

**REQUEST FOR QUALIFICATIONS FOR FESTIVAL PRODUCING MANAGER FOR
LOS ANGELES PARTICIPATION IN THE
2009 GUADALAJARA INTERNATIONAL BOOK FAIR**

CITY OF LOS ANGELES DEPARTMENT OF CULTURAL AFFAIRS

GENERAL INFORMATION:

The City of Los Angeles Department of Cultural Affairs (DCA) seeks to contract with one qualified and experienced special events producer and/or company, either profit or non-profit, to produce and present the performing and visual arts programs that will represent the City of Los Angeles as the Guest of Honor programs during the 2009 Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL), in Guadalajara Mexico from November 28 to December 6, 2009. This Request for Qualifications (RFQ) will enable DCA to create a qualified list of candidates who have the experience and skills to produce the City's participation in the FIL. The successful bidder will ensure a consistent liaison between FIL and the two U.S. managing partners: DCA and the National Endowment for the Arts (NEA).

With significant funding support from the National Endowment for the Arts, DCA plans to provide grants totaling approximately \$1,100,000 (\$550,000 for performing arts and \$550,000 for visual arts) to approximately 8 to 15 arts projects with grants ranging from approximately \$15,000 to \$150,000. These funds will be used to support artist travel, material shipping as well as on-site project productions. The FIL provides hotel accommodations and per diems for Guest of Honor grantees.

A total of \$40,000 is available for the contract that will be awarded with the aid of this RFQ. It is envisioned that the time demand on the contractor will be around 15 to 20 hours weekly (April – August 2009) and then full time (September – December 2009). These dates may be modified according to the needs of the project as determined by DCA and NEA. The individual or company must be able to be on-site in Guadalajara, Mexico during the entire time of the 2009 FIL (November 28-December 5, 2009), and also be available to work on-site least one week prior, and one week after these dates.

Qualifications should be submitted in accordance with the requirements set forth in this document. Only written responses will be considered. All materials submitted as part of individual responses will become property of DCA and may be incorporated in a subsequent contract between DCA and the selected individual or firm.

The use of the term "bid" as it occurs throughout this proposal shall be considered synonymous with the term "proposal."

Questions regarding this RFQ may be directed, in writing, to:

**Andrew Kasdin, Arts Manager II
City of Los Angeles Department of Cultural Affairs**

(213) 202-5542

INTRODUCTION

The City of Los Angeles has been invited to be the Guest of Honor for the 2009 Guadalajara International Book Fair (Feria Internacional del Libro de Guadalajara - FIL). Founded in 1987 by the University of Guadalajara in the state of Jalisco, Mexico, FIL is the largest market in the world for Spanish language publications and is widely considered the most outstanding gathering of the Spanish language publishing community. Since 1993, FIL has chosen a country (e.g. Argentina, Brazil, Colombia, Cuba, and Italy) or prominent world region (e.g. Andalusia, Catalonia, and Quebec) as its annual Guest of Honor. From November 28 through December 6, 2009, over 500,000 audience members and 17,000 book professionals (authors, literary agents, librarians, booksellers, and publishing houses) from more than 40 countries will be treated to the best of LA's Visual, Performing, Media, and, of course, Literary Arts.

Through literary readings, music, theater, dance, visual arts exhibitions, and media presentations, the Guest of Honor reinforces its bonds with the region and presents the very best of its cultural product to a discerning and enthusiastic audience, thus creating a bridge for an exchange of the highest quality and establishing the foundations for closer and stronger bonds.

A partnership with the National Endowment for the Arts (NEA) has been established for this endeavor. Through an NEA award, DCA will provide support to greater Los Angeles area authors (a separate Authors' Liaison position will be established to coordinate this effort), artists, and arts organizations to present visual, performing, media, and literary arts in more than 100 exhibitions, performances, film screenings, readings, lectures, and symposia at various locations throughout Guadalajara at the 2009 exhibition. Exhibition spaces include the main performance space: The Foro Expo Guadalajara, a 34,000 square foot tented, outdoor exhibition area which seats 2,100 people, or holds 3,500 people standing. Additional activities will be hosted by Guadalajara-area theaters, museums, and other exhibition spaces of varying capacity and dimensions.

The City of Los Angeles Department of Cultural Affairs seeks an experienced Festival and/or Special Event Producer. The selected individual(s) or company will have the responsibility of being a key participant in the planning, organization, direction and coordination of the performing and visual arts programs that will represent the City of Los Angeles as the Guest of Honor of the 2009 Guadalajara International Book Fair, which is one of the main components of the larger FIL. Duties will include, but are not limited to, oversight of planning, production and execution of selected visual and performing arts projects that have been chosen to represent the City. In addition, the Festival Producing Manager will either interface with, or supervise, an Authors Liaison who will be coordinating the literary component of LA's participation in the FIL. The ability to communicate fluently in both the English and Spanish languages is required.

Candidates for this position will have demonstrated knowledge and experience in event management, developing and managing budgets, recruiting, training and supervising employees and volunteers, producing and directing community-relevant programs, entertainment activities and special events, as well as developing and implementing marketing plans. International presenting, producing, touring and Festival experience is highly desirable. The candidate must be able to work cooperatively and communicate effectively with administrative management and staff, contractors, governmental agencies, local businesses, media and the community.

SCOPE OF WORK

Duties of the Festival Producing Manager will include:

1. Work under the direction of the City of Los Angeles Department of Cultural Affairs General Manager, Assistant General Manager and in collaboration with the NEA staff (e.g., Program Director, Communications Office, Office of Government Affairs and other program staff) who will be involved in the project.
2. Work with DCA's Director of Grants, DCA's Director of Marketing and Development, and other DCA staff and collaborators as directed.
3. Assist in the planning, organization and implementation of the City of Los Angeles component of the FIL. Participate in the development and management of the attendant budget and technical needs of the planned activities.
4. Attend multiple planning meetings and activities on a weekly basis at times and locations to be determined, both within, but not limited to, the County of Los Angeles and the City of Guadalajara, Mexico beginning April 2009 and extending through December 2009.
5. Provide project-specific planning, coordination, monitoring, trouble-shooting and evaluation of City of Los Angeles components of the FIL. These projects will have been recommended by peer panels and approved by DCA's senior team and NEA project team, and may include visual art exhibitions, musical, dance and theatrical performances, film and video presentations and, possibly, forums and lectures at multiple venues.
6. Provide services at the location within the City of Guadalajara, Mexico, including, but not limited to the following:
 - a. Detailed planning of logistics and arrangements for the event. Coordinate services on all festival related matters including those of the consulate, venue operators, participants, performers, and vendors.

- b. Prepare, maintain and execute a schedule of event activities, exhibitions, performances and productions as well as educational or other outreach programs as planned.
 - c. Assist in the preparation of invitations, announcements, acknowledgements, correspondence and outreach.
 - d. The producer will work closely with DCA, NEA and FIL staff to coordinate advertising/media coverage of the event, and align the event with the City's public relations goals.
 - e. Work with professional staff appropriate to the size of the event for load in, load out, set up and clean up.
 - f. Participate in the arrangements of all travel, lodging, per diem arrangements for all participating artists and support staff at the fair/event.
 - g. Work with DCA to assemble and organize a cadre of DCA festival volunteers to monitor productions per event/activity site during the festival (TBD).
 - h. Provide a final evaluation report upon submission of the final invoice that includes narrative and financial data analyzing all services, specifically the resulting festival participation.
7. The individual or company must be on-site during the entire time of the 2009 FIL (November 28 - December 5, 2009), and be available to work on-site at least one week prior and one week after these dates. Duties while in Guadalajara will include supervising load-in according to site plan, signage and barricade placement, and supervision of participant load-in and vendor hook ups, and load-out at the fair/event location, in the City of Guadalajara, Mexico.

IDEAL CANDIDATE:

- Is a visionary leader or team who is entrepreneurial and creative with the ability to think "outside the box".
- An enthusiastic person or team is needed to work effectively with DCA administrative staff, committees and partners, as well as existing and new sponsors.
- Possesses strong organizational and communicational skills to establish a course of action and accomplish immediate and long-term goals of the project.
- Is willing to take reasonable risks and shows initiative, promotes and welcomes new, creative ideas and change; and appreciates differing opinions and styles.
- Able to foster and maintain cooperative working relations with various groups and individuals including DCA and NEA staff, creative participants, FIL operators, organizers, advisory groups and business, community, governmental and international organizations.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to the successful completion of a Bachelor's degree in Liberal Arts or related discipline from an accredited college or university and a minimum of three years of increasingly responsible experience in fair,

festival, event or exhibition management, including three years of supervisory responsibility. Candidate must have excellent communication skills (English and Spanish), a professional demeanor, the ability to manage input from multiple audiences in a multi-layered environment and must work well under pressure while handling multiple priorities and deadlines.

BUDGET: The total amount available for this contract is not to exceed \$40,000. It is the CITY's intent to award the contract in a form approved by the City Attorney, to the selected producer or team. The CITY reserves the right to withdraw, cancel and reissue the RFQ at any time and the CITY reserves the right to modify requirements of the RFQ and shall notify proposers of any changes by posting them on the Department's website. Additionally, the CITY reserves the right to award more than one contract pursuant to this RFQ.

CITY POLICY ISSUES:

1. Standard Contract Provisions and City Requirements

Herein incorporated by reference to this RFP are the "Standard Provisions for City Contracts (Rev.10-03)," which are available upon request. The contract between CITY and selected PROPOSER will include these provisions in its terms.

Please note that selected contractor will be required to submit all relevant documents and forms required by the Standard Provisions and City Codes after selection into the qualifying pool and/or upon award of a contract. Thus, the CITY encourages the individual or organization applying to review the Standard Provisions and documents attached hereto as Appendices A, B, C1 and C2 and incorporated herein by reference to evaluate whether they/it will be able to meet the City's requirements.

2. Public Documents

All proposals submitted in response to this RFQ will become the property of the City of Los Angeles and will be a matter of public record, subject to the State of California Public Records Act (California Government Code Section 6250 et seq.). Proposers must identify, in writing, all copyrighted material, trade secrets or other proprietary information that it claims is exempt from disclosure under the California Public Records Act (CPRA). Any Proposer claiming such an exemption must identify the specific provision of the California Public Records Act that provides an exemption from disclosure for each item that the Proposer claims is not subject to disclosure under the Act. Please note that wholesale use of headers/footers bearing designations such as "confidential," "proprietary," or "trade secret" on all or nearly all of a proposal is not acceptable, and may be deemed by the City as a waiver of any exemption claim. The identification of exempt information must be more specific.

In addition to the requested copies under **SUBMISSION REQUIREMENTS**, all Proposers must supply one unbound, complete, duplicate copy of its proposal with those specific items claimed as exempt clearly marked (redacted). This copy must

identify what specific information (if any) in their proposal that they claim, in good faith, is exempt from disclosure under the CPRA.

Any Proposer claiming such exemption must also state in the proposal the following:

“The Proposer agrees to indemnify the City and its officers, employees, and agents, and hold them harmless from any claim or liability and will defend any action brought against the City for its refusal to disclose copyrighted material, trade secrets, or other proprietary information to any person making a request therefore.”

Failure to include such a statement shall constitute a waiver of a Proposer’s right to exemption from disclosure.

ELIGIBILITY: Any qualified and experienced special events producer(s) and/or company, either profit or non-profit, with at least three years event production experience is eligible to apply. Employees of the City of Los Angeles and their families are not eligible to apply.

QUALIFICATIONS:

1. At least three years experience producing large cultural events. International presenting, producing, touring and Festival experience is highly desirable.
2. Experience in the performing/visual arts, as well as education and knowledge of the arts community.
3. Ability to work under Executive Administration direction.
4. Ability to work in partnership with DCA, NEA and FIL professional staff and FIL venue staff to produce the Los Angeles programmatic presentation of approximately 8-15 performing and visual arts events in venues negotiated with FIL and its collaborators.
5. The possession of a valid international passport.
6. The ability to speak, write and read fluently in both the English and Spanish languages.
7. Possession of a City of Los Angeles Business Tax Registration Certificate.

SELECTION PROCESS: A panel comprised of professional event producers and Department of Cultural Affairs administration and production staff will evaluate each RFQ submission and select up to 5 finalists for interviews in April 2009. The

Department of Cultural Affairs will then select the special event producer for this project by no later than May, 2009.

EVALUATION CRITERIA: Each Candidate's (individual or team) submission will be evaluated against the following criteria:

Professional credentials and knowledge of the Los Angeles area's art and culture:	25%
Experience with large cultural festivals:	30%
International experience:	5%
History with managing partnership projects:	20%
Ability to speak and write in the Spanish language:	20%

PROPOSAL PROTEST: Any protest to a proposal award(s) must be filed within five (5) working days of the date of notification and 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.

SUBMISSION REQUIREMENTS

Your package should demonstrate your ability to fulfill the requirements of producing this specific project. Please provide specific information about the individual or company submitting this RFQ. This may include an individual's or a company's personnel, including subcontractors, to be committed to the proposed project, as appropriate; past performances on projects of a similar nature including a client list, and adequate documentation on the financial status of your firm or operation which will permit the City to evaluate your ability to complete the work.

A complete application package should contain the following; including 6 copies of all written materials:

1. Cover letter indicating your desire to be included in this pool. The letter must include the individual(s) or the company name, mailing address, contact person, telephone number, fax number and e-mail address.
2. Statement of interest which describes previous experience, qualifications and a chronological list of proposer's event production history over the last three years.

3. Supplemental Questions (Please limit each response to 2 pages)
 - a. Describe your experience and knowledge organizing and managing a specific fair or other similar event. Include information about past partnership projects and your ability to work with a team of collaborators and/or stakeholders.
 - b. Detail one past activity of great success during which you demonstrated unique skills and/or innovation.
 - c. Describe what you believe may be a challenge in the production of Los Angeles activities during the 2009 Guadalajara FIL and the steps you would take to address this challenge.
4. Up to five pieces of supporting materials, i.e. brochures/fliers from past events, three videotapes or DVDs of previously produced events, web links to previous events, etc.
5. List of three professional references with current addresses, phone numbers and email addresses.
6. Documents required by the Section entitled CITY POLICY ISSUES required under "Public Documents" of this RFP

DEADLINE: MONDAY, March 19, 2009.

Applications must be received by 4:00 p.m. on **Monday, March 19, 2009.** No late submissions or postmarks will be accepted.

Deliver the application to the following address, either in person or by certified mail:

**Department of Cultural Affairs
Marketing and Development Division
201 N. Figueroa Street, Suite 1400
Los Angeles, CA 90012
ATTN: Andrew Kasdin**

If you have any questions, please call 213/ 202-5542.