



## REQUEST FOR QUALIFICATIONS

# EL SEGUNDO CULTURAL DEVELOPMENT SEEKS PREQUALIFIED POOL FOR EVENT MANAGEMENT SERVICES PROVIDERS

MAY 2022

**REQUEST FOR QUALIFICATIONS (RFQ)**  
**EI SEGUNDO CULTURAL DEVELOPMENT PROGRAM SEEKS PRE-QUALIFIED POOL FOR**  
**EVENT MANAGEMENT SERVICES PROVIDERS**

**I. OVERVIEW**

The City of El Segundo Cultural Development Program (ESCDP) invites individuals and firms working in event management to submit qualifications for inclusion in a Prequalified Pool for Event Management Services Providers. The Program seeks qualified individuals and firms that have demonstrated experience in event production and/or theatrical management services for upcoming special community events/festivals. ESCDP will review applications and establish a list of qualified individuals/firms for the purpose of awarding contracts as needed. Funding is provided by the El Segundo Cultural Development Program Fund. Prequalified individuals/firms will remain on the list for five years (2022-2027). **Being approved for the prequalified pool does not guarantee that an individual/firm will be awarded a contract.**

**II. BACKGROUND**

The City of El Segundo, known as the “Aerospace Capital of the World,” is a coastline community in the South Bay region of Los Angeles County. The City, coined by Standard Oil Company for its second oil refinery in California, was incorporated on January 18, 1917. El Segundo, 5.46 square miles in area and with a current population of 16,504, is renowned for maintaining a quaint, small town atmosphere as well as a thriving business environment that caters to some of the world’s most prestigious entities. It is home to the Los Angeles Lakers, Los Angeles Kings, Raytheon Technologies, Boeing, Los Angeles Air Force Base, Mattel, Beyond Meat, and Los Angeles Times.

The mission of the El Segundo Cultural Development Program (ESCDP) is to expand the City’s artistic, cultural, and creative resources by enhancing the environment and quality of life. The intent is to achieve high-quality and site-specific artwork and art experiences, increase public access to the arts, encourage civic engagement, help drive tourism and revenue to local businesses, contribute towards realizing cultural equity and inclusion, create opportunities for artists and art organizations in the region, and to transform people, places and communities. For more information, visit <https://www.elsegundolibrary.org/about-us/cultural-development-program-268521>.

The El Segundo Cultural Development Program works with established and emerging artists from all disciplines to create permanent artwork, creative place keeping projects, public engagement activities, temporary art exhibitions and event-based programming. The goal is to enrich the lives of the City’s residents and visitors and encourage greater artistic appreciation and cultural awareness.

**III. SAMPLE SERVICES**

If selected for a special event, the providers must enter into a services agreement with the City to manage the special community events.

The provider’s responsibilities may include the following, but are not limited to:

- meet with City Staff (Community Services), ACC members, performers, vendors, as necessary
- work collaboratively with City Staff to plan and implement the events, including a working site plan

- develop a marketing plan that may involve print materials, signage as well as radio and/or tv appearances and public interest stories with local media outlets
- maintain a budget spreadsheet of performer and vendors costs and equipment expenditures, including all anticipated costs and fees associated with the planning and executing of the Events
- develop a curated list of performers (music and dance) and vendors (food and cultural crafts)
- procure and confirm the scope of work and finalize the costs commitment for each performer and vendor
- work with “roaming” entertainment, creating a schedule that include times and areas of appearance
- securing any necessary permits and to coordinate with all such performers, vendors, to make sure the permit process moves smoothly with City Staff
- generate a detailed Contact List for performers and vendors and the preliminary production timeline for each component of each of the events, including staged entertainment
- produce a master timeline to include all entertainment and interactive elements happening throughout the event day (e.g. load-in and loadout, set changes, etc.)

#### **IV. STIPEND**

Stipend varies depending on the individual opportunity. Budget ranges from \$1000 to \$15000, depending on the level of involvement with and scope of work of each special event/festival.

#### **V. ELIGIBILITY**

Only one application per provider will be accepted.

An eligible applicant must:

- Live or work in Los Angeles County or Orange County and be authorized to work in the United States.
- Be 18 years of age or older. No preference will be given to race, color, religion, national origin, gender, military status, sexual orientation, marital status, physical or mental disability.
- Have a demonstrated history of community event production, indoor/outdoor live production and theatrical management, and/or projection mapping.
- Be able to work collaboratively with different people.

#### **ELIGIBILITY RESTRICTIONS**

Individuals with conflicts of interest are not eligible for contract award under this solicitation. Elected officials, commissioners, board members, committee members, agents, officers, and employees of the City of El Segundo and their business partners and their immediate family members are not eligible for a contract award under this RFP.

#### **VI. APPLICATION SUBMITTAL REQUIREMENTS**

**Required Submission Materials (Letter of Interest, Résumé, Samples of Past Work, & References in one MERGED PDF format document):**

1. **Letter of Interest** shall include full contact information and contain information for the selection panel that may not be conveyed through the resume or work samples.

**Submit a Letter of Interest** (character limit: 3000; approx. 500 words maximum). Please consider the following prompts:

- Describe your work history in planning and executing events (can include samples of relevant work).
  - Explain any specialized training, areas of specialization, and years of experience.
  - Provide a minimum of two (2) recent (2018-2022) examples of success in event planning, preferably in an outdoor setting.
2. **Professional Résumé or Curriculum Vitae.** The résumé must include event planning employment and achievements such as past and present live/theatrical productions and events.
  3. **References.** Submit the names, addresses, current telephone numbers and/or email addresses for three authorities on your work. Do not submit letters of recommendation. We do call references, so please double-check to ensure that the contact information for your references is correct.
  4. **Signed Signature Block** – last page of this RFQ.

**\*\*\*Event coordination opportunities are available as early as July 1, 2022. We highly encourage applicants to submit their applications as soon as possible. Early submissions will increase the level of commissions they are considered for.**

**Submission materials must be submitted as one MERGED PDF format document. Submittal is due no later than 4:00pm, Friday, June 30, 2023. Please email submission to Cultural Arts Coordinator Sam Lee at [slee3@elsegundo.org](mailto:slee3@elsegundo.org). Any submissions received after the deadline will be rejected and not considered.**

## **VII. SELECTION CRITERIA**

A panel of selected El Segundo Arts & Culture Committee members and ESCDP staff will convene to review the applications.

Each application will be reviewed for the provider's experience and accomplished projects, all weighted approximately equal.

## **VIII. ADMINISTRATION**

Any selected provider will perform the duties requested as an independent contractor and not as an employee of the City of El Segundo.

All selected provider must enter into an agreement with the City. The selected provider will coordinate their schedule with the ESCDP staff, be the point of contact for all programming inquiries from the public, arrange details for their programs and coordinate events with the City Staff.

The contract agreement is also contingent upon the selected provider’s successful completion of a thorough background review, including being fingerprinted by the El Segundo Police Department, additional reference checks and verifying proof of the proposer’s right to work in the United States.

The selected provider may be asked to obtain, at the selected provider’s sole cost and expense, all insurance and business licenses required by the City. The selected provider may be asked to refrain from working until such insurance and licenses have been approved by the City.

ESCDP reserves the right to terminate the selected provider’s agreement at any time, with or without cause.

**IX. ADDITIONAL TERMS AND CONDITIONS**

- For questions about the Request for Qualifications: Sam Lee; [slee3@elsegundo.org](mailto:slee3@elsegundo.org); Office: 310-524-2771.
- Inclusion in the Prequalified Pool does not guarantee selection for any projects. El Segundo Cultural Development Program (ESCDP) reserves the right to launch separate calls for event management services providers for individual projects and special initiatives.
- ESCDP reserves the right to accept or reject any applications or portions thereof without stated cause. In selection of a provider for a special event, the ESCDP staff shall attempt to negotiate and reach a final agreement with the provider. If the ESCDP, for any reason, is unable to reach a final agreement with the provider, the ESCDP then reserves the right to reject such provider and negotiate a final agreement with another provider of the ESCDP’s choosing. The ESCDP may also elect to reject all proposals and re-issue a new RFP or enter into an agreement with any provider of the ESCDP’s choosing.
- ESCDP is not responsible for the loss or damage of any submitted materials. All information contained herein does not constitute either an expressed or implied contract and these provisions are subject to change without notice at any time and for any reason in the sole discretion of the ESCDP.
- ESCDP is committed to fostering a diverse and inclusive workforce. Diverse applicants are encouraged to apply.

**X. TENTATIVE SCHEDULE**

Issuance of Request for Qualifications (RFQ)	Friday, May 5, 2022
Application Deadline	Friday, June 30, 2023
Review of Applications (Selection Panel)	Beginning May 2022
Notification of Selection	Ongoing until deadline closes.

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**XI. SIGNATURE BLOCK**

Please return this page with your application or duplicate the information in your cover letter.

The undersigned hereby certifies:

- ( ) familiarization with all terms, conditions, and specifications herein stated,
- ( ) provider is qualified to perform work and services as proposed,
- ( ) that the application submitted is valid until December 31, 2027.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone Number