- Assist with securing and managing beverage sponsorships,
- Coordinate entertainment, decor, and service options to enhance the event experience,
- Organize the awards presentation,
- Coordinate the prize drawing, silent and live auction(s):
  - Collect databases
  - Solicit prize and auction items,
  - Create and produce all necessary forms to execute all three activities,
  - Secure Auctioneer,
  - Assist the Auctioneer to facilitate successful bidding, winner documentation and an efficient payment process,
  - Prepare, package and enhance all offerings for event display,
  - Document all winners and their corresponding packages.
- Develop new revenue sources in support of the event.
- Full recap report on results of event

#### PET PARADE

- Secure the proper City permits to reserve the Expo/Check-in venue,
- Manage all entries (documentation, confirmation, check-in, and departure)
- Coordinate the printing of fact sheets, applications, etc.,
- Set up, manage, staff and execute “day-of” registration,
- Solicit expo sponsors to participate in the event,
- Assist in membership participation in the goodie bag and awards packages,
- Solicit, coordinate and support the judges for the event,
- Secure celebrity MC for the awards presentation,
- Coordinate with SDPD to assemble, commence, and conclude the parade,

- Secure “walk-along” volunteers for the parade route,
- Organize the awards presentation,
- Develop new revenue sources in support of the event.
- Full recap report on results of event

#### GOLF TOURNAMENT

- Coordinate with planning Committee to schedule meetings, agendas and needed support to enhance involvement,
- Secure golf course venue and coordinate all elements on-site,
- Coordinate Alcohol permitting on the course,
- Develop hole themes and element ideas for the committee to decide on,
- Solicit and support providers for the goodie bag,
- Solicit, coordinate, and support the sponsors for the event,
- Set up, manage, staff and execute event registration,
- Assist with securing and managing beverage and food sponsorships,
- Coordinate entertainment, decor, and service options to enhance the event experience,
- Organize the awards presentation,
- Coordinate the prize drawing:
  - Collect databases
  - Solicit prize items,
  - Create and produce all necessary forms,
  - Prepare, package and enhance all offerings for event display,
  - Document all winners and their corresponding packages.
- Develop new revenue sources in support of the event.
- Full recap report on results of event

#### TASTE OF GASLAMP

- Help coordinate restaurant partners
- Market and promote the event
- Help plan and coordinate VIP experience for Taste of Gaslamp
- Help execute all media aspects and promotional campaigns to drive ticket sales
- Coordinate check in and credentials to all attendees
- Coordinate with the GQA Staff in the execution of the marketing/communication plan
- Full recap report on results of event



REQUEST FOR QUALIFICATIONS/PROPOSAL

**PART IV - EVALUATION, SELECTION AND SCORING PROCESS**

Each proposal shall be evaluated for responsiveness to the GQA needs as described in this RFQ/P. This part describes the process the GQA will follow when evaluating and scoring proposals and awarding the proposal (if any is awarded) and contains the exact scoring criteria to be used. During the evaluation and selection process, the Committee may wish to interview a proposer for clarification purposes only. The proposer will not be allowed to ask questions concerning other proposers, but only to respond to clarification questions from the Committee. Proposals cannot be changed by the proposer after the time and date designated for receipt.

A. EVALUATION AND SELECTION

- a. Following the deadline for receipt of proposals as stated in Part I, each proposal will be examined to determine if the submittal (receipt) was by the deadline time and date, and that the physical format requirements were met.

**This is not a public review.**

- b. Technical proposals that meet the submittal format requirements, as stated in the previous paragraph, will be submitted for a review of the technical information and to determine that all required documentation is accurate and correct. Proposals that do not present the information in the format required may be rejected as non-responsive.

**This is not a public review.**

- c. The GQA reserves the right to verify any references and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracy is grounds for disqualification or receipt of lower score.

**This is not a public review.**

- d. The staff will evaluate each proposal that meets the format requirements and assign points for the technical proposal.

**This is not a public review.**

- e. The GQA may request interviews/presentations of the proposer(s) for clarification of proposal. Following any interviews, the proposal may be re-scored.

**This is not a public review.**

- f. The top three proposals will be forwarded to the members of the Board of Directors as the support documentation for their discussion and decision on March 29<sup>th</sup>, 2017.

**. This is a public review, though the Board reserves the option to go into closed session to discuss sensitive items prior to their final decision.**

- g. All proposers will be notified of the results. Notification of successful bid award will be sent by mail within fifteen (15) working days of the award.

## B. SCORING PROCESS

- a. Project Plan** **50 Points**  
Consisting of, but not limited to: A Full Project Narrative, Community Participation Plans, Individual Event Goals & Expectations, Event Timelines, and All Project Related Fees and Expenses.
- b. Gaslamp Member Business** **10 Points**  
The GQA is a membership based business improvement organization that strives to enhance the business environment in and for the businesses of the Gaslamp Quarter. The proposer should clearly state their relationship to the GQA in their proposal.
- c. Past Experience and Previous Performance** **10 Points**  
Provide experience and previous performance for event projects of all sizes, public and private, that are similar in aspect and complexity. This should include any and all events executed within or adjacent to the boundaries of the Gaslamp Quarter. Specify overall qualifications of company and business philosophy, attitude, interest in project, integrity, etc.
- d. Personnel** **10 Points**  
Attach a copy of key personnel or statement of (e.g., titles and responsibilities, organizational chart, personal integrity, level of experience, etc.). Identify any subcontractors by agency name, name, title and GQA relationship if applicable. Attach statement of firm's detailed working knowledge of web development and professional experience.
- e. References** **10 Points**  
Attach letters of recommendation including names, addresses and telephone numbers of at least three (3) business related references from current or past clients.
- f. Submittal** **10 Points**  
A complete RFQ-P packet should contain of the proposer's Project Plan, Proposer/Contractor Status Form (pg. 2), Proposal Cover Page (pg. 3) and the Estimated Event Budget (s) (pg. 3).

**PROPOSER STATUS FORM**

PAGE 1 OF 2

PROPOSER'S NAME: \_\_\_\_\_ COUNTY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ FEDERAL ID: \_\_\_\_\_

CITY: \_\_\_\_\_ ZIP: \_\_\_\_\_

Status of contractor proposing to do business (please check one)

\_\_\_\_ INDIVIDUAL    \_\_\_\_ LIMITED PARTNERSHIP    \_\_\_\_ GENERAL

\_\_\_\_ PARTNERSHIP    \_\_\_\_ CORPORATION

INDIVIDUAL (Please check one)    \_\_\_\_ RESIDENT    \_\_\_\_ NON-RESIDENT

IF A SOLE PROPRIETOR, STATE THE TRUE NAME OF THE SOLE PROPRIETOR: (I.E., JOHN ROE SMITH; NOT J. ROE SMITH OR NOT JOHN R. SMITH)

\_\_\_\_\_

PARTNERSHIP (PLEASE CHECK ONE)

\_\_\_\_ LIMITED PARTNERSHIP    \_\_\_\_ GENERAL PARTNERSHIP

IF A PARTNERSHIP. LIST EACH PARTNER IDENTIFYING WHETHER LIMITED PARTNER(S), STATING THEIR TRUE FULL NAME AND THEIR INTEREST IN THE PARTNERSHIP:

\_\_\_\_\_

\_\_\_\_\_

CORPORATION

PLACE AND DATE OF INCORPORATION: \_\_\_\_\_

IF NOT A CALIFORNIA CORPORATION IN GOOD STANDING, PLEASE STATE THE DATE THE CORPORATION WAS AUTHORIZED TO DO BUSINESS IN CALIFORNIA: \_\_\_\_\_.

CURRENT OFFICERS:

PRESIDENT: \_\_\_\_\_ VICE PRESIDENT: \_\_\_\_\_

SECRETARY: \_\_\_\_\_ TREASURER: \_\_\_\_\_

OTHER OFFICERS: \_\_\_\_\_

ALL MUST ANSWER:

ARE YOU SUBJECT TO FEDERAL BACKUP WITHHOLDING? \_\_\_\_\_

**PROPOSER STATUS FORM**

PAGE 2 OF 2

FICTITIOUS NAME

IF PROPOSER IS DOING BUSINESS UNDER A FICTITIOUS BUSINESS NAME AND WILL BE PERFORMING UNDER THE FICTITIOUS NAME, PLEASE ATTACH A CLEARLY LEGIBLE COPY OF THE CURRENT FICTITIOUS FILING.

INSURANCE

LIABILITY CONVERAGE CARRIER \_\_\_\_\_

POLICY # \_\_\_\_\_ RENEWAL DATE \_\_\_\_\_

WORKERS COMPENSATION CARRIER \_\_\_\_\_

POLICY # \_\_\_\_\_ RENEWAL DATE \_\_\_\_\_

WE RESERVE THE RIGHT TO VERIFY THE INFORMATION PROVIDED ON THIS FORM BY THE PROPOSER DURING THE RFQ PROCESS. BY SIGNING THIS FORM, YOU ARE AUTHORIZING THE RELEASE OF ANY AND ALL INFORMATION PERTAINING TO YOURSELF AND BUSINESS IN WHICH YOU PARTICIPATE OR HAVE PARTICIPATED, INCLUDING INFORMATION OF A CONFIDENTIAL OR PRIVILEGED NATURE IN THE POSSESSION OF GOVERNMENT OF PRIVATE AGENCIES OR INDIVIDUAL WHO FURNISH SUCH INFORMATION FROM LIABILITY FOR DAMAGES WHICH MAY RESULT FVROM FURNISHING THE INFORMATION REQUESTED.

I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE AND CORRECT AND THAT I AM AUTHORIZED TO SIGN THIS STATUS FORM ON BEHALF OR THE PROPOSER.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
PRINT NAME

IF THIS STATUS FORM IS NOT COMPLETELY FILLED OUT, SIGNED AND SUBMITTED WITH PROPOSER'S RESPONSE TO THE RFQ, THE BID WILL BE REJECTED AS NON-RESPONSIVE. ANY FALSE OR MISLEADING INFORMATION WILL CAUSE THE BID TO BE REJECTED AS NON-RESPONSIVE.