



Request for Qualifications (RFQ)

for

**Production Services for
Firehouse Arts Center Performances**

Responses must be received by: March 25, 2024, by 2:00pm PST

I. **GENERAL INFORMATION**

A) **Purpose of this Request for Qualifications**

The City of Pleasanton (“City”) seeks to enter into a contract with a qualified individual or business (“Contractor”) who will work with the City’s Recreation Manager and Civic Arts staff to provide production services for performances at the Firehouse Arts Center.

B) **Background**

The Firehouse Arts Center is a part of the City’s Library and Recreation Department’s Civic Arts division. Civic Arts staff support a wide variety of arts-related programs including a presenting series of concerts and performances, youth theater programs, fine art galleries, art classes, public art, special events, and facility management. The City owns the Firehouse Arts Center with a 221-seat black box theater, art studio, classroom, and art gallery.

SCOPE: Production Services for a Performances at the Firehouse Arts Center

The contractor will provide each of the following services:

- Book 18 weekend show dates at the Firehouse Arts Center
 - Booking of a September 2024 – May 2025 season to be completed by July 31
 - Booking of future seasons to be completed annually by May 30 of each year
 - Show sales should generate ticket sales reflective of 75% of seat capacity.
 - Incentives for the contractor could include a percentage of ticket sales per show if show revenue exceeds an agreed amount
- Selection, scheduling, and coordination of contracts with performers (all bookings must be submitted to City for approval).
- Talent searches for performers that appeal to local audiences
- Professional publicity and marketing content in advance of shows to include, but not be limited to: high resolution photographs, videos, and all performance details
- Hospitality meals for performers beyond the selections offered by the City
- Travel for performers if applicable

The City will provide the following services

- Theater Technicians
 - Equipment for sound and lighting
- Ticket Management
- Volunteer Management
 - Ushers for performances
- House Management Staff
- Implementation of marketing and publicity for all performances (using content provided by the Contractor, as outlined above). The City will post content on its website, social media outlets, create theater brochures and posters, and develop and distribute press releases and newsletters
- Management of a concessionaire contract with a local business for beverages and light refreshments service at performances
- Advance reservation of the City theater

- Management of all facility needs for performances, maintenance of City facility and equipment
- Light hospitality menu for performers
- Lodging for performers if applicable

SERVICE OVERSIGHT

The Recreation Manager for Civic Arts, or designee, will provide oversight for the production of the Firehouse Arts Center performances.

II. **SERVICE SCHEDULE**

The timeline supplied is the City's best estimate and does not represent a binding agreement on behalf of the City.

❖ Request for Qualifications Distributed	March 7, 2024
❖ Questions Deadline	March 19, 2024 by 2:00pm
❖ Response Submittal Deadline	March 25, 2024 by 2:00pm
❖ Review of Responses	March 26, 2024
❖ Virtual interviews (if needed)	March 28, 2024
❖ Notification of Selection	March 29, 2024
❖ City Council reviews and approves award of contract	April 16, 2024
❖ Commencement of Services	April 22, 2024
❖ Shows booked for 2024/25 season: September 2024-June 2025	July 31, 2024

III. **REQUIRED INFORMATION**

All responses to this RFQ must be made in accordance with these specifications. Failure to adhere to any specification may result in rejection of a response.

You must provide a scope of work that includes costs and service information.

Section A of your response should be clearly identified as “Contractor Information and Experience,” and include the following elements:

1. Contractor name, business address, business telephone number, website and email address.
2. Name and title of person submitting the response.
3. A description of your experience as it relates to the Scope of Work in this RFQ. List each Contractor/agency separately. Clearly identify the Contractor/agency and the length of time you gained this experience (e.g., City of Acme, 1234 Main Street, Acme California (4 years)).
4. The names, addresses and phone numbers of at least two public agencies or non-profits for which you provided performance scheduling services.

Section B of your response should be clearly identified as “Work Plan” and include the following elements:

- A detailed work plan for meeting the Scope of Work for contractor services outlined in Section I. While it is recognized that specific deliverables are dependent on your unique services, the work plan should include as much detail as you determine appropriate to allow evaluation of your overall approach and expertise to deliver these services.
- Anticipated costs associated with providing requested services. The estimate should include an outline of costs and or describing cost elements for the Scope of Services tasks.

IV. **SUBMITTAL OF RESPONSE**

1. A single copy of the RFQ response shall be submitted electronically as a PDF to the City Clerk's email address, below. Only PDF copies shall be accepted.
2. Responses shall be signed by an individual or individuals authorized to execute legal documents on behalf of the Contractor.
3. Emails shall be clearly labeled with the subject "Response Submittal for Production Services at the Firehouse Arts Center." Submit to: pleasantoncityclerk@cityofpleasantonca.gov
4. All proposals must be received by 2:00 p.m. PST, March 25, 2024.
5. Responses received after the hour and date specified above will not be considered.
6. All responses shall be submitted according to the specifications set forth in this RFQ. Failure to adhere to these specifications may be cause for rejection.
7. All requests for clarification for this RFQ must be made in writing. The City will only respond to written questions from persons who have received this RFQ. The City cannot respond to verbal questions submitted by telephone or in person.
8. All questions relating to this RFQ shall be presented in writing no later than 2 p.m., PST on Tuesday, March 19, 2024, to expedite review, process questions and provide responses. Submit questions to:
 - a. Zack Reda, Management Analyst: zreda@cityofpleasantonca.gov
 - b. cc: Rachel Prater, Recreation Manager: rprater@cityofpleasantonca.gov

V. **SELECTION PROCESS AND EVALUATION CRITERIA**

A. **Evaluation Criteria**

The City will act as the sole judge of the content of all responses. Selection of a contractor will be based upon, but not limited to, the following considerations and criteria:

- Contractor's demonstrated experience with similar work involving municipalities and other agencies.

- Contractor's demonstrated ability to manage and coordinate the work.
- The thoroughness of material submitted, including the proposed work plan.
- Results of reference checks.
- The proposed fees for the work, including tax and delivery costs.
- Any other considerations deemed pertinent by the City.

B. Selection/Evaluation Process

All responses will be evaluated based upon the above criteria by City of Pleasanton staff with final award of contract by the City Council. If a qualified contractor is identified, a recommendation to award an Professional Services Agreement will be made to the City Council. The City Council will award any Professional Services Agreement as a result of this RFQ.

IX. MISCELLANEOUS

The City is not liable for any cost incurred by Contractors prior to award of a contract. The City reserves the right to accept all or part of any response, or to cancel in part, or in its entirety, this RFQ. The City further reserves the right to accept the response that it considers to be in the best interests of the City.

The City may, at its sole discretion, reject any or all responses or waive any irregularities without disqualifying the response. The issuance of this Request for Qualifications does not bind the City to award a Professional Services Agreement for the services described herein.

Responses must be valid for 90 days from the March 25, 2024 submission deadline.

The City reserves the right to expand or diminish the scope of work subject to negotiation with the successful Contractor.

In the event it becomes necessary to revise any part of the RFQ prior to the Contractor's response, an addendum will be provided in writing to all receiving the RFQ from the City.

All responses received in response to this RFQ shall become the property of the City. All responses shall be a matter of public record and shall be regarded as public records except for those parts of each response, which are defined by the Contractor as business or trade secrets, provided that said parts are clearly marked as "trade secret", "confidential" or "proprietary."

The City may conduct any reasonable inquiries to determine the responsibility of

the Contractor. The submission of a response constitutes permission by the Contractor for the City to verify all information contained herein. If the City deems it necessary, additional information may be requested from any Contractor. Failure to comply with any such request may disqualify a Contractor from consideration.

X. **ATTACHMENTS**

Attachment 1: Exhibit A: Sample Professional Services Agreement.

Attachment 2: Firehouse Arts Center 2023/24 Season Brochure ([online only](#))

Attachment 3: Exhibit B: Production Services Scope