



DEPARTMENT OF CULTURAL AFFAIRS
City of Los Angeles



REQUEST FOR PROPOSALS

Guadalajara International Book Fair Pavilion Scope of Work and Submittal Requirements

Release Date: December 18, 2008

Pre-Proposal Conference: January 15, 2009 (See Page 6)

Due Date: February 13, 2009 (See Page 6)

CITY OF LOS ANGELES
DEPARTMENT OF CULTURAL AFFAIRS

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I. INTRODUCTION

The City of Los Angeles Department of Cultural Affairs (DCA) seeks proposals from a qualified architecture and/or design firm with experience in exhibition design and interior architecture installations to contract the design and construction of a Pavilion exhibition area for the 2009 Guadalajara Book Fair (Feria Internacional del Libro de Guadalajara – FIL) to be held in Guadalajara, Mexico from November 28-December 6, 2009.

Proposals, including qualifications, should be submitted in accordance with the requirements described herein.

DCA will be awarding a 9-month contract with one 3-month renewal option to be exercised at the City's sole discretion. The anticipated contract start date will be in March 2009 with a completion date of December 8, 2009, in accordance with the installation and construction requirements as outlined in section X (Technical Specification Required by Expo Guadalajara) of this RFP. The budget established for this project is up to \$300,000, inclusive of all design, materials, and construction costs associated with the Pavilion exhibition area.

In approving this Request for Proposals (RFP), DCA finds, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical, or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criteria, such as price comparison, that will determine which proposer can best provide the services required by DCA for the design and installation of a Pavilion exhibition area. To select the best proposer for this project, DCA finds it is necessary to utilize a standard request for proposals process and to evaluate proposals received based upon the criteria included in this RFP. DCA specifically finds that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet DCA's needs and therefore opts to utilize the standard request for proposals process.

Proposals must be received in the Cultural Affairs administrative office by Friday, February 13, 2009 at 5 p.m. The contract award is expected to be granted in March, 2009.

A pre-proposal conference will be conducted on Thursday, January 15, 2009 from 9:30 a.m.-12:00 p.m. at DCA headquarters located at 201 North Figueroa Street, Suite 1400, Los Angeles, CA 90012.

This conference will discuss the Request for Proposal (RFP), applicable City compliance requirements, and answer general questions. Although not mandatory, it is highly recommended that all prospective proposers attend. If proposer is from outside the Los Angeles area, arrangements can be made to provide the information communicated at the conference upon request.

Please refer all questions regarding this Request for Proposal and all RSVPs for the proposal conference to:

Andrew Kasdin
Arts Manager II
Marketing and Development Division
City of Los Angeles Department of Cultural Affairs
201 North Figueroa Street, Suite 1400
Los Angeles, CA 90012

Tel: 213.202.5542
Email: andrew.kasdin@lacity.org

Only written proposals shall be considered. All materials submitted shall become a part of the proposal, and may be incorporated in a subsequent contract(s) between the CITY and the selected PROPOSER. Failure to comply, other than as specifically permitted in the RFP, may disqualify a PROPOSER from further consideration.

II. OBJECTIVE OF REQUEST FOR PROPOSAL

The objective of this RFP is to award a contract, based upon a preliminary design proposal with the terms described herein, to an architecture and/or design firm to design and construct a Pavilion exhibition interior at the Expo Guadalajara Exposition Center in Guadalajara, Mexico, as part of the 2009 Guadalajara International Book Fair.

The selected firm will be contracted to create a final design, and construct the Pavilion area based upon plans agreed upon in consultation with DCA and the NEA.

III. ELIGIBILITY

Eligible applicants are U.S.-based architecture and/or exhibition design firms. All applicants must meet the requirements outlined in the Standard Provisions for City Contracts (Addendum C, Appendix A) and international requirement indicated in this Request for Proposals.

Proposer should be a full service architecture and/or exhibition design firm with experience in large-scale architecture installations, exhibition design and construction services that are capable of executing high design concepts as well as technical expertise to secure any necessary permits from the local jurisdiction. At the minimum, firms will be required to provide design, materials, construction, in-house graphics production, material handling, rental of ancillary furnishings, and on-site supervision consistent with the successful implementation of the project.

IV. PROJECT BACKGROUND

Founded in 1987 by the University of Guadalajara, the Guadalajara International Book Fair (<http://www.fil.com.mx/ingles/index.asp>) is the largest Spanish language book fair in

the world and is one of the most important cultural festivals in Latin America. The Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL) features three areas of activity: publishing, academic presentations, and cultural presentations. In total, the exhibitors are expected to include more than 1,600 publishing houses from 40 countries. There will be more than 90 activities per day, including more than 300 book presentations.

Held annually over nine days in late November and early December, 600,000 visitors from over 40 countries throughout Europe and the Americas visit the fair including over 100,000 young people. In addition, more than 17,000 book professionals, including publishers, literary agents, translators, librarians, reading advocates and distributors travel to Guadalajara for commercial and professional exchanges. FIL has a \$50 million dollar economic impact in the city.

Each year, FIL selects a Guest of Honor, either a country or region, to showcase the best of its cultural offerings. As the Guest of Honor, DCA is expected to present works emblematic of the dynamic and multi-cultural nature of Los Angeles at performances and exhibitions throughout all areas of the FIL and surrounding venues in Guadalajara, Mexico.

As an expansion of its cultural exchange with Mexico, the National Endowment for the Arts has established a partnership with the DCA to make possible in 2009 a significant presence of the United States at this singularly important literary and cultural festival of the Western Hemisphere. (Language and guidelines for appropriate and consistent crediting of the NEA and DCA will be provided once the RFP is awarded.) Past guests of honor have included Peru (2005), Andalusia (2006), Colombia (2007), and most recently, Italy (2008). The selection of Los Angeles for the 2009 festival represents the first time the FIL has invited a city to be the Guest of Honor.

An NEA award will allow for the Guest of Honor Pavilion design and construction. In addition, through a separate grants program, this award will provide support to Los Angeles area authors, artists, and arts organizations to present visual, performing, media, literary arts, and other cultural activities at venues in and around the FIL.

V. PRINCIPAL PROJECT PARTNERS

A) National Endowment for the Arts (NEA)

The National Endowment for the Arts is a public agency dedicated to supporting excellence in the arts, both new and established; bringing the arts to all Americans; and providing leadership in arts education. Established by Congress in 1965 as an independent agency of the federal government, the Arts Endowment is the largest annual national funder of the arts, bringing great art to all 50 states, including rural areas, inner cities, and military bases. (<http://www.nea.gov>)

B) City of Los Angeles Department of Cultural Affairs (DCA)

The Department of Cultural Affairs (DCA) generates and supports high quality arts and cultural experiences for Los Angeles residents and visitors. DCA advances the social and economic impact of the arts and assures access to arts and cultural experiences through grant making, marketing, public and community arts programming, arts education, and creating partnerships with artists and arts and cultural organizations in every community in the City of Los Angeles. (<http://www.culturela.org>)

VI. IMPORTANT DATES

RFP Release Date	Thursday, December 18, 2008
Pre-Proposal Conference	Thursday, January 15, 2009 9:30am-12:00pm (PST)
Proposal Receipt Deadline:	Friday, February 13, 2009 5:00 p.m. (PST)
Anticipated Award Notification	March, 2009 Date TBD

VII. PAVILION OBJECTIVES:

The Pavilion area should be dynamic, inviting and open to encourage traffic flow from outside into the Pavilion, and to encourage participation within all areas of the Pavilion. Design elements should showcase the City as the 2009 FIL Guest of Honor and capture the creative expression and multiple aspects of LA's cultural life through the use of iconic images and interactive technology.

Wherever possible, proposals should adopt practices that result in energy-efficient, healthier, and environmentally sustainable conditions by promoting credible and practical green building approaches. Consideration should be given to areas that include construction and demolition recycling, water efficiency, efficient fixtures, energy efficiency, materials reuse, efficient building systems, the use of recycled and rapidly renewable materials, and indoor environmental quality. To learn about the green building approaches suggested by the City of Los Angeles Green Building Program, please visit the Planning Department's website at <http://cityplanning.lacity.org> and click on the link titled "Green Building Program."

VIII. PAVILION REQUIREMENTS:

The Guest of Honor Pavilion is the central area of the FIL and is located within the Expo Guadalajara Exposition Center (Expo Guadalajara).

(<http://www.operadoradeferias.com/eng/index.php>). The design must utilize the existing specifications for the Expo Guadalajara, and the interior architectural installations must take place within this space. The selected firm will be responsible for design and construction of the main Guest of Honor Pavilion (Lobby 2) and the contiguous area (Lobby 3).

The design and construction shall include the following elements:

- Overall design concept conveying Los Angeles as a dynamic, diverse, and compelling cultural presence through the use of iconic architectural and visual elements.
- Ability to accommodate several large-scale artworks to be selected by DCA.

Defined areas for each of the following:

- Reading Area: Literary readings with an estimated audience of 30 to 40.
- NEA programs: The Big Read program. Banners, publications, posters and printed material will be supplied by the NEA.
- LA, Inc. (Visitor's and Convention Center Bureau): Tourism Materials
- Non- Profit Presses: Display and sales of books of non-profit presses
- General Literature Distribution: Distribution of immaterial in printed and digital form.

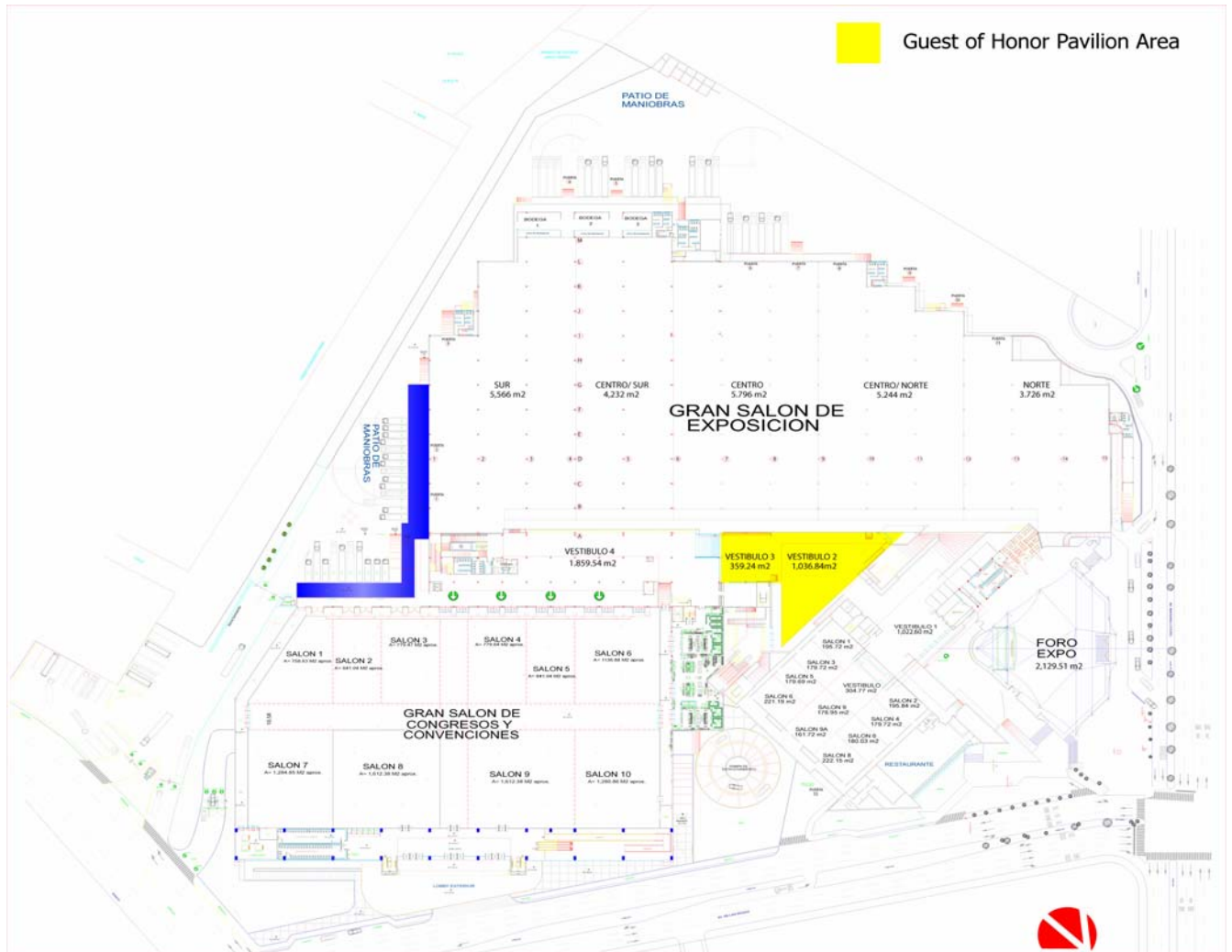
IX. INTERNATIONAL REQUIREMENTS

- Construction of the Pavilion must be done in Mexico and installation must be done on site in Guadalajara, Mexico.
- Final approval of design plans will be the determination of DCA, NEA, and FIL and as permitted by the local jurisdiction.
- Local labor or sub-contractors should be used to facilitate design, materials, construction and installation. DCA can provide a list of firms in Mexico that have experience with past FIL projects at the Expo Guadalajara that can be sub-contracted for construction and fabrication. It is the responsibility of the contractor to abide by all national and local labor laws applicable in Mexico.
- It is the sole responsibility of the selected firm to meet all the codes and standards required in Mexico and required by the Guadalajara Expo. Requirements include, but may not be limited to the requirements outlined in this Request for Proposals (see section X. "Technical Specification Required by Expo Guadalajara").
- It is the sole responsibility of the selected firm to obtain all necessary permits and abide by all Mexican law and building regulations for all work to be conducted on site in Mexico.
- It is the sole responsibility of the selected firm to secure all necessary work visas for all principal contractors' staff and all sub-contractors as applicable.

X. TECHNICAL SPECIFICATIONS REQUIRED BY EXPO GUADALAJARA:

Lobby 2 (Pavilion)	Features and Services
Surface Area	1210 square meters (3,970 square feet)
Height Clearance	14.43 meters (47.34 feet) floor to structure 5.73 meters (18.8 feet) floor to ceiling
Floor Resistance	5,000 kg (5.5 tons) per square meter (10.76 square feet)
Electricity	110 and 220 volts. It has 3 load centers with a capacity of 150 amps each. Connection to power strip in accordance with requirements.
Telephone System	Availability for installation of 30 telephone extensions for any class of service, including Internet.
Lighting	The area has 17 metal halide 1,000 watt lamps and 9 sodium vapor emergency 250 watt lamps.
Structure Resistance	20 kilos (44 lbs) every two meters (6.5 feet)
Maximum height of hanging articles	4 meters (13.12 feet)
Lobby 3 (Contiguous Annex)	Features and Services
Surface Area	375 square meters (1,230 square feet)
Height Clearance	Floor to ceiling 3.34 meters (10.96 feet)
Floor Resistance	500 kg (1,102 lbs) per square meter (10.76 square feet)
Electricity	110 and 220 volts. It has 3 load centers with a capacity of 150 amps each. Connection to single-phase contact boxes with 18 units each.
Telephone System	Availability for installation of 10 telephone extensions for any class of service, including Internet.
Lighting	The area has 24 ceiling florescent lamps each with three 32 watt tubes.
Column Module Spacing	North to South: 9.20 meters (30.18 feet) to axis East to West: 10.00 meters (32.80 feet) to axis Surface area of modules: 92.00 square meters (990.28 square feet).
Maximum height of hanging articles	Articles cannot be hung

XI. EXPO GUADALAJARA MAP



XII. EXPO GUADALAJARA REGULATIONS:

Set-up periods are not intended for start-to-finish construction of stands or decorative elements within the installations; therefore, adaptations in assembling them will be limited to minimum details in adjusting their assembly and construction.

Certain works are not allowed inside any area of the Exposition Center during the set-up and/or holding of the exposition/event, including, but not limited to: carpentry, iron works, use of saws, compressors, air guns, and similar equipment, as well as use of products that affect the environment inside the premises.

Among the various assembly systems, it is prohibited to use sheet rock and plaster in the construction and decoration of stands.

It is not permitted to affix (tie, nail, screw, drill, glue) any object on the columns, floors, walls or ceilings of Expo Guadalajara. Also prohibited are neon signs, unless the exhibitor meets the safety requirements set by the FIL.

Merchandise, machinery, equipment, or any other product must be handled with the greatest care to prevent damage to the floor, walls, columns, and other installations. Similarly, heavy equipment must be supported on rubber bushings or similar materials that protect the floor and absorb vibrations.

It is prohibited to run electric cables or any other installations that pose a danger across hallways or common areas, either at floor level or across the top of those areas.

The selected firm, during the dismantling period, is responsible for removing all marks and residue of any type left on the floor. If the use of special liquids is required, they must not leave any trace whatsoever. Failure to comply with this requirement will result in an economic penalty imposed by Expo Guadalajara, and such penalty shall be borne solely and entirely by selected firm.

Carpeting may only be secured to the floor using tape that does not leave any traces. It is prohibited to apply or place adhesive tape, glue, or any other material on painted surface areas, carpeting, signage or glass that form a part of the premises. In the event of failure to comply with this requirement, an economic charge will be applied for the work involved in cleaning the installations, and such penalty shall be borne solely entirely by selected firm.

Double-floor stands to be installed in Lobby 2 must have a maximum height of 5.70 meters (18.7 feet). Such installations are not allowed in Lobby 3. Strict safety measures must be observed at all times, both in the construction system and in electrification.

It is strictly prohibited to introduce, use, or store the following materials or substances in the stands: explosives, highly inflammable materials, fuels, pyrotechnic games, or any other similar dangerous substance.

All the columns of the lobbies have single-phase and three-phase electrical power supply equipment. The load per by column varies from 60 to 150 amps, 110-220 volts per phase.

Any electrical power beyond what is included in the rental fee (100 watts per square meter in net exhibition area), must be requested, to be charged against the assembler, and must be specified in writing.

Access to the electrical installations is prohibited for all but Exposition Center personnel. Any connection to the load centers must be made by Expo Guadalajara's specialized personnel. Installations limited to the stands themselves must be contracted with specialized companies.

Expo Guadalajara and the organizing Committee of the Guadalajara International Book Fair shall not take responsibility for damage caused to machinery and/or equipment on account of voltage variations; therefore, it is indispensable that the Exhibitor install voltage regulators or no-breaks to protect their property.

Expo Guadalajara has fire-fighting equipment based on fixed and portable equipment and a hydraulic system with electrical and internal combustion motors. It also receives round-the-clock support from Civil Protection personnel and from the city of Guadalajara's Municipal Firefighting Corps, which come to the premises for each exposition/event to provide supervision and consultation on measures to be taken to prevent incident.

Both the Organizer and the Exposition Center's Safety Area shall establish the evacuation routes and emergency exits for the exposition/event. Expo Guadalajara has signaling in keeping with the regulations for such purposes, which maintenance area personnel will place based on the plan developed by those involved and authorized by the Center's Operations Management Office and Maintenance and Safety Office.

The installation of all overhead signaling or decorations must be done by personnel of the Exposition Center only, and is therefore prohibited for other personnel to circulate through the structure. These services are charged to the requesting party at the rates in effect and only apply to set-up in the exposition hall, in some lobby areas and on some of the Center's ceilings.

The sound equipment used both by the Organizer and the Exhibitors must operate at a maximum of 80 decibels. This measure aims to ensure an environment that does not adversely affect the activities inherent to the exposition/event or those of the Exposition Center.

Vehicle access to the exposition areas will only be allowed for purposes of loading or unloading, subject to authorization from the Operations Management Office. No vehicles may remain in the exposition areas other than those that form an integral part of the exhibit, in which case their fuel tank must only contain the fuel necessary to arrive at and depart from the exhibit.

Set-up time at the Pavilion will start on Monday November 23 at 12:00 p.m. and conclude on Friday, November 27 at 10:00 p.m. Set-up hours will be from 8:00 a.m. to 10:00 p.m. If more time is needed during the night for set-up operations, the fees must be paid and the requirements must be met required for said purposes by Expo Guadalajara.

Strike and removal of all installations is required and will take place on December 7 and 8 from 8:00 a.m. to 10:00 p.m.*

*Set –Up and dismantling dates above are set by Expo Guadalajara, and are subject to change. All technical specifications listed above are subject to change and must be verified for accuracy by the selected firm prior to start of work.

For additional venue information, please contact the Expo Guadalajara Exposition Center:

Expo Guadalajara

Av. Mariano Otero No. 1499
Col. Verde Valle
Guadalajara, Jalisco
C.P. 44550, México

Phone: +52 (33) 3343-3000

Fax: +52 (33) 3343-3030

E-mail: infoexpo@expo-guadalajara.com

XIII. PROPOSAL SUBMITTAL REQUIREMENTS

A) Submitting a Written Proposal

Firms interested in responding to this RFP should submit a proposal which includes information for each area indicated below.

All documents must be printed on white 8.5 x11 paper. Documents must be formatted in 12 point font and be double spaced. Please collate materials in the order below and secure with a clip. Do not bind or staple proposals.

1. Narrative: (3 Pages Max)

- Present general introductory comments, including a purpose statement describing your understanding of the proposed project and required services
- Formulate a design proposal and general work plan indicating tasks and subtasks necessary to complete the project
- Explain basic structures, and design features, including materials used, flooring type, etc
- Explain type of materials and final finishes used in construction of exhibit
- Incorporation of graphics and signage

2. Personnel and Experience: (2 Pages Max)

- Bios of key project personnel
- Prepare an organizational chart showing the names and titles of the project manager, professional and supporting staff, sub-consultants, and other key personnel that will be assigned to the project
- Submit an example of related projects

3. Budget: (2 Pages Max)

- Prepare a budget of up to \$300,000, providing line item costs including, but not limited to the following:
 - Exhibit design, Production of drawings
 - Project Management Fees
 - Materials
 - Labor (including construction, installation, and/or production costs for US based employees and costs associated with the sub-contracting of Mexican firms for on-site labor)
 - Travel
 - Accommodations and Per-diem
 - Shipping/Freight
 - Graphics
 - Lighting
 - Audio-Visual equipment
 - Computer/Internet equipment
 - Communication/Telephone equipment
 - Furnishings, including tables, chairs, stools, etc
 - Flooring
 - Storage Crates/Cases
 - Administration (fax, phone, copies)
 - Additional supplies

- Please note the following when preparing the project budget:
 - Travel costs should include air, accommodations, and sustenance for all travel necessary to design, plan, and build.
 - Translation services may be needed to communicate with Expo Guadalajara or FIL staff. Translations may require both verbal translations for communication while in Mexico, and written translation for any documents required by Expo Guadalajara.
 - If specialized lighting fixtures are required, include the cost to purchase or install new lighting.

4. Project Schedule: (2 Pages Max)

- Prepare a schedule that illustrates the estimated time lines for completing project tasks and subtasks.

5. Work Sample Required:

- Provide visual samples of work that represents your ability to carry out the proposed work. Only digital images on a CD-Rom or a DVD will be accepted. Do not send slides.
- CD-Rom-Provide one copy of up to 20 electronic images, with titles, in JPEG or TIFF. Image size should be consistent. Suggested size is 640x480 ppi. Power Point format is preferred but not required. Label the CD with proposer's name.
- DVD: Label the DVD with proposer's name and designate information to view.

- Work Sample Sheet: Include a page with the following information for each image: title, date, location, and work description.

6. Completed Checklist:

- Addendum A (Proposal Package Checklist) with all required documents from attached.

B) Pre-Proposal Conference

Date: Thursday, January 15, 2009

Time: 9:30 a.m - 12 p.m. (PST)

Location: Department of Cultural Affairs- Conference Room

201 North Figueroa Street Suite 1400

Los Angeles, CA 90012

C) Deadline for Submission

To be considered, proposals must be RECEIVED on or before 5:00 p.m., Friday, February 13, 2009.

D) Where to Submit your Proposal

The complete proposal package shall be placed in a sealed envelope or box labeled **“Guadalajara Book Fair Pavilion Proposal”**.

Said envelope or box shall have the name and address of the proposer on the outside and be delivered to:

Los Angeles Department of Cultural Affairs

Marketing and Development Division

201 North Figueroa Street Suite 1400

Los Angeles, CA 90012

E) Number of Copies

Please provide one (1) original, one (1) reproducible copy, and six (6) copies. Plainly identify the respective documents. A reproducible copy is one which can readily be reproduced through a photocopier.

F) Important Notices

Candidates who mail their proposals should allow adequate mail delivery time to ensure timely receipt of the proposals. Late proposals will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted. At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Department of Cultural Affairs.

The City reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposer(s) will

have the right to revise their proposal. Proposals may be withdrawn personally, by written request, prior to the scheduled closing time for receipt of proposals.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. Portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if a Contract is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award. The City reserves the right to withdraw or cancel this RFP at any time without prior notice and may re-issue this RFP at any time.

The city of Los Angeles reserves the right to reject all proposals. Failure of the Proposer to submit the above required documents with their proposal may render the proposal non-responsive and result in its rejection. All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Cultural Affairs. The City also reserves the right to award more than one contract pursuant to this Request for Proposals.

G) Proposer's Signature Declaration and Affidavit

With each proposal, a statement shall be submitted and signed by the respondent under penalty of perjury that: The response is genuine, not a sham or collusive; the response is not made in the interest or on behalf of any person not named therein; the respondent has not directly or indirectly induced or solicited any person to submit a false or sham response or to refrain from responding; and the respondent has not in any manner sought by collusion to secure an advantage over any other respondent.

A form, entitled "Proposer's Signature Declaration and Affidavit" is included on page 21 of this RFP, and must be completed by proposer, notarized, and submitted with proposal.

H) Property of City/Proprietary Material

All proposals submitted in response to this RFP shall become the property of the City of Los Angeles and subject to the State of California Public Records Act. Proposers must identify all copyrighted material, trade secrets or other proprietary information that the proposers claim are exempt from the California Public Records Act (California Government Code Section 6250 et seq.).

In the event a proposer claims such an exemption, the proposer is required to state in the proposal the following: "The proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefore."

I) Document Check

Please check the contents of your RFP package carefully to ensure that you have in your possession all the necessary documents as referenced within the RFP, including

any addenda. If you are missing any items, you should make a written request via letter or email to the following address:

Andrew Kasdin, Arts Manager II
Department of Cultural Affairs
201 N. Figueroa Street Suite CA
Los Angeles, CA 90012
Telephone 213.202.5542
Fax 213.202.5511
Email: Andrew.kasdin@lacity.org

The complete RFP package, including Proposal and Submittal Requirements, Addendum A (Proposal Package Checklist), Addendum B (MBE/WBE/OBE Subcontractor Outreach Program), and Addendum C (Forms and Documents) are also available electronically at <http://www.cutlurela.org>.

Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify Cultural Affairs Staff at the above address in writing or fax no later than the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

J) Statutory Requirements

Attached to this RFP as Addendum C are required forms and documents required prior to award of a City contract. Please review this information carefully. Compliance with these requirements and submission of necessary forms is mandatory for the selected firm prior to award of contract. These requirements will be discussed in detail at the proposer conference. Failure to comply with the requirements will render proposals non-responsive and eliminate them from consideration.

K) Governing Law

All matters relating to the formation, validity, construction, interpretation, performance and enforcement of the RFP and the resultant agreement/contract, shall comply with all applicable laws of the United States of America, the State of California and the City of Los Angeles.

XIV. EVALUATION AND AWARD

A) Evaluation and Scoring Criteria

A proposal will be considered responsive when it contains all items listed in this RFP, and the completed Addendum A (Proposal Package Checklist).

Responsive proposals will be scored solely on the basis of each of the following criteria by an independent committee of design professionals. The ranking of the review committee will serve as a basis to formulate the DCA General Manager's recommendation. Final vendor selection will be at the discretion of the General

Manager. DCA reserves the right to request additional information to clarify a submitted proposal.

1) Project Concept and Solutions - 30%

- Understanding of the requirements of the scope of work
- Relationship of design to event needs
- Creativity of design
- Ability to meet proposed schedule
- Promotion of credible and practical green building approaches in design and construction

2) Personnel Qualifications - 30%

- Personnel and organizational experience, resources, and technical competence to facilitate accomplishment of stated scope of work
- Communication skills and ability to work in an inter-agency , international, and governmental planning processes
- Ability of applicant to carry out the proposed exhibition

3) Demonstrated Applicable Experience - 30%

- Demonstrated ability to complete planning projects of a comparable size
- Demonstrated ability to work with sub-contractors in an international setting and abide by all applicable laws and regulations

4) Total Evaluated Cost - 10%

- Relation of the fee to the proposed level of effort
- Detailed budget proposal including itemized billing structure by assigned consulting staff

5) Interviews

- In-person or telephone interviews may be conducted at the discretion of DCA's General Manager

B) Notification

DCA shall notify all proposers in writing of the General Manager recommendation. The recommendation regarding the successful proposal may include requests for design modification and budget revisions, based on consultations between DCA and the NEA. Recommendation by the General Manager does not constitute a guarantee of work.

C) Contractual Arrangements

The proposer selected to perform the services outlined in this RFP will enter into a Contract, approved as to form by the City Attorney, directly with the City of Los Angeles.

D) Verification of Information

The Department reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, the Department reserves the right to reject that proposal. If it is determined that a Contract was awarded

as a result of false statements or other data submitted in response to this RFP, the Department reserves the right to terminate the Contract.

E) Cost of Preparation

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal.

F) City's Right to Reject Proposals or Waive Informalities

In accordance with Los Angeles City Charter Section 371(c): "The City shall reserve the right to reject any and all bids or proposals and to waive any informality in the bid or proposal when to do so would be to the advantage of the City. The City may also reject the bid or proposal of any proposer who has previously failed to timely and satisfactorily perform any contract with the City."

G) Terms

The anticipated term of the Contract will be nine (9) months and may be renewed for up to one (3) three month period at the City's sole discretion. The budget for this project is up to \$300,000, inclusive of all design, materials, and construction costs associated with the Pavilion exhibition and neighboring Annex area, and may be subject to reappropriation per the Mayor and City Council.

H) Proposal Protest

Any protest to a proposal award(s) must be in writing. Upon receipt of protest, the Contract Administrator will furnish protester with a written statement setting forth the reasons for the proposed award based on the lowest ultimate cost and best overall value to the City and will hold a hearing within five (5) working days after receiving the protest, unless waived by the proposer.

At or prior to the hearing, the protester may present evidence as to why the award should not be made according to the City's plans. After the close of the hearing the General Manager shall make a final determination with respect to the protest, and shall award the contract accordingly or reject all proposals. This decision shall be final.

XV: REQUIRED FORMS AND DOCUMENTS

As part of this RFP submittal package, proposer(s) are required to complete and return the MBE/WBE/OBE Subcontractor Outreach Program Subcontractor Information Form, Good Faith Effort Documentation, and the Proposer's Signature Declaration and Affidavit with their proposal by the due date for receiving proposals.

The selected firm will also be required to complete and return the forms and documents listed in Addendum C (Required Forms and Documents) prior to execution of the Contract. All contracts entered into as a result of this RFP are subject to the Standard Provisions for Personal Services Contracts (Addendum C, Appendix A). Please review this addendum for details of insurance required by this RFP and resulting contract.

**A) MBE/WBE/OBE Subcontractor Outreach Program
Good Faith Effort Documentation**

Instruction: Attach Subcontractors Information Form (Schedule A) and required GFE documentation (see Addendum B for required documents).

It is the policy of the City to provide Women Business Enterprises (WBEs), Minority Business Enterprises (MBEs), and all other business enterprises (OBE) an equal opportunity to participate in the performance of all City's contracts.

Proposer shall assist the Department in implementing this policy by taking all reasonable steps to ensure that all available business enterprises, including MBEs, WBEs and OBEs, have an equal opportunity to compete for and participate in City's contracts. Equal opportunity will be determined by the proposer's good faith efforts to comply with the City's Subcontractors Outreach Program as described in the attached "Minority Business Enterprise (MBE) Women Business Enterprise (WBE) and Other Business Enterprise (OBE) Subcontractor Outreach Program" document (Addendum B).

Participation of MBEs, WBEs and all other businesses (OBEs) may be in the form of subcontractors, vendors or suppliers. Failure to make a good faith effort to comply with said policy to provide documentation of good faith effort with the proposal will render the proposal non-responsive and may result in its rejection.

B) Proposer's Signature Declaration and Affidavit

Instruction: Attach signed and **notarized** Proposer's Declaration and Affidavit (page 21).

With each proposal, a statement shall be submitted and signed by the respondent under penalty of perjury that: The response is genuine, not a sham or collusive; the response is not made in the interest or on behalf of any person not named therein; the respondent has not directly or indirectly induced or solicited any person to submit a false or sham response or to refrain from responding; and the respondent has not in any manner sought by collusion to secure an advantage over any other respondent.

Who should sign the Affidavit:

INDIVIDUAL: (e.g. Individual dba (Name or Company), etc.): INDIVIDUAL must sign Affidavit.

PARTNERSHIP:

1. AT LEAST ONE GENERAL PARTNER must sign the Affidavit.
2. Attach State Certificate LP-1 for the partnership; or, provide either a copy of either the Partnership Agreement or a Resolution adopted by the Partnership, showing the names of each partner, together with an exemplar of each partner's signature.

JOINT VENTURE:

1. ALL JOINT VENTURERS must sign the Affidavit.

CORPORATION:

1. It is preferred that the PRESIDENT AND SECRETARY of the corporation sign the Affidavit on behalf of the corporation, but a Vice-President may sign in the absence of the President and an Assistant Secretary or Treasurer may sign in the absence of the Secretary.

NOTE: An Authorized Agent may sign for a Corporation, provided the City is furnished a certified copy of the Board of Directors Resolution authorizing such person to execute the document on behalf of the corporation. An acknowledgement at the base of the Resolution should state it is unchanged, in force, and be signed by the Corporate Secretary with the current date.

PROPOSER'S SIGNATURE DECLARATION AND AFFIDAVIT

I/We, _____,
Insert name(s) of company representative(s)

depose and say that I/We are _____,
<Insert "Sole Owner", "Partner", "President", etc>

of _____,
<Insert firm name and address>

who submits this proposal to the City of Los Angeles, Department of Cultural Affairs, and hereby declares:

(1) That I/We have read this Request for Proposals (RFP), have carefully examined the services required, and have abided by and agree to the conditions therein. I/We hereby propose to furnish all materials, equipment, and provide all the personnel required to provide the services in accordance with the specifications detailed in the RFP.

(2) The person named in this Proposal has the authority to submit a proposal on behalf of the person, firm, or corporation.

(3) This Proposal is genuine, and not sham or collusive; This Proposal is not made in the interest or on behalf of any other person, firm, or corporation not named herein; The proposer has not directly or indirectly induced or solicited any person, firm, or corporation to submit a false or sham proposal, or any other person, firm, or corporation to refrain from submitting a proposal; and, The proposer has not in any manner sought by collusion to secure an advantage over any other proposer.

(4) I/We understand and agree that after the submittal of proposals and continuing until an Agreement has been awarded, Proposers shall not initiate communication in any manner with City personnel, including City elected officials, regarding this RFP or the proposals during this period of time. All communications shall be through the Department representative identified in the RFP and unless authorized, in advance, through the RFP. All City personnel involved in the project will be specifically directed against holding any meetings, conferences or technical discussions with any proposer except as provided in the RFP.

(5) That I/We as principal(s), acknowledge myself/ourselves as being bound by the accompanying Proposal Deposit. I/WE DECLARE UNDER PENALTY OF PERJURY UNDER THE LAWS OF THE STATE OF CALIFORNIA THAT THE FOREGOING IS CORRECT AND TRUE. *[ALL SIGNATURES MUST BE PROPERLY COMPLETED AND NOTARIZED.]*

1.

Print Name	Signature
Signature	Date

2.

Print Name	Signature
Signature	Date

*Corporations shall provide a first signature from the President or Vice-President and second signature of Corporation's Secretary/Treasurer/CFO.