

APPROVED
MAY 20 2009

REPORT OF GENERAL MANAGER

NO. 09-132

DATE May 20, 2009

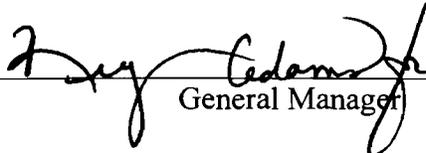
**BOARD OF RECREATION
and PARK COMMISSIONERS**

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: PERSHING SQUARE PARK - "DOWNTOWN ON ICE" OUTDOOR
WINTER ICE SKATING RINK - REQUEST FOR PROPOSALS (RFP)

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



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the Request for Proposals (RFP) for the Pershing Square Park "Downtown On Ice" Outdoor Winter Ice Skating Rink, substantially in the form on file in the Board Office, subject to 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:

Pershing Square Park is an outdoor concert and event center located in the heart of downtown Los Angeles. From mid-November to mid-January, the seasonal outdoor ice skating rink (Rink) is installed and operated for the enjoyment of the public.

Willy Bietak Productions, Inc., has been the contractor providing service for the Rink since 1998. Contract Number 3270 was awarded on October 14, 2008 to Willy Bietak Productions, Inc. for the most recent Rink to provide equipment and staff to build, operate, maintain, and dismantle it (Board Report No. 08-283). The term of the contract was from 10/1/2008 to 1/31/2009, in an amount not to exceed \$279,020. It is now necessary to secure a new contract

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and select a contractor for a multi-year contract to ensure continuation of the service. The scope of work in the RFP will include requirements for the installation, maintenance and operation of an outdoor winter ice skating rink at Pershing Square Park, and the rates and fees to be charged to patrons.

Staff has developed and is now ready to release, at the direction of the Board, an RFP which 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 Department.

A conference will be held approximately one month after the release of the RFP in order to provide potential proposers with a review of the submittal documents, compliance documents, and requirements for the Good Faith Effort Subcontractor Outreach as required by Executive Directive No. 2001-26, Riordan Series and the Board's policy (Board Report No. 177-89).

Evaluation Process

Proposals will be evaluated in two Levels. Level I will be a check and review by staff 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 (30 points);
- 2) Proposed Design (25 points);
- 3) Equipment Supplied (15 points);
- 4) Proposed Staff and Staffing Information (15 points);
- 5) Proposed Total Payment Amount and Reduction Rate (15 points).

The selected proposer 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, in an amount not to exceed \$279,000 per year. The contract amount is an estimate, and the Department does not guarantee that the contract maximum amount will be reached. 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 (Rev. 10/03).

Funding for this contract will be provided from the Pershing Square Municipal Recreation Program Fund No. 301, Department 88, Account 012M.

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FISCAL IMPACT STATEMENT:

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

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