

CITY OF SAN CARLOS

CITY HALL  
600 ELM STREET  
SAN CARLOS, CA 94070



**PARKS AND RECREATION  
DEPARTMENT**

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**2019 Parks & Recreation  
Night of Holiday Lights Event  
Request for Proposal**

**DESCRIPTION**

San Carlos Parks and Recreation Department present Night of Holiday Lights annually on the first Friday in December from 5:00 – 8:30 p.m. The 600 & 700 blocks of Laurel Street are closed off for the evening for people to stroll along Laurel Street enjoying the shops and restaurants, and general holiday entertainment, concluding with a festive concert. At 5:30 p.m. a holiday show and lighting festivities will take place in the intersection of Cherry Street and Laurel Street. Night of Holiday Lights is designed to bring the community together to celebrate the holiday season, while at the same time supporting downtown San Carlos businesses.

**BID DEADLINE**

All proposals must be submitted in a sealed envelope, plainly marked with your company's name, business address and telephone number. Envelopes shall be clearly labeled with the phrase "Proposal for Night of Holiday Lights Event". It is your responsibility to deliver the proposal to the correct address before the due date.

Bids must be submitted **no later than Friday, March 8 at 10:00 a.m.** to:

San Carlos Parks & Recreation Department  
601 Chestnut Street, San Carlos, CA 94070  
Attention: Anna Kertel, Recreation Supervisor

Bids must include two references.

**SCOPE OF WORK**

***Scope of work for this project includes the following tasks:***

1. Serve as the lead coordinator for the events. Develop a logistic plan for the events for review and approval by the Parks and Recreation Department two months prior to event date.
2. Prepare an itemized budget of the event cost for review and approval by the Parks and Recreation Department prior to event date.
3. Provide relevant event information upon request from the Parks and Recreation Department or other City department on or before the respective department's due date.
4. Dedicate as necessary the appropriate staff members or volunteers to assist with the event production and logistics.
5. Confirm in writing or email all relevant services requested from the Parks and Recreation Department and other departments within five business days prior to the date of the event.

6. Services include the set up/tear down of equipment.

### **PROJECT SCHEDULE**

City and contractor will mutually agree on the project schedule for the event.

### **EVENT SPECIFICATIONS**

The specifications for the Night of Holiday Lights event are listed below. Submissions shall include these items, or similar components that fit within the event's theme.

- Provide and coordinate sound engineering and stage lighting for the stage entertainment including those groups hired by a separate vendor.
- Snow Machines (no less than 6, located near the intersection)
- Vendor booths including staff/volunteers, set up, booth lighting and power cords, supplies, and break down including 4 booths for hands-on art activities for children, including materials and staff coordination of student volunteers for these booths. Examples of vendors are (hot chocolate, apple cider, beer and wine, light up toys food and others as needed. Work with Health department and pay fees for the food booths.
- Provide generators for the stage and booth lights.
- Children's Play Features
  - Inflatable slide
  - Bounce House
  - Outdoor snow play area (no less than 30 ft. x 30 ft.) with hay bale perimeter; includes setup, removal and lighting.
  - 4 Amusement rides (i.e. Train, tea cups, swing, etc.) with staffing/ride operators
- Provide a detailed budget for the event
- Provide event plan two months prior to event

### **REQUIRED INFORMATION**

The following information must be included in the bid submission.

All responses to this RFP must be made in accordance with these specifications. Failure to adhere to any specification may result in rejection of your proposal. Your proposal must include satisfactory evidence indicating your ability to meet the Scope of Work detailed in this RFP.

**Section A** of your proposal should be clearly identified as "Company Information and Experience," and include the following elements:

1. Company name, business address, business telephone number, fax number, website and email address.
2. Name and title of person submitting the proposal.
3. A list of your experience as it relates to the Scope of Work outlined in this RFP. List each company/agency separately. Clearly identify the company/agency and the length of time you gained this experience (i.e., City of Parks, 1234 Main Street, Parks, California (3 years): Coordination of Art & Wine Fair). Please include any sample marketing material for similar events.
4. The names, addresses and phone numbers of at least two (2) business-related references.
5. Include a description of the type of work you performed for each reference, and when this work was conducted.

**Section B** of your proposal should be clearly identified as "Event Plan" and include the following elements:

1. A detailed event plan describing your approach to accomplishing the tasks identified in this RFP.  
At a minimum, the Event Plan should include all tasks listed under "Scope of Work."  
You should include any steps/tasks not included in the Scope of Work that you think would materially affect the quality of this event.
2. Company name, business address, and phone number for all subcontractors for this event. For each subcontractor, indicate the type of work and length of time they are expected to spend on the event.

**Section C** of your proposal should be clearly identified as “Proposed Fee Schedule”. Your proposed fee schedule must include the following elements:

1. Fee per event component.
2. Total event fee for all proposed activities/entertainment pieces.

#### **SUBMITTAL OF PROPOSAL**

- Proposals submitted by individuals must be signed with the proposer’s full name and business address.
- Proposals submitted by a partnership must be signed with the partnership name and by the authorized general partner.
- Proposals submitted by a joint venture must be signed with the full name and address of each member of the joint venture.
- Proposals submitted by a corporation must be signed by the president and secretary of the corporation, with the name and address of the firm and corporate seal affixed.

Your proposal must be submitted in a sealed envelope, plainly marked with your company’s name, business address and telephone number. Envelopes shall be clearly labeled with the phrase “Proposal for Night of Holiday Lights Event”.

**It is your responsibility to deliver the proposal to the correct address before the due date.**

#### **SELECTION PROCESS/AWARDING**

All proposals will be evaluated based upon the above criteria by City of San Carlos Parks & Recreation Department with final approval from the Parks & Recreation Director. If a qualified proposer is identified, a recommendation to award a Service Agreement will be made to the appropriate authorizing authority. The appropriate authorizing authority will award any Service Agreement issued as a result of this RFP.

The City will act as the sole judge of the content of all proposals. In soliciting proposals, the City’s intent is to have the best possible service at the lowest cost. Therefore, selection of a vendor will be based upon, but not limited to, the following considerations and criteria:

- Proposer’s demonstrated experience with similar events involving municipalities and other public agencies.
- Proposer’s demonstrated ability to manage and coordinate the event.
- The quality, amount and type of services proposed.
- The thoroughness of material submitted.
- Results of reference checks.
- The proposed fees for the event, including tax and delivery costs.
- Any other considerations deemed pertinent by the City.

The contract will be awarded to the most responsive and responsible bidder with the lowest qualified price quoted. Qualifications will be based on satisfactory performance on similar publications. The City of San Carlos reserves the right to reject all proposals and rebid the contract, if desired.

#### **SERVICE CONTRACT**

Should the City select a vendor in response to this RFP, a Professional Services Contract Agreement will be required. While the specific conditions of the contract are dependent on the types of services proposed, it is anticipated the contract will include the following terms. Any modifications to the terms will be determined by the City. See sample Professional Services Contract attached.

#### **BUSINESS LICENSE**

Prior to starting any work related to the Agreement, the Contractor must obtain a City of San Carlos business license. The business license must be kept in full force and be in effect during the term of the contract.

**RIGHT TO REJECT/MODIFY**

The City may, at its sole discretion, reject any or all proposals or waive any irregularities without disqualifying the proposal. The issuance of this Request for Proposal does not bind the City to award a service agreement or services described herein.

**BID LENGTH**

This bid runs for the 2019, 2020 & 2021 Night of Holiday Lights events for a total of three (3) years. The agencies may choose to extend the contract annually, based upon satisfactory service, for two additional years, for a total of five years.

**QUESTIONS**

Contact: Anna Kertel, Recreation Supervisor  
(650) 802-4114  
[akertel@cityofsancarlos.org](mailto:akertel@cityofsancarlos.org)