

**APPROVED**

MAY 20 2009

REPORT OF GENERAL MANAGER

NO. 09-129

DATE May 20, 2009

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. All

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: AS-NEEDED BOOKING AGENT SERVICES - REQUEST FOR PROPOSALS

R. Adams _____	J. Kolb _____
H. Fujita _____	*F. Mok <u>NDW</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Withdrawn \_\_\_\_\_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 Booking Agent Services, for up to six (6) 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 booking agents in order to provide musicians and musical groups at various Department-sponsored events and programs. The booking agents selected must have extensive knowledge and experience to secure a wide range of musicians and musical groups.

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The Department intends to recommend up to six (6) booking agents that are responsive to the RFP 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, in an amount not to exceed \$33,000 per year and \$99,000 over the term of the contract.

Staff has developed and is now ready to release, at the direction of the Board, an RFP for this 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 comprehensive evaluation of the proposals by a panel of City employees. Proposers must successfully pass Level I to proceed to Level II.

For the purpose of evaluation, the responsive proposals to Level I will be evaluated on the criteria below (Level II):

- 1) Experience and Qualifications (40 points);
- 2) Proposed Services and Products (30 points);
- 3) Prices of Proposed Services and Products (30 points);

### Recommendation

The six (6) highest ranked proposals in Level II will each be recommended for a one (1) year contract, with two (2) one (1) year options to renew, exercisable at the sole discretion of the General Manager, 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 contract awarded through this RFP shall be subject to funding availability and early termination by Department, as provided in the Standard Provisions for City Contracts.

As the patrons of the contracts, facility directors and event organizers will contact the booking agents on the Department's entertainment needs and request price quotes for musicians and musical groups.

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

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