

Request for Proposals
33-1617

Film Coordination Services



Released: January 30, 2017

Purchasing and Contracts Branch
2201 East Market Street
Long Beach, California 90805-5556
Phone (562) 663-3005

A handwritten signature in blue ink, appearing to read 'Ron Hoppe', is written over a horizontal line.

Ron Hoppe, Purchasing & Contracts Director



1. INTRODUCTION

The purpose of this Request for Proposal (RFP) is to obtain the information from qualified consultants (Consultants) that we deem as pertinent to our decision making process and to collect such information in a uniform format from all Consultants. The Long Beach Unified School District (District) is initiating the process of identifying and selecting a Consultant to provide all services to plan, market, schedule, coordinate, and manage the use of District sites for commercial filming.

a) District Contact

The District contact (Contact) for this RFP is the sole point of contact for this procurement. All communication shall be in writing and submitted to the Contact as designated below. Consultants are not permitted to communicate with other District staff or officials about this RFP, except during pre-proposal meetings and/or interviews, unless otherwise directed by the Contact. Direct written questions and/or correspondence related to this RFP to:

Contact: Ron Hoppe, Purchasing and Contracts Director
E-Mail: RHoppe@lbschools.net

Consultants interested in participating in this RFP should immediately provide the Contact with a telephone number and an e-mail address for dissemination of addenda and/or supplemental information, as applicable. Failure to provide said contact information may result in late notifications and/or incomplete proposals.

b) Deadline for Submitting Questions

Any questions regarding the RFP must be submitted to the Contact referenced above, by e-mail, no later than 02/24/2017 at noon. Reference the RFP Number and Title when making inquiries. Inquiries submitted by the inquiry submittal deadline will receive a response from the District no later than 03/03/2017.

c) RFP Schedule

- 1) RFP Deadlines
 - RFP Released 01/30/2017
 - Deadline for Submitting Questions. 02/24/2017 at noon
 - Response to Questions 03/03/2017
 - Deadline for Submitting Proposals. 03/13/2017 at 4:00p.m.**
- 2) RFP Tentative Scheduling
 - Evaluation Completed..... April 2017
 - Board Approval Recommendation End of May 2017



2. BACKGROUND

Established in 1885 with fewer than a dozen students meeting in a borrowed tent, Long Beach Unified School District now educates about 75,000 students, from preschool to high school, in 84 public schools located in the cities of Long Beach, Lakewood, Signal Hill, and Avalon on Catalina Island. The third largest school district in California, Long Beach Unified School District serves one of the most diverse large cities in the United States.

The District is requesting proposals from full service location management Consultants to assist the District in marketing its school properties to the production industry. The District would like to contract with a Consultant who has the professional knowledge and contacts necessary to market our properties to the industry. The District will consider proposals from Consultants who will accept a contract with an initial term of one (1) year with options to renew. The District would like to take advantage of its large number of sites and the variety of styles and architecture to offer opportunities for film, television, and commercial filming.

3. BASE SCOPE OF SERVICES

Refer to Exhibit I for Base Scope of Services.

4. PROPOSAL SUBMISSION

The deadline for submitting a proposal **is 03/13/2017 at 4:00p.m. Four (4) copies** of the proposal shall be submitted. One (1) of the copies shall be unbound and marked "Master" and shall contain original signatures in all locations requiring a signature.

Proposals shall state the Consultant's name and address, and shall be clearly addressed as follows:

LBUSD Purchasing & Contracts Branch
RFP 33-1617 Film Coordination Services
2201 E. Market Street
Long Beach, California 90805

The proposal may be mailed or delivered in person during the business hours of 7:30 a.m. to 4:10 p.m., Monday through Friday. It is the Consultant's responsibility to ensure that the proposal arrives on or before the deadline. The District will not be responsible for proposals not properly marked and delivered. Postmarks will not be accepted in lieu of actual receipt. Any proposals received after this time will be returned unopened.

5. PROPOSAL FORMAT

This section should establish the ability of the Consultant to satisfactorily perform the required work by reasons of demonstrated competence in the services to be provided; the nature and relevance of similar work currently being performed or recently completed; competitive advantages over other Consultants in the same industry; strength and stability as a business concern; and supportive client references.

Proposals are to be prepared in such a way as to provide a straightforward, concise description of capabilities to satisfy the requirements of this RFP. Each section of the proposal shall be tabbed according to the numbering system as follows:



TAB - 1 Cover Letter

The Cover Letter shall be on company letterhead, signed by an authorized officer, employee, or agent of the Consultant. The Cover Letter shall include the following information:

- a. A statement that the Proposal is submitted as a response to this RFP 33-1617 Film Coordination Services
- b. Background information about Consultant's firm, including the number of years in business, legal form (corporation, partnership etc.), names of senior members and length of time in Consultant's firm, location of office which will manage the contract, list of basic services provided by Consultant's firm, and any other pertinent data.
- c. Consultant's most noteworthy qualifications for providing the required services to the District. Specifically highlight those qualification that distinguish Consultant from the competitors.
- d. A statement that Consultant has read and understands the RFP in its entirety, including, without limitation, the scope and nature of the work, all appendices, attachments, exhibits, schedules, and addendum, as applicable. Should the Consultant have any objections to the RFP, they must be clearly stated in the cover letter, specifically referencing the particular section number, paragraph, and page number of the objection. However, making an objection does not relieve the Consultant from complying with the requirements of the RFP.

TAB - 2 Approach to the Scope of Services

Describe the approach and methodology to performing the work, in addition to:

- a. Understanding of the District's objectives and requirements;
- b. List available services. Include an example of duties performed and those required by the District to coordinate and schedule a five (5) day film shoot at a typical high school;
- c. Clearly and concisely, outline the plan for accomplishing the specified services;
- d. Describe how the work shall be accomplished and satisfy the District's objectives;
- e. Indicate minimum initial contract term that you will accept should your proposal be accepted; and
- f. Issues pertinent to this RFP that are not addressed in the Scope of Services.

TAB - 3 Consultant Team

Identify the project manager and principal staff who will be performing the work required. Provide a work history résumé for the project manager, including applicable training, licensing, and/or certifications, descriptions of projects worked upon, dates, project costs, and duties performed by the individual on the projects.

TAB - 4 References

Provide a list of at least four (4) business clients, preferably the same size as the District, who can independently evaluate Consultant's expertise in this area. Additionally, provide at least three (3) clients that have terminated services in the last three (3) years and the reason for the termination. Include the names of the organizations, contract beginning and end dates, and names, titles, and telephone numbers of individuals that the District may contact as references for Consultant.



TAB - 5 Sample of Contracts

- a. Include samples of standard contracts.
 - Between District and Consultant (representation contract)
 - Between film company and District (location contract)
- b. Attach a sample rate structure showing recommended rates charged for a variety of film projects.
- c. Attach a sample of Certificate of Insurance showing coverage you will provide to the District (i.e. general liability, workers' comp., etc.).

TAB - 6 Fee Proposal

Attach a proposal including your fee schedule to the District.

TAB - 7 Addenda

Include signed addenda in chronological order, as applicable.

6. SELECTION PROCESS

A selection committee, made up of District staff, will make final recommendations to the Board of Education. The District reserves the right to reject any and all proposals and to make its selection on a discretionary basis. However, the selection committee will evaluate proposals primarily on the following criteria:

Phase I	
Experience, qualifications and references of Consultant	25 Points
Staffing and organization	10 Points
Work plan	10 Points
Cost	25 Points
Miscellaneous exceptions/deviations, completeness of proposal, and adherence to RFP instructions, other relevant factors not considered elsewhere	5 Points
Phase II	
Interview/Presentation	75 Points
Overall	
Total Possible Points	150 Points



7. INFORMATION AND GENERAL CONDITIONS

In addition to the foregoing requirements contained in this RFP, the Consultant shall adhere to the following general conditions, and perform or make provisions for requirements set forth therein.

- a) **Award & Reservations:** The District reserves the right to request an interview with and/or additional information from any firm prior to its selection. However, the District is under no obligation to conduct such interviews prior to making a selection. The District reserves the right to make or not make a selection from this RFP.
- b) **Amendments to RFP:** If it is necessary to make material changes to the RFP, the District will issue addenda to all recipients of record of the original RFP. Any oral communication by the District's Contact Person(s) concerning this RFP is not binding and shall in no way modify the RFP or the obligations of the District or the Consultant.
- c) **Withdrawal:** The Consultant may withdraw a proposal at any time prior to the proposal due date and time by submitting a request in writing.
- A proposal is an irrevocable offer valid at the date scheduled for the proposal opening and for ninety (90) days thereafter. During this period, the service provider is expected to keep available the professional staff proposed for the assignment. The District will make its best effort to complete negotiations within this period. If the District wishes to extend the validity period of the proposals, the service provider who does not agree has the right not to extend the validity of their proposals.
- d) **Consultant's Cost:** The cost of developing a proposal is the Consultant's responsibility and is not chargeable to the District. The District further reserves the right to reject any and all proposals. Consultant acknowledges the District's right to reject any and all proposals.
- e) **Immaterial Defect in Proposal:** The District may waive any immaterial deviation or defect in a proposal. The District's waiver shall in no way modify the RFP documents or excuse the Consultant from full compliance with accepted standards of performance.

Authorization To Do Business: Consultant must be authorized to do business in California. If a

Consultant is a sole proprietorship or partnership, the Consultant may be required to furnish a copy of a current business license issued in California. If the Consultant is a corporation, it must be approved by the California Secretary of State.

- g) **Agreement:** At the District's discretion, the content of this RFP and the response thereto may be incorporated into any final agreement.

The Consultant selected for contract award through this RFP shall be required to enter into a written agreement with the District. The Standard Agreement presented herein is the contract proposed for execution. It may be modified to incorporate other pertinent terms and conditioned set forth in this RFP, including those added by addendum, and to reflect the Consultant's offer of the outcome of contract negotiations, if any, conducted with Proposer. Exceptions and requested additions to the terms and conditions of the Standard Agreement, or the Consultant's inability or unwillingness to comply with any of the provisions of the Standard Agreement, must be declared in the proposal and will be considered as part of the proposal evaluation process.

- h) **Oral Communication:** Any oral communications by the Contact or their Consultant concerning this RFP is not binding and shall in no way modify the RFP or the obligations of the District or the Consultant.
- i) **Subcontractors:** If a subcontractor will be used by the Consultant to comply with any portions of this RFP, that fact must be stated in the proposal. The names of the subcontractors and their duties shall be specified in the proposal.

Disposition of Proposals: All materials submitted in response to this RFP become the property of the District and will become public records after the award of contract, except for information identified by the Consultant as being proprietary and which is eligible for nondisclosure under the California Public Records Act.



EXHIBIT I BASE SCOPE OF SERVICES

1. Film Permit Coordination Services and Marketing: The Consultant will assist entertainment industry customers with securing film permits for District sites. The District is seeking a Consultant who will:
 - Coordinate the film permit process in a centralized manner;
 - Coordinate the film permit process in order to assure that filming will be conducted at such times and in such a manner as to cause a minimum of interference with District and neighborhood activities;
 - Market and promote District sites to the entertainment industry; and

The selected Consultant shall perform the following tasks:

- Coordinate processing of film permit applications from entertainment industry customers;
- Interface with District departments with respect to coordinating logistics relating to filming activities and perform other functions needed to assist in permit evaluation and processing;
- Ensure that the description of activity on permit applications provided to the District is accurate and detailed;
- Provide guidance and advice on the permit process to entertainment industry customers;
- Provide pre-production walk-throughs to District staff to assess and mitigate impacts of proposed film activities;
- Release film permits to entertainment industry customers upon receipt of approval by the District;
- Respond to complaints;
- Collect fees (including District fees), process refunds and make monthly payments of District fees to the District;
- Maintain, provide and publicly post a schedule of all District and Consultant fees;
- Provide filming data, records, reports and background information;
- If requested, provide monitor services at specified locations permitted for filming. Proposers should outline their approach and the associated fees for the assignment of monitors;
- Coordinate permits in a time frame which allows proper review and approval by District personnel, including but not limited to assignment of required District personnel;
- Ensure that the description of filming activity on permits is accurate and detailed, in particular, activity that is likely to generate public concern such as screams for help, screeching tires, etc.
- Strategic Plan: Within thirty (30) days following the award of the contract, Consultant shall provide a comprehensive Strategic Plan that shall serve as the blueprint for upgrading and maximizing revenue via this initiative. Said plan will consist of the following:
 - a. Revenue Maximization Plan; include a revenue goals for the fiscal years covered during the contract term as well as providing multiple strategies to achieve these revenue goals;
 - b. Marketing Plan; shall include a description of the entire marketing approach proposed by the Consultant, including implementation timelines. Said plan will include a strategy mutually agreed upon by the Consultant and the District that will complement the above referenced Strategic Plan.
- Within thirty (30) days following the award of the contract, Consultant will compile, update and distribute a "Film Friendly Schools List" to entertainment professionals, associations and the like.



EXHIBIT I BASE SCOPE OF SERVICES

- Production Events Report: Consultant shall create and maintain a database detailing each of the prior month's Production Events, and (1) their respective locations, (2) fees (collected and receivable) generated thereby, setting forth the amount to be allocated to the District, (3) District usage and personnel fees, and (4) calculation of the Management Fee.
- Quarterly Report: Descriptive, qualitative report of the Production Events at the District properties identifying existing areas of concern and recommended strategies and courses of action. This report due by the tenth (10) day of the month following each calendar quarter.
- Year-to-Date Operating Statement: Consultant shall provide a year to date statement based on an accrual basis for the applicable period and the year-to-date.