

Request for Qualifications

Event Planning & Marketing Consulting Services

Vermont-Slauson Economic Development Corporation (VSEDC)

Vermont Slauson Economic Development Corporation (VSEDC), is the City of Los Angeles, South Los Angeles BusinessSource Center contractor and serves as the administrative entity for this Request for Qualifications (RFQ)

Request for Qualifications

Vermont Slauson Economic Development Corporation (VSEDC) is seeking proposals from qualified and experienced individuals, organizations, and/or institutions to provide event planning and marketing services for our City of Los Angeles BusinessSource Program.

VSEDC anticipates that contracts will be awarded to the successful Proposer for an initial period of twelve months, February 1, 2018 to December 31, 2018 with an option to extend with two (2) additional one-year terms. At VSEDC's sole option, any extension of the contract term will be contingent upon the availability of funds, evaluation of subcontractor's performance, subcontractor's continuing compliance with applicable federal, state, and local government laws and regulations. VSEDC reserves the right to adjust the contract term, amount and scope in order to best serve the needs of its clients and regulations of the grant or fund sources.

Scope of Services

Proposers are applying for a subcontract with VSEDC. The services subcontracted include: marketing consulting, event, planning, and/or project management.

Proposers must have experience in both of the following areas:

Event Planning:

- Event planning, design and production within time limits
- Organizing facilities and details such as decor, catering, entertainment, transportation, location, invitee list, special guests, equipment, promotional material etc..
- Understanding of City of Los Angeles compliance with insurance, legal, health and safety obligations
- Providing event summaries, reporting, and suggestions for future events.
- Assisting in developing marketing initiatives to build and strengthen the VSEDC brand publicity. Maintain databases for mass email communications and ensure data quality.
- Maintain VSEDC marketing collateral including literature, posters, banners, event graphics, etc.
- Developing strategies to encourage new or increased sponsorship
- Recruit sponsors, participants, or volunteers for events
- Secure commitments of participation or donation from individuals or corporate donors

Marketing:

- Conduct market research to find answers client/consumer requirements, habits and trends
- Brainstorm and develop ideas for creative marketing campaigns
- Assist in outbound or inbound marketing activities by demonstrating expertise in various areas (content development and optimization, advertising, events planning etc.)
- Liaise with external vendors to execute promotional events and campaigns
- Collaborate with marketing and other professionals to coordinate brand awareness and marketing effort
- Plan and execute initiatives to reach the target audience through appropriate channels (social media, e-mail, TV etc.)
- Assist in analyzing marketing data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Undertake individual tasks of a marketing plan as assigned

Contract Amount:

Total funds for consulting services is **\$15,000**. All bids will be reviewed for demonstrative ability, services proposed, and cost. Based on performance and funding, contract may be eligible for two one year extensions.

VSEDC's Annual Events

VSEDC is widely recognized by the City of Los Angeles, surrounding community, business and trade organizations, local state and federal government and the press as having one of the most successful economic development organizations and programs in the state. A significant contribution to this recognition is due to a long history of successful community events. At minimum, the selected Proposer will be responsible for the planning/production of four (4) VSEDC events which may include, but are not limited to the following:

1) Black History Month Event – “Building a Legacy of Family Run Businesses” (FEBRUARY)

VSEDC holds an event to celebrate successful African-American family-owned businesses each year during Black History Month. African American family owned business owners and professionals are featured. During a panel discussion, attendees experience firsthand accounts of the successes and challenges black entrepreneurs face. Information about black owned businesses and VSEDC services are made available. Average attendance 100

2) Celebration of Women Business Owners – “Sister CEO HerStory” Seminar (MARCH-APRIL)

The VSEDC Sister CEO Seminar, spotlights three (3) to five (5) women business enterprises and brings together a diverse network of women who want to grow professionally. By leveraging the talents and collective resources of successful female entrepreneurs, and spotlighting the services available at VSEDC, we aim to strengthen attendee's resource pools to strengthen their business. Average attendance 100

3) Mobile Retail and Food Truck Business Expo (AUGUST-SEPT)

As an answer to the growing Cottage Food, Mobile Retail and Food Truck businesses, VSEDC launched the Mobile Retail and Food Truck Business Expo in 2013. At this outdoor expo, VSEDC takes the guess work out of how to start and grow a mobile business successfully. This event exhibits the various types of mobile businesses and provides someday seminars. Topics covered include: obtaining a truck, permit/licensing, financing, labor law, health requirements, marketing, and menu development. Average attendance 600

4) Latino Enterprise Business Summit (OCT)

VSEDC holds the Hispanic Business Summit each year to spotlight business services, training and education specific to the needs of the Latino Community. Each summit provides access to successful Latino business professionals and business owners. In keeping with “Hispanic Heritage” month, Latino Food and Music provide culinary delights and entertainment. Partner for this event include the Latin Business Association (LBA), Hispanic Business Association (HBA), El Classificado News, Consulate Roland York, Frank Aguirre, LA Mayors Office, Local and State officials. Average attendance 100

Proposal submission requirements:

1. Include Cover Page with Proposer's name, address, contact information and total amount of bid.
2. The proposal should be no more than three (3) pages in length (not including cover page and or evidentiary of successes), Microsoft Word or PDF format, and 10-12 point font. Bid should include responses to the following:
 - Describe ability and experience demonstrating at least five (5) years of experience in event planning, marketing, and working with community based organizations in the Los Angeles area. Proposers must cite previous accomplishments and offer referrals from organizations or clients for whom they have performed

similar work. Failure to provide referrals, relevant examples, and/or sample work will be considered nonresponsive.

- Response must provide evidence of the number and type of events they have produced /organized and marketing campaigns they have managed or supported. Additional evidentiary of successes is welcomed (not to exceed 1 page) in the form of news article references or links, ads, social media content, and/or references to online content.
- All submission should include provide a budget for proposed services. If Proposer plans to utilize the services of secondary contractors to meet the contractual obligations of this RFQ, a detailed overview of services and costs associated with these activities should be provided as well.

Evaluation Criteria:

Demonstrative Ability	Demonstrates quantifiable track record of experience and successes.	40/100
Proposed Services	Plan to deliver specific services outlined in this RFQ.	30/100
Cost	Cost reasonableness.	30/100

Submissions are due **NO LATER THAN, January 17, 2018 @ 3:00pm, and may be submitted electronically or in person.**

In person submissions:

Attn: Dr. Gregory Burks
Vermont Slauson Economic Development Corporation
1130 W. Slauson Ave., Los Angeles, CA 90044

Email submissions should be sent to: Dr. Gregory Burks at gburks@vsedc.org

Important Dates & Info:

RFQ Release Date: January 3, 2018

RFQ Question Period: January 5, 2018 - January 10, 2018

Submit Questions to: Dr. Gregory Burks at gburks@vsedc.org or call 323-753-2335

Mandatory Bidder's Conference: January 11, 2018 (1130 W. Slauson Avenue Los Angeles CA 90044 at 1:00PM)

Submissions Due: January 17, 2018 **NO LATER THAN** 3:00PM PST