

MEETING DATE:

June 23, 2014

AGENDA ITEM:

(1) Consideration of a Recommendation from the Cultural Affairs Commission Related to the Format and Release of a Request for Proposals for the 2015 Summer Concert Series and (2) (If Desired) Authorization to Release a Request for Proposals for Production Services for the 2015 Summer Concert Series.

ATTACHMENTS

	<u>Pages</u>
1. Staff Report and Attachment from May 13, 2014 Cultural Affairs Commission Meeting	1-16
2. Revised 2015 RFP for Production Services for the Culver City Concert Series	17-29

ATTACHMENT 1

Meeting Date: May 13, 2014		Item Number: A-1	
CULTURAL AFFAIRS COMMISSION AGENDA ITEM: (1) Consideration of a Request for Proposals for Production Services for the 2015 Summer Concert Series and (2) Recommendation to the City Council Related Thereto.			
Contact Person: Susan Obrow, Special Events Coordinator		Phone Number: (310) 253-6628	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☒	Attachments: ☒
Public Notification: Meetings and Agendas - Cultural Affairs Commission (05/08/14)			
Department Approval: Martin R. Cole (05/08/14)			
<u>RECOMMENDATION:</u> Staff recommends that the Cultural Affairs Commission (CAC): 1) consider a draft of a Request for Proposals (RFP) for Production Services (Producer) of the 2015 Summer Concert Series (Concert Series) in City Hall Courtyard; and 2) make a recommendation to the City Council related thereto. <u>BACKGROUND:</u> For over 20 years, the City has presented free summer music concerts, which have provided quality, high-energy, live performances for the enjoyment of its residents as well as to attract visitors to Downtown Culver City. Boulevard Music, through Gary Mandell, has served as the Producer for almost all of these annual concerts. The Concert Series began as an economic development initiative, funded by the former Culver City Redevelopment Agency, for the Downtown community and has developed into one of its most well attended community events. The Concert Series is a joint collaboration between the City and a Producer to present and promote a schedule of performances that encompasses a variety of musical styles for wide audience appeal. Sony Pictures Entertainment, the Culver City Cultural Affairs Foundation, and local businesses have been sponsors in recent years. The main goal of the Concert Series is to attract residents and visitors to Downtown Culver City for the purpose of positive economic impact on the restaurants and other businesses in the area. In past years, the Concert Series has attracted 400 to 1,000 people at each performance.			

On November 25, 2013, the City Council discussed the 2014 Concert Series and directed staff to enter into negotiations with Boulevard Music to hold a 2014 Concert Series within the available funding provided in the City Council Adopted Budget for Fiscal Year 2013/2014. There was also City Council consensus to direct the Cultural Affairs Commission to review a Request for Proposals process to be potentially used for the selection of a producer for the 2015 Music Festival and to report any recommendations thereon to the City Council. To this end, the CAC appointed Vice-Chair Regina Klein and Commissioner John B. Williams to the Ad-Hoc 2015 Culver City Summer Music Event Request for Proposals Subcommittee (Subcommittee).

DISCUSSION:

The Subcommittee reviewed the 2008 RFP and Mr. Mandell's 2013 Memorandum of Understanding and Site License Agreement (MOU). The Subcommittee members concluded that it was prudent to update the RFP using elements of the most current MOU. They agreed that the Producer should be responsible for booking musical artists, marketing, production management, and house management for the Concert Series as well as developing and implementing a sponsorship program if additional funding is required. The Subcommittee also agreed that it would be challenging to attract professional producers who would accept responsibility for janitorial services, physical set-up and strike of the chairs and stage, and steam cleaning of City Hall Courtyard during the Concert Series. Further, the Subcommittee recommended that the RFP provide the opportunity for the applicants to suggest another day and time for the Concert Series. In the past, the Concert Series has been presented on Thursday evenings, from 7:00pm to 9:00pm, between the middle of July and the end of August.

The tentative schedule for the selection process is listed below. The schedule allows time for potential applicants to attend the 2014 Concert Series prior to submitting a proposal.

RFP released:	July 1, 2014
Deadline for questions:	September 4, 2014
Response to questions:	September 11, 2014
Proposals due:	September 18, 2014 @ 3:00pm PST
Finalists selected:	October 3, 2014
Presentations/Interviews:	October 20-23, 2014
Producer selected:	December 2014

The CAC shall provide the City Council with a recommendation regarding the RFP process for the Concert Series Producer. Subsequently, the City Council shall review the recommendation and make its final determination.

FISCAL ANALYSIS:

The proposed budget for FY 2014-2015 for the use of Cultural Trust Funds includes \$50,000 for Performing Arts Programs. Separately, the budget includes \$50,000 for the Performing Arts Grant Program. The Concert Series is a performing arts program of the City of Culver City. \$30,000 is suggested as the City's contribution to the designated Producer for the key elements outlined in the RFP. The remaining \$20,000 would be retained for spot cleaning, event janitorial staff, a City custodian, and event supervision staff.

ATTACHMENTS:

1. Draft Request for Proposals for Production Services for the 2015 Summer Concert Series.

MOTION:

That the Cultural Affairs Commission:

1. Recommend that the City Council approve the release of a Request for Proposals for Production Services for the 2015 Summer Concert Series;

OR

2. Recommend that the City Council approve the Request for Proposals for Production Services for the 2015 Summer Concert Series as the RFP may be amended by the Commission;

OR

3. Recommend that the City Council not release a Request for Proposals for Production Services for the 2015 Summer Concert Series.

MEETING DATE: May 13, 2014

AGENDA ITEM: **(1) Consideration of a Request for Proposals for Production Services for the 2015 Summer Concert Series and (2) Recommendation to the City Council Related Thereto.**

ATTACHMENTS

	<u>Pages</u>
1. Draft Request for Proposals for Production Services for the 2015 Summer Concert Series.	1-12

NOTICE INVITING BIDS

RFP # xxxx

Notice is hereby given that sealed proposals shall be received by the City of Culver City, California, for furnishing the following:

Request for Proposals Production Services for the Culver City Music Concert Series

in strict accordance with the Specifications on file in the office of the CULVER CITY PURCHASING DIVISION, 4343 Duquesne Avenue, Culver City, California, 90232. Copies of specifications and proposal documents may be obtained from the City's website at:

www.culvercity.org/Services/BidNotices.aspx.

One original, one electronic, and three copies of the proposal must be submitted to the CITY CLERK in a sealed envelope at CITY HALL, 9770 Culver Boulevard, Culver City, California, 90232, not later than **3:00 p.m.** on **Thursday, September 18, 2014**, at which time they shall be publicly opened in the Council Chambers on the first floor of City Hall. Facsimile proposals shall not be accepted. Any bidder may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal shall not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action. The City reserves the right to reject any or all proposals as the best interests of the City may dictate.

By:
Martin Cole,
City Clerk

Published in **The Culver City News** on **DATE TO BE PUBLISHED.**

**REQUEST FOR PROPOSAL
(RFP)**

For

**Production Services for the
City of Culver City's
Summer Concert Series**

**RFP #xxxx
City of Culver City**

**Due to
City Clerk's Office
September 18, 2014**

RFP #xxxx

I. REQUEST SUMMARY

The City of Culver City is seeking proposals from qualified music Producers interested in producing its summer concert series (Concert Series) at City Hall Courtyard in 2015. Culver City City Hall is located at 9770 Culver Boulevard in Culver City, California. The Producer shall be responsible for musical programming, sponsorship, marketing, production management and house management of the Concert Series. This request for proposal includes background information, scope of work, general provisions regarding services, submission requirements, compensation information, and selection criteria. The selected Producer shall be responsible for providing services in accordance with the scope of services outlined in the proposal.

II. INTRODUCTION

A. Community Profile

The City of Culver City shall celebrate its centennial anniversary in 2017. It is a charter city governed by a five-member City Council whose members are elected at large. The City operates under a Council/City Manager form of government.

Culver City is a full-service city located in the western area of Los Angeles County, generally situated north of Los Angeles International Airport, southeast of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The City is approximately five square miles with a residential population of approximately 40,000. The Culver City Unified School District includes five elementary schools, a middle school and a high school.

Culver City is a modern and progressive community with distinctive shopping, dining, and entertainment, a vibrant Downtown recognized for its restaurant scene and live theatres, and an exceptional quality of life. Culver City has a unique combination of small-town charm and big-city amenities. The City has roots in the early days of the motion picture industry and has now become a powerful and expanding multi-media hub, as well as a mecca for the fashion and architecture industries. Culver City is home to Sony Pictures Entertainment and The Culver Studios.

B. Background

For over 20 years, the City has presented free summer music concerts, which have provided quality, high-energy, live performances for the enjoyment of its residents as well as to attract visitors to Downtown Culver City.

The Concert Series began as an economic development initiative for the Downtown community and has developed into one of its most well attended community events. The Concert Series is a joint collaboration between the City and a Producer to present and promote a schedule of performances that encompasses a variety of musical styles for wide audience appeal. Sony Pictures Entertainment, the Culver City Cultural Affairs Foundation, and local businesses have been sponsors in recent years. The goal of the Concert Series is to attract residents and visitors to Downtown Culver City for the purpose of positive economic impact on the restaurants and other businesses in the area. In past years, the Concert Series has attracted 400 to 1,000 people at each performance.

The palm-lined City Hall Courtyard is centrally located in Downtown and offers dedicated parking, restrooms, and ample electrical power. It is walking distance to over 20 restaurants, Sony Pictures Entertainment, The Culver Studios and Downtown's residential community.

C. General RFP Submittal Information

The City shall evaluate proposals received. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow corrections of errors or omissions. Any and all changes in the RFP shall be made by written addendum, which shall be issued by the City to all prospective Producers who have been issued or obtained copies of the RFP from the City's website.

The City reserves the right to retain all proposals submitted. Submission of a proposal indicates the Producer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the Producer selected.

The preparation of the proposal shall be at the total expense of the Producer. There is no expressed or implied obligation for the City to reimburse responding Producers for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the City shall become properties of the City and shall not be returned.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City.

To be considered, Producers must send one original, one electronic, and three (3) hard copies of their proposal in a sealed envelope with the name of the company submitting the proposal and the title of "Production Services for City of Culver City's Summer Concert Series" to:

**City of Culver City
City Clerk
9770 Culver Blvd.
Culver City, CA 90232**

D. RFP Questions

Questions with regard to this RFP should be submitted by e-mail to XXXXXX XXXXXXXXXX, XXXXXXXXXXXX, at xxxxxxx.xxxxxxxx@culvercity.org by September 4, 2014. Responses to all questions, and any other addenda that may be released, shall be received via e-mail by September 11, 2014.

E. Schedule

The City reserves the right to make changes to the schedule below, but plans to adhere to the implementation of this bid process as follows:

RFP released:	July 1, 2014
Deadline for questions:	September 4, 2014
Response to questions:	September 11, 2014
Proposals due:	September 18, 2014 @ 3:00pm PST
Finalists selected:	October 3, 2014
Presentations/Interviews:	October 20-23, 2014
Producer selected by City Council:	December 2014

Funding is confirmed and contracts are expected to be executed within 30 days of selection of the successful applicant by the City Council.

III. SCOPE OF SERVICES

The City has identified a \$30,000 contribution for the 2015 concerts. The Producer is responsible for booking musical artists, marketing, production management and house management for the Concert Series and supervising at each performance. The Producer is also responsible for developing and implementing a sponsorship program if additional funding is required to produce

the Concert Series. In the past, the Concert Series has been presented on Thursday evenings, from 7:00pm to 9:00pm, between the middle of July and the end of August 2015. Proposals should include a plan for between four and six concerts in summer 2015. Generally, the City Council has considered four concerts to be the minimum number. If the Producer believes more than six concerts can be performed given available funding, please so note.

A. Musical Programming

The Producer is responsible for developing a concert series featuring high energy, live performances of various musical genres. Specific duties include:

1. Researching musical artists
2. Reviewing final artist selections with City staff
3. Negotiating, booking and contracting with artists
4. Providing promotion, production, and hospitality needs for artists

B. Marketing

The Producer is responsible for marketing the concert series, which shall include a robust social media presence. The Producer shall prepare a marketing calendar for the Concert Series and submit marketing materials to designated City staff for final approval. The Producer shall develop, post, print, and distribute the following marketing materials before and during the Concert Series:

1. Press Releases (local and regional press)
2. Advertisements (electronic and print)
3. Flyer (electronic and printed)
4. Facebook and Twitter Posts
5. Event Program (with performer and sponsor names)

C. Sponsorship

The Producer shall produce the Concert Series at its sole cost and expense with the exception of the City's contribution to and sponsorship of the concert series. The Producer may implement a sponsorship campaign to increase the total funding for the Concert Series. The City's sponsorship benefit shall include, but not be limited to the following:

1. Prominent display of City's name and logo in the title of the Concert Series
2. Prominent listing of City's name as a sponsor in any and all signage or other promotional materials for the Concert Series

D. Equipment and Maintenance Provided by City

The City shall provide the following production elements and maintenance for each performance at City Hall Courtyard during the Concert Series:

1. 16' by 24' platform stage with railed step units
2. Two hundred outdoor chairs
3. Designated wheelchair location
4. Information tables and chairs
5. Accessible electrical outlets and cable guards
6. Courtyard level room available for Artists Green Room
7. Courtyard level and second floor restrooms
8. Parking at City Hall and in Downtown Culver City
9. 15 Parking cones for reserved spaces in City Hall Garage
10. Event staff for set-up/strike of chairs, tables, trash/recycling cans
11. Janitorial staff for maintenance of restrooms
12. City "Volunteers in Patrol" for Courtyard patrol

E. Production Management and House Management Provided by Producer

The Producer has the responsibility to ensure that the Premises are clean and free of trash and debris, and that all equipment has been removed, at the conclusion of each concert. The Producer shall clean, repair or replace dirty, broken or damaged equipment and/or other City owned or operated property or public right-of-way caused by Producer's activities related to the Concert Series. Alcohol is prohibited in City Hall Courtyard. The Producer shall ensure that no alcohol is served or consumed during the Concert Series.

The Producer shall provide any and all sound and lighting equipment and supplies necessary for the presentation of the Concert Series as well as production and security staff. The Producer, or the Producer's designee, shall remain at City Hall Courtyard until all equipment has been removed and production staff, audience, and performers have departed. The Producer is responsible for the following production management and house management elements of the Concert Series:

1. Lighting equipment and crew
2. Sound equipment and crew
3. Event signage
4. Stage Manager for the performance
5. House Manager for the audience
6. Two unarmed, uniformed security guards
7. Supervision for Artists Green Room

F. Revenues, Records and Reports

1. The Producer shall be required to obtain a Culver City Business Tax Certificate.
2. The Producer may conduct additional promotional and revenue raising activities during the Concert Series, including, but not limited to, seat sales, merchandise sales, and food and beverage vendors. The Producer shall ensure that all vendors have the applicable permits and licenses to operate during the concert series. Permission shall require the written consent of the City.
3. The Producer shall maintain all financial records and receipts associated with the Concert Series for review by the City.

IV. PROPOSAL OUTLINE TO BE SUBMITTED

The proposal shall be organized and submitted with the following elements:

- A. Cover page*
- B. Table of contents*
- C. Executive summary*

Please begin your summary with by highlighting the Producer's vision/plan for the concert series.

Also, please provide a brief summary describing the Producer's ability to perform the work requested, a history of the Producer's background and experience providing services, the qualifications of the Producer's personnel to be assigned to this project, any subcontractor, sub consultants, and/or suppliers and a brief history of their background and experience, and any other information called for by this request for proposal which the Producer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the Producer's, staff, subcontractors, and/or suppliers. Please limit your submission to 10 single sided letter sized pages.

- D. Questionnaire/Response to Scope of Services*

Producer shall provide responses and information to fully satisfy each item

in the Questionnaire. Each question should be presented before the Producer's response.

E. Attachments

1. PDF of programs for concerts recently produced (2012-2014; or most recent years if such years do not fall within the 2012-2014 period), featuring performer names and sponsors. Please include budget for each concert.
2. PDF of ads and/or eflyers for concerts recently produced (2012-2014)

V. QUESTIONNAIRE

A. Company and General Information

1. Company name and address.
2. Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and shall comply with all terms and conditions of the RFP.
3. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and email address of the individual.
4. Please list all public clients for which you or your company currently provide services, or are under retainer.

B. Qualifications and Experience of the Producer

1. Describe your qualifications for developing, producing and promoting music concerts for a community audience.
2. Provide two recent examples of a concert series or events with multiple performers that you have produced and the scope of the work for each.
3. Provide an ideal plan for programming the Concert Series in terms of musical styles presented and associated target audiences.
4. Provide plans to present the Concert Series as a unique summer event. Please describe how your plan contributes to the goals of

Culver City to attract new and repeat visitors to Downtown Culver City.

5. Describe your method and philosophy in working with musical artists to include musical selection, negotiation and technical requirements/riders.
6. Provide a sample budget breakdown for the 2015 Concert Series. Note how the \$30,000 contribution from the City will be utilized for musical artists, marketing, and production management.
7. Describe your method for marketing this particular Concert Series and how you would target local and regional audiences. Specify your plan for the social media campaign.
8. Provide your production timeline for the 2015 Concert Series
9. Describe your experience working with community committees, non-profit organizations, and/or City Councils to produce a public event.
10. Provide additional ideas for the Concert Series such as the event title, day and time of the series, seat reservations, and possible vendors and promotions.

C. Qualifications and Experience of Proposed Project Team

1. Describe the qualifications and positions of staff proposed for the concert series. Please include any municipal agencies they have worked with in the past three years and their level of involvement. A description of how overall supervision shall be provided should be included.

D. Questions/Response to Scope of Services

1. Describe the methods by which you shall fulfill the services requested in the Scope of Services (Section III. 1 – 4). Please include specific details on artist bookings, marketing and production planning.
2. Provide a statement of the service(s) that differentiates you from other respondents.

E. Compensation

1. The City shall contribute an amount not to exceed \$30,000 to the Producer

to fund a portion of the costs of producing the Concert Series. The \$30,000 contribution shall primarily be utilized for the costs of musical artists, marketing, and production for the Concert Series. Compensation shall encompass the services and responsibilities listed in the Scope of Work and be remitted in installments before, during and after the concert series.

2. The initial contract is for one year with two one-year extensions possible upon performance satisfactory to the City and dependent on available City funding.

G. References

List the name, address, telephone number, and email of references from at least three (3) recent similar projects. Include a brief description of the work provided for each reference.

F. Implementation Schedule

Musical Artists booked	February 2015
Marketing Materials reviewed	April 2015
Marketing Materials Distributed	June – August 2015
Performances start	July 2015
Performances end	August 2015
Production/Expense Report due	September 2015

G. Certificate(s) of Insurance

The Producer, in its discretion, may use any performers, employees, agents or volunteers in its production of the Concert Series. The Producer shall be solely responsible and liable for any acts, errors or omissions by any of its employees, agents, volunteers, and any persons acting on its behalf relating to the Concert Series.

The City shall require the Producer to provide Certificates of Insurance, including general liability insurance, evidencing required coverage types and the minimum limits.

VI. EVALUATION OF PROPOSALS

Proposals shall be judged on the Producer's ability to provide services that meet the requirements set forth in this document. The City reserves the right to make such investigations as it deems necessary to determine the ability of the Producer to provide services meeting a satisfactory level of performance in accordance with the City's requirements. Interviews and presentations by one, several, or all of the Producers may be requested by evaluators if deemed necessary to fully understand and compare the Producer's capabilities and qualifications. The adequacy, depth, and clarity of the proposal shall influence, to a considerable degree, its evaluation. The evaluation may include staff, Commission, and City Council participation as determined by the City Council.

Proposals shall be evaluated on the basis of the following criteria, in no particular order:

1. Experience in producing a concert series and/or events with music components for municipal clients or non-profit organizations.
2. Capability to develop a distinguished and diverse, high-energy musical program that will attract local audiences, the business community and other Westside audiences.
3. Financial ability to develop and manage an effective budget for the Concert Series.
4. Capability to develop and implement an effective sponsorship plan.
5. Capability to oversee production and house management elements.
6. Capability to develop and implement a marketing plan with a robust social media presence.
7. Strong communication and partnership skills.

The City intends to award a contract to the Producer who demonstrates the highest level of expertise and capabilities to provide the requested services. The City reserves the right to reject any and all proposals or to re-issue the Request for Proposal when such action shall be considered in the best interest of the City.

Thank You for submitting a proposal to the City of Culver City.

ATTACHMENT 2

NOTICE INVITING BIDS

RFP # xxxx

Notice is hereby given that sealed proposals shall be received by the City of Culver City, California, for furnishing the following:

**Request for Proposal
Producer Services for the Culver City Concert Series**

in strict accordance with the Specifications on file in the office of the CULVER CITY PURCHASING DIVISION, 4343 Duquesne Avenue, Culver City, California, 90232. Copies of specifications and proposal documents may be obtained from the City's website at www.culvercity.org/Services/BidNotices.aspx.

One original, one electronic, and three copies of the proposal must be submitted to the CITY CLERK in a sealed envelope at CITY HALL, 9770 Culver Boulevard, Culver City, California, 90232, not later than **3:00 p.m. on Thursday, September 18, 2014**, at which time they shall be publicly opened in the Council Chambers on the first floor of City Hall. Facsimile proposals shall not be accepted. Any bidder may withdraw his proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal shall not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action. The City reserves the right to reject any or all proposals as the best interests of the City may dictate.

By: _____
Martin R. Cole,
City Clerk

Published in **The Culver City News** on **DATE TO BE PUBLISHED.**

REQUEST FOR PROPOSAL (RFP)

For

**Producer Services for the
Culver City Concert Series**

RFP #xxxx

City of Culver City

**Due to City Clerk's Office:
September 18, 2014 at 3:00 pm**

I. REQUEST SUMMARY

The City of Culver City is seeking proposals from qualified music Producers interested in producing its Culver City Concert Series (Concert Series) at City Hall Courtyard in 2015. Culver City City Hall is located at 9770 Culver Boulevard in Culver City, California. The Producer shall be responsible for musical programming, sponsorship, marketing, production management and house management of the Concert Series. This RFP includes background information, scope of services, general provisions regarding services, submission requirements, compensation information, and selection criteria. The selected Producer shall be responsible for providing services in accordance with the scope of services outlined in the proposal.

II. INTRODUCTION

A. Community Profile

The City of Culver City shall celebrate its centennial anniversary in 2017. It is a charter city governed by a five-member City Council whose members are elected at large. The City operates under a Council/City Manager form of government.

Culver City is a full-service city located in the western area of Los Angeles County, generally situated north of Los Angeles International Airport, southeast of Santa Monica, south of Beverly Hills and southwest of West Hollywood. The City is approximately five square miles with a residential population of approximately 40,000. The Culver City Unified School District includes five elementary schools, a middle school and a high school.

Culver City is a modern and progressive community with distinctive shopping, dining, and entertainment, a vibrant Downtown recognized for its restaurant scene and live theatres, and an exceptional quality of life. Culver City has a unique combination of small-town charm and big-city amenities. The City has roots in the early days of the motion picture industry and has now become a powerful and expanding multi-media hub, as well as a mecca for the fashion and architecture industries. Culver City is home to Sony Pictures Entertainment and The Culver Studios.

B. Background

For over 20 years, the City has held its free, annual summer music Concert Series providing quality, high-energy, live performances for the enjoyment of its residents as well as to attract visitors to Downtown Culver City.

The Concert Series began as an economic development initiative for the Downtown community and has developed into one of its most well attended

community events. The Concert Series is a joint collaboration between the City and a Producer to present and promote a schedule of performances that encompasses a variety of musical styles for wide audience appeal. Both Sony Pictures Entertainment, the Culver City Cultural Affairs Foundation, and local businesses have been sponsors in recent years. The goal of the Concert Series is to attract residents and visitors to Downtown Culver City for the purpose of positive economic impact on the restaurants and other businesses in the area. In past years, the Concert Series has attracted 400 to 1,000 people at each performance.

The palm-lined City Hall Courtyard is centrally located in Downtown and offers dedicated parking, restrooms, and ample electrical power. It is walking distance to over 20 restaurants, Sony Pictures Entertainment, The Culver Studios and Downtown's residential community.

C. General RFP Submittal Information

The City's designated team shall evaluate proposals received. During the review process, the City reserves the right, where it may serve the City's best interest, to request additional information or clarification from those that submit proposals, or allow corrections of errors or omissions. Any and all changes in the RFP shall be made by written addendum, which shall be issued by the City to all prospective Producers who have been issued or obtained copies of the RFP from the City's website.

The City reserves the right to retain all proposals submitted. Submission of a proposal indicates the Producer's acceptance of the conditions contained in this RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the City and the Producer selected.

The preparation of the proposal shall be at the total expense of the Producer. There is no expressed or implied obligation for the City to reimburse responding Producers for any expense incurred in the preparation of proposals in response to this request. All proposals submitted to the City shall become properties of the City and shall not be returned.

The City reserves the right to reject any or all proposals, in whole or part, to waive any informality in any proposal, and to accept the proposal which, in its discretion, is in the best interest of the City.

To be considered, Producers must send one original, one electronic, and three (3) hard copies of their proposal in a sealed envelope with the name of the company submitting the proposal and the title of "Producer Services for Culver City Music Concert Series" to:

**City of Culver City
City Clerk
9770 Culver Blvd.
Culver City, CA 90232**

D. RFP Questions

Questions with regard to this RFP should be submitted by e-mail to Shelly Wolfberg, Assistant to the City Manager, at shelly.wolfberg@culvercity.org by September 4, 2014. Responses to all questions, and any other addenda that may be released, shall be received via e-mail by September 11, 2014.

E. Schedule

The City reserves the right to make changes to the schedule below, but plans to adhere to the implementation of this bid process as follows:

RFP released:	July 1, 2014
Deadline for questions:	September 4, 2014
Response to questions:	September 11, 2014
Proposals due:	September 18, 2014 @ 3:00 pm PST
Finalists selected:	October 3, 2014
Presentations/Interviews:	October 20-23, 2014
Producer selected:	December 2014

Funding has been included in the City Council Adopted Budget for Fiscal Year 2014/2015. Contract(s) are expected to be considered by the City Council within 30 days of selection of the successful applicant.

III. SCOPE OF SERVICES

The City has identified a \$30,000 contribution for the 2015 concerts. The Producer is responsible for booking musical artists, marketing, production management and house management for the Concert Series and supervising at each performance. The Producer is also responsible for developing and implementing a sponsorship program if additional funding is required to produce the Concert Series. In the past, the Concert Series has been presented on Thursday evenings, from 7:00 pm to 9:00 pm, between the middle of July and the end of August. Proposals should include a plan for four to six performances in summer 2015 and indicate a proposed day of the week, time and duration of the performances. If the Producer believes more than six concerts can be performed given available funding, please

indicate in the response.

A. Musical Programming

The Producer is responsible for developing a concert series featuring high energy, live performances of various musical genres. The City desires a variety of musical artists and requests respondents to include unique artists in their performance scheduled, avoiding duplication, over a multi-year timespan. The type of performer should reflect the musical taste of the City's current and growing demographic. Specific musical programming duties include:

1. Researching musical artists
2. Reviewing final artist selections with City staff
3. Negotiating, booking and contracting with artists
4. Providing promotion, production, and hospitality needs for artists

B. Marketing

The Producer is responsible for marketing the concert series, which shall include a robust social media presence. The Producer shall prepare a marketing calendar for the Concert Series and submit marketing materials to designated City staff for final approval. The Producer shall encourage the performers to promote their respective performances at the Concert Series and allow them to sell merchandise at the venue. The Producer shall develop, post, print, and distribute marketing materials before and during the Concert Series, which should include but not be limited to the following:

1. Press Releases (local and regional press)
2. Advertisements (electronic and print)
3. Flyer (electronic and printed)
4. Facebook and Twitter Posts
5. Event Program (with performer and sponsor names)
6. Radio features, announcements and interviews

C. Sponsorship

The Producer shall produce the Concert Series at its sole cost and expense with the exception of the City's contribution to and sponsorship of the concert series. The Producer may implement a sponsorship campaign to increase the total funding for the concert series. The City's sponsorship benefit shall include, but not be limited to the following:

1. Prominent display of City's name and logo in the title of the Concert Series
2. Prominent listing of City's name as a sponsor in any and all signage or other promotional materials for the Concert Series

D. Equipment and Maintenance Provided by City

The City shall provide the following production elements and maintenance for each performance at City Hall Courtyard during the Concert Series:

1. 16' by 24' platform stage with railed step units.
2. 200 outdoor chairs.
3. Designated wheelchair location.
4. Information tables and chairs.
5. Accessible electrical outlets and cable guards.
6. Courtyard level room available for Artist Green Room.
7. Courtyard level and second floor restrooms.
8. Parking at City Hall and in Downtown Culver City (downtown parking is available at a small hourly fee after the first two hours).
9. 15 Parking cones for reserved spaces in City Hall Garage.
10. Event staff for set-up/strike of chairs, tables, trash/recycling cans.
11. Janitorial staff for maintenance of restrooms.
12. City "Volunteers in Patrol" (VIP) for Courtyard patrol. The VIP program is administered through the Culver City Police Department and is comprised of local residents who volunteer their time to offer assistance to the public and serve as a liaison to the Producer, the Police Department, and other City staff.

E. Production Management and House Management Provided by Producer

The Producer has the responsibility to ensure that the Premises are clean and free of trash and debris, and that all equipment has been removed, at the conclusion of each concert. The Producer shall clean, repair or replace dirty, broken or damaged equipment and/or other City owned or operated property or public right-of-way caused by Producer's activities related to the Concert Series. Alcohol is prohibited in City Hall Courtyard. The Producer shall ensure that no alcohol is served or consumed during the Concert Series.

The Producer shall provide any and all sound and lighting equipment and supplies necessary for the presentation of the Concert Series as well as production and security staff. The Producer, or the Producer's designee, shall remain at City Hall Courtyard until all equipment has been removed and production staff, audience, and performers have departed. The Producer is responsible for the following production management and house management elements of the Concert Series:

1. Lighting equipment and crew
2. Sound equipment and crew
3. Event signage
4. Stage Manager for the performance

5. House Manager for the audience
6. Two unarmed, uniformed security guards
7. Supervision for Artists' Green Room

F. Revenues, Records and Reports

1. The Producer shall be required to obtain a Culver City Business Tax Certificate.
2. The Producer may conduct additional promotional and revenue raising activities during the Concert Series, including, but not limited to, seat sales, merchandise sales, and food and beverage vendors. The City strongly encourages partnerships with local businesses for any items sold or donated at the concert venue. The Producer shall ensure that all vendors have the applicable permits and licenses to operate during the concert series. Permission shall require the written consent of the City.
3. The Producer shall maintain all financial records and receipts associated with the Concert Series for review by the City.

IV. PROPOSAL OUTLINE TO BE SUBMITTED

The proposal shall be organized and submitted with the following elements:

- A. Cover Letter, including signature*
- B. Table of Contents*
- C. Executive Summary*

Please begin your summary by highlighting the Producer's vision/plan for the concert series.

Also, provide a brief summary describing the Producer's ability to perform the work requested, a history of the Producer's background and experience providing services, the qualifications of the Producer's personnel to be assigned to this project, any subcontractor, sub consultants, and/or suppliers and a brief history of their background and experience, and any other information called for by this request for proposal which the Producer deems relevant, including restating any exceptions to this request for proposal. This summary should be brief and concise to apprise the reader of the basic services offered, experience and qualifications of the Producer's, staff, subcontractors, and/or suppliers.

D. Questionnaire/Response to Scope of Services

Producer shall provide responses and information to fully satisfy each item in the Questionnaire. Each question should be presented before the Producer's response.

E. Attachments

1. PDF of programs for concerts recently produced (2012-2014); or most recent years if such years do not fall within the 2012-2014 period), featuring performer names and sponsors. Please include the budget for each concert.
2. PDF of ads and/or e-flyers for concerts recently produced (2012-2014).

Please limit your submission to 10 single sided 8 1/2" x 11" size pages.

V. QUESTIONNAIRE

A. Company and General Information

1. Company name and address.
2. Letter of transmittal signed by an individual authorized to bind the respondent, stating that the respondent has read and shall comply with all terms and conditions of the RFP.
3. General information about the primary contact who would be able to answer questions about the proposal. Include name, title, telephone number and email address of the individual.

B. Qualifications and Experience of the Producer

1. Describe your qualifications for developing, producing and promoting a concert series for a community audience.
2. Please list all public clients for which you or your company currently provide services, or are under retainer.
3. Describe your experience working with community committees, non-profit organizations, and/or City Councils to produce a public event.
4. Provide two recent examples of a Concert Series or events with multiple performers that you have produced and the scope of the work for each.

C. Vision and Work Plan

1. Provide an ideal plan for programming the Concert Series in terms of musical styles presented and associated target audiences.
2. Provide plans to present the Concert Series as a unique summer event. Please describe how your plan contributes to the goals of Culver City to attract new and repeat visitors to Downtown Culver City.
3. Please indicate what you believe sets you aside from other producers and why you feel Culver City's Concert Series is different from similar events in other cities.
4. Describe your method and philosophy in working with musical artists to include musical selection, negotiation and technical requirements/riders.
5. Provide a sample budget breakdown for the 2015 Concert Series. Note how the \$30,000 contribution from the City will be utilized for musical artists, marketing, and production management.
6. Describe your method for marketing this particular Concert Series and how you would target local and regional audiences. Specify your plan for the social media campaign.
7. Provide your production timeline for the 2015 Concert Series
8. Provide additional ideas for the Concert Series such as Concert Series title, day and time of the series, location, seat reservations, and possible vendors and promotions.
9. The Producer is encouraged to conduct a survey on the impacts of the Summer Concert Series on local businesses.

D. Qualifications and Experience of Proposed Project Team

Describe the qualifications and positions of staff proposed for the concert series. Please include any municipal agencies they have worked with in the past three years and their level of involvement. A description of how overall supervision shall be provided should be included.

E. Questions/Response to Scope of Services

1. Describe the methods by which you shall fulfill the services requested in the Scope of Services (Section III. 1 – 4). Please include specific details on artist bookings, marketing and production planning.

2. Provide a statement of the service(s) that differentiates you from other respondents.

F. Compensation

1. The City shall contribute an amount not to exceed \$30,000 to the Producer to fund a portion of the costs of producing the Concert Series. The \$30,000 contribution shall primarily be utilized for the costs of musical artists marketing, and production for the Concert Series. Compensation shall encompass the services and responsibilities listed in the Scope of Work and be remitted in installments before, during and after the concert series.
2. The initial contract is for one year with two one-year extensions possible upon performance satisfactory to the City and dependent on available City funding.

G. References

List the name, address, telephone number, and email of references from at least three (3) recent similar projects. Include a brief description of the work provided for each reference.

H. Implementation Schedule

Musical Artists booked	February 2015
Marketing Materials reviewed	April 2015
Marketing Materials Distributed	June – August 2015
Performances start	July 2015
Performances end	August 2015
Production/Expense Report due	September 2015

I. Certificate(s) of Insurance

The Producer, in its discretion, may use any performers, employees, agents or volunteers in its production of the Concert Series. The Producer shall be solely responsible and liable for any acts, errors or omissions by any of its employees, agents, volunteers, and any persons acting on its behalf relating to the Concert Series.

The City shall require the Producer to provide Certificates of Insurance, including general liability insurance, evidencing required coverage types and

the minimum limits.

VI. EVALUATION OF PROPOSALS

Proposals shall be judged on the Producer's ability to provide services that meet the requirements set forth in this document. The City reserves the right to make such investigations as it deems necessary to determine the ability of the Producer to provide services meeting a satisfactory level of performance in accordance with the City's requirements. Interviews and presentations by one, several, or all of the Producers may be requested by evaluators if deemed necessary to fully understand and compare the Producer's capabilities and qualifications. The adequacy, depth, and clarity of the proposal shall influence, to a considerable degree, its evaluation.

Proposals shall be evaluated on the basis of the following criteria, in no particular order:

1. Experience in producing concert series and/or events with music components for municipal clients or non-profit organizations.
2. Capability to develop a distinguished and diverse, high-energy musical program that will attract local audiences, the business community and other Westside audiences.
3. Financial ability to develop and manage an effective budget for the Concert Series.
4. Capability to develop and implement an effective sponsorship plan.
5. Capability to oversee production and house management elements.
6. Capability to develop and implement a marketing plan with a robust social media presence.
7. Strong communication and partnership skills.

The City intends to award a contract to the Producer who demonstrates the highest level of expertise and capabilities to provide the requested services. The City reserves the right to reject any and all proposals or to re-issue the Request for Proposal when such action shall be considered in the best interest of the City.

Thank You for submitting a proposal to the City of Culver City.