

**APPROVED**  
MAY 20 2009

REPORT OF GENERAL MANAGER

NO. 09-128

DATE May 20, 2009

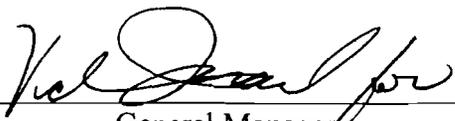
**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AS-NEEDED ENTERTAINMENT SERVICES - REQUEST FOR PROPOSALS

R. Adams	_____	J. Kolb	_____
H. Fujita	_____	*F. Mok	<u>now</u>
S. Huntley	_____	K. Regan	_____
V. Israel	_____	M. Shull	_____

  
\_\_\_\_\_  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board:

1. Approve the Request for Proposals (RFP) for As-Needed Entertainment Services, for multiple one (1) year contracts, with two (2) one-year options to renew exercisable at the sole discretion of the General Manager, substantially in the form on file in the Board Office, subject to the review and approval of the City Attorney as to form;
2. Direct the Board Secretary to transmit the RFP to the City Attorney for approval as to form; and,
3. Authorize staff to advertise the RFP and conduct the RFP process, subsequent to City Attorney review and approval as to form.

SUMMARY:

The Department of Recreation and Parks has a need to utilize experienced entertainers to provide as-needed family-oriented entertainment and educational services at various Department events and programs.

The purpose of this RFP is to enter into agreements with multiple entertainers with unique knowledge, experience, and qualifications that will be used during Department-sponsored events and programs. The services to be provided include animal shows, magic shows, puppet shows, clown services, art instruction classes, and science workshops.

Staff has developed and is now ready to release, at the direction of the Board, an RFP for this

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service. With this RFP, the Department will seek qualified and experienced contractors who will meet or exceed the Department's expectations.

### Evaluation Process

Proposals submitted in response to the RFP will be evaluated in two Levels. Level I will be a check and review for required compliance and submittal documents. Level II will be a qualifying performance review. Proposers must successfully pass Level I to proceed to Level II.

The following proposal submittal items are to be included in the proposal:

- 1) Experience and Qualifications;
- 2) Proposed Services and Products;
- 3) Prices of Proposed Services and Products.

Entertainers submitting responsive proposals in accordance with Level I will be scheduled for a qualifying performance review in which Department staff will ensure that the proposer is capable of providing the services as described, that the performance is performed in a professional and responsible manner, and that the content is appropriate and family-oriented in nature.

### Recommendation

The responsive proposers meeting the requirements of the RFP and providing an acceptable level of performance in the qualifying performance review will be recommended to the Board for a one (1) year contract, with two (2) one (1) year options to renew, exercisable at the sole discretion of the General Manager, to provide as-needed entertainment services in an amount not to exceed \$33,000 per year and \$99,000 over the term of the contract.

The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached. The services that the Department is requesting shall be on an as-needed basis; the Department, in entering into an agreement, guarantees no minimum amount of business or compensation. The contracts awarded through this RFP shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts.

The facility or program, as the patron of the contract, will select the contractor which best meets the needs of the event for which service is requested.

The RFP documents will be advertised in several periodicals, available on the Department's

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website; and posted on the Los Angeles Business Assistance Virtual Network (BAVN). In addition, a letter inviting bids will be mailed to interested parties from a mailing list maintained by the Service Contracts Group. The anticipated time of completion for the RFP process is approximately eight to twelve months.

Interested parties will be invited to a pre-proposal conference to be held approximately one month after the release of the RFP to provide potential proposers with a review of the submittal documents and compliance documents and to answer any questions.

Funding for services will be provided by the Department's Municipal Recreation Program, Fund 301, Department 88, in various accounts, depending on the facility or program requesting the service.

FISCAL IMPACT STATEMENT:

Releasing the Request for Proposals has no impact on the Department's General Fund.

This report was prepared by Raymond Chang, Senior Management Analyst I, Finance Division, Administrative Resources Section, Service Contracts Group.