



REQUEST FOR PROPOSAL
PRODUCTION SERVICES FOR A
Free Concert Series on Wrigley Stage in 2024
In a Public Private Partnership

The Catalina Island Concert Series

Love Catalina Island
Catalina Island Tourism Authority

AKA: Catalina Island Chamber of Commerce & Visitors Bureau, Inc.
P.O. Box 217
#1 Green Pleasure Pier
Avalon, CA 90704
(310) 510-1520

Jim Luttjohann, President & CEO
310-510-7643
Jim@LoveCatalina.com

Key RFP Dates

Issue Date:	August 14, 2023
Question Submittal before	October 31, 2023
Pre-Proposal Site Visit before	November 10, 2023
Proposal Submittal Date on or before	December 1, 2023
Notification for interviews:	Early January, 2024
Online Interviews Date: Week of	January 8, 2024

August 14, 2023

SUBJECT: NOTICE OF REQUEST FOR PROPOSALS

Gentlemen/Ladies:

Love Catalina Island, the non-profit organization that is the tourism authority for Catalina Island and promotes the island as a year-round resort destination, invites proposals from qualified event producers to manage the Love Catalina-owned Catalina Concert Series, traditionally held annually in the months of June-October. The successful candidate firm will integrate all the elements of a successful concert series. This request solicits proposals to manage the 2024, Concert Series.

Background:

The mission of Love Catalina Island is to attract visitors and advocate for commerce on Catalina Island. Love Catalina Island accomplishes its mission in a number of ways, including producing events that attract visitors to Catalina Island.

Policy:

Love Catalina Island solicits proposals for events at least every three years. The Board of Directors may extend an agreement for an additional two years prior to seeking new proposals.

Philosophy:

Quite often attending special events, including athletic competitions, are reasons an individual or a family will visit Catalina Island for the first time. It is therefore essential that the overall experience of that visit, including the participation in the special event or athletic competition be 'world class.' The event experience should produce a desire in the participant to return to Catalina Island for repeat visits.

Submissions:

Proposals must be submitted prior to close of business at 5:00 p.m. on Friday December 1, 2023

Proposals delivered shall be submitted as follows:

Jim Luttjohann, President & CEO

Love Catalina Island

Catalina Island Tourism Authority

#1 Green Pleasure Pier

P.O. Box 217

Avalon, CA 90704

310-510-7643

PDF may be emailed to jim@lovecatalina.com

Site Visit:

Project principals are encouraged to visit Catalina Island to review equipment storage options, transportation options, staging areas, considerations, including power, etc. This should be scheduled on or before December 1, 2023. Love Catalina Island staff will make themselves available by appointment.

Proposal – MAXIMUM 10 PAGES:

Within their proposal, Offerors are asked to include (see detail in Section II):

1. Cover Letter, 1 page—see detail
2. Technical Proposal, 3-5 pages
 - a. Qualifications
 - b. Proposed staffing
 - c. Work Plan
 - d. Evaluation: Indicators for success and predicted outcomes in years 1, 2 and 3.
3. Proposed Financial Model, 1-2 pages — i.e. fixed fee, percent of gross, other.
4. Supporting charts, photos, if any, 0-2 pages

Interviews: Love Catalina Island has established the week of January 8, 2024 to conduct online interviews. All prospective Offerors are asked to keep this week available. Love Catalina will notify those Offerors selected for an interview by Friday December 22, 2023

Additional details are following.

Sincerely,

LOVE CATALINA ISLAND
CATALINA ISLAND TOURISM AUTHORITY/ CATALINA ISLAND CHAMBER OF COMMERCE
& VISITORS BUREAU

Love Catalina Island, the Catalina Island Tourism Authority ("Tourism Authority"), is inviting proposals from a qualified Producer ("Producer") to produce and promote three or more Catalina Concerts on Catalina Island in 2024 and possibly for multiple years thereafter (the Series).

The Series will be the property of the Tourism Authority with Producer being the Operating Partner carrying out the Series on behalf of the Tourism Authority, and with others potentially serving as sponsors.

To learn more about Love Catalina Island, visit <https://www.lovecatalina.com/members/about-love-catalina/> and to learn about who visits Catalina Island go to [lovecatalina.com/community-information/visitor-statistics](https://www.lovecatalina.com/community-information/visitor-statistics).

The Catalina Concert Series began in 2010 and has been produced by the Xceptional Music Company since its inception. Up to eight concerts have been produced in a year under the current joint agreement. The owner of Xceptional Music is retiring, opening up this opportunity.

The roles and responsibilities of each member of the Concert Series Team would be as follows:

Producer:

Will produce three Catalina Concerts with three tour quality music acts, to be proposed to and approved by the Tourism Authority, on three weekend dates, usually between June and October of the year also to be proposed to and approved by the Tourism Authority.

If, in the event of health or other issues, one of the acts agreed to is unable to appear, Producer will present substitutions, which must be approved by the Tourism Authority in good faith.

Will handle all logistics with respect to the Series including band riders, musician contracts and pay, backline, sound, trussing, staging, and lights.

Sound must be professional grade and operated by a fully qualified A1 while being mindful of sound propagation outside the concert area. Lights must include area up-lights, stage lighting and moving lights and be operated by a qualified L1 or L2.

In addition, Producer will assist with logistics for a beer garden at each concert, such as fencing, but the beer garden will be operated by the Tourism Authority or its designee.

Historically this has required a crew of four, inclusive of the A1 and L1/2.

Will be responsible for security and storage of all Concert related instruments and equipment. The Tourism Authority does not have storage or parking available.

All equipment will be moved by trailer or truck organized by the Producer and set up for a sound check by early afternoon with ambient music beginning at 7 PM and the live concert starting at 8 PM and lasting to, but not past 10 PM, with time for raffle announcements, and the stage will be completely clear of gear and trash no later than 1:30 AM following the concert.

Will contract for any other services and performances related to the Series except those noted as the responsibility of the Tourism Authority.

Will solicit Sponsors for the Series. The disposition of Sponsor proceeds and donations in kind is discussed in the "Sponsor" section of this agreement.

Will be in first loss position such that if the Series produces a loss, Producer will absorb that loss and no additional financial support shall be required of Love beyond its contributions described below.

Will name the Catalina Island Chamber of Commerce & Visitors Bureau, aka Love Catalina Island as "additional insured" in its Commercial Liability Policy with an A.M. Best rated carrier with a score of B or better, and carry liability limits of at least \$1,000,000.

Will advise on the creation of marketing collaterals and will supply official and authorized pictures of the acts. At its election, Producer may post on Facebook and other social media these or other materials relating to the Series.

Will make an annual report on the series to the Tourism Authority at its October or November 2024 meeting, unless rescheduled to a later time by the Tourism Authority. Report shall include but not be limited to a financial review, attendance estimates and sponsorship information.

Tourism Authority:

Will be acknowledged as owner of the Series by the term "Brought to you by" being used in conjunction with each concert, with the following to be stated from the stage, "Brought to you by the Love Catalina Island, The Catalina Island Tourism Authority", along with signage provided by the Tourism Authority prominently displayed, providing such signage is provided by the Tourism

Authority. At the Tourism Authority's election, signage may consist of a logo and or website in lieu of outright naming.

Will financially support the Series in an amount to be negotiated. In 2023 that amount with the current provider is \$35,000, but Producer is invited to make Producer's own proposal. Love will look favorably on a proposal that does not ask for an increase in 2024.

The Tourism Authority will procure all ABC "Daily General Licenses" for beer, wine, and distilled permits for the beer garden in a timely fashion.

Will provide double occupancy (one or two beds each when requested) hotel rooms for the band and a condo for the engineering/team for each concert or in-kind donation of same in lieu of lodging sponsorship to be included in promotional materials.

For each Concert: One room for Saturday night for each musician up to a max of 9 rooms, and the engineering team requires a minimum of two double occupancy rooms and a foldout on Friday and Saturday nights.

The Tourism Authority will produce a raffle and/or opportunity drawing and/or a silent auction the proceeds of which will remain with Love. Personnel in the raffle booth will assist in the sale of CDs or other items brought by Artists providing such act(s) bring their own cash box with change and/or credit card reader.

As event owner, the Tourism Authority will be responsible for all City licenses, permits and related inspections including any waiver of related fees for which they are eligible. A sound level variance of up to 100 decibels at 100 feet from Wrigley stage will be procured, however a verbal approval, or a "proceed as before" directive from the City will be considered acceptable.

Will acquire any additional "umbrella" permits as required in support of Producer duties outlined herein.

Historically, fencing, tents, tables, and chairs for the beer garden, raffle booth and engineering station have come from the storage container controlled by the Catalina Island Lion's Club and/or Spectrum Sports. Producer should confirm this for 2024, and the Tourism Authority will assist if necessary or identify a different provider should the Lion's Club or Spectrum Sports be unwilling to continue.

The Tourism Authority will use its best efforts to seek the help given to the current provider in the past as noted in Exhibit A.

Promotion:

Will describe the Series in a prominent fashion on the Lovecatalina.com Website and in its Thursday Updates.

Will coordinate media relations including possible press releases, artists profiles and interviews.

Will promote the Series by including a link to the series webpage or Facebook pages on the Lovecatalina.com website.

If the Tourism Authority approves concerts in 2025, Producer will be invited to be the Operating Partner for three concerts, or more as the Tourism Authority and Producer may agree, by contract, under terms consistent with those in this Agreement.

SPONSORS:

A Vacation Rental Company may be asked to provide a Condo or home as noted above, and it may provide cash sponsorship as well, and if so, such sponsorship proceeds will belong to the Tourism Authority.

Beer and Spirits may be provided by Sponsors (Kona Beer, Cutwater Spirits, and/or others), and if provided, will be used in the beer garden as noted above.

Other sponsors procured by Producer and agreeing to provide services, goods, and cash will be used and retained by Producer.

SECTION I - INSTRUCTION TO OFFERORS

A. EXAMINATION OF PROPOSAL DOCUMENTS

By submitting a proposal, Offeror represents that it is familiar with the work required under this RFP to manage a concert series and that it is capable of performing quality work to achieve successful events.

B. ADDENDA

Any changes by Love Catalina Island to the requirements of this procurement will be made by written addendum to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into the terms and conditions of any resulting Agreement. Love Catalina will not be bound to any modifications to or deviations from the requirements set forth in this RFP as a result of oral instructions. Offerors shall acknowledge receipt of addenda in their proposals.

C. LOVE CATALINA ISLAND CONTACT

All questions and/or contacts with Love Catalina Island staff regarding this RFP are to be directed to: Jim Luttjohann, CEO & president, Love Catalina Island, Jim@LoveCatalina.com, #1 Green Pleasure Pier, P.O. Box 217, Avalon, CA 90704, 310-510-7643. All questions must be received by mail or email by Love Catalina Island by end of business day at 5:00 p.m., October 31, 2023. We are unable to respond to inquiries received after 5:00 p.m.

D. SUBMISSION OF PROPOSALS

1. Date and Time: Proposal submissions must be received by 5:00 p.m. on November 10, 2023. Proposals received after the above specified date will be accepted at the discretion of Love Catalina Island.

2. Address: Proposals shall be submitted to the following address: Jim Luttjohann, President & CEO, Love Catalina Island, Jim@LoveCatalina.com, #1 Green Pleasure Pier, P.O. Box 217, Avalon, CA 90704, 310-510-7643, jim@lovecatalina.com (must be in PDF)

3. Identification of Proposals: If hard copies are submitted, Offeror shall submit three copies of its proposal in a sealed package. The package shall be addressed as shown above, bearing the Offeror's name and address, and clearly marked as:

“Proposal for Catalina Island Concert Series”

4. Acceptance of Proposals

a. Love Catalina Island reserves the right to accept or reject any and all proposals, or any item or part thereof, or to waive any informalities or irregularities in proposals.

b. Love Catalina Island reserves the right to withdraw or cancel this RFP at any time without prior notice, and Love Catalina makes no representations that any contract will be awarded to any Offeror responding to this RFP.

c. Love Catalina reserves the right to postpone proposal openings for its own convenience.

d. All proposals submitted become the property of the Love Catalina Island aka Catalina Island Chamber of Commerce & Visitors Bureau, Inc.

e. Submitted proposals are not to be copyrighted.

E. PRE-CONTRACTUAL EXPENSES

Love Catalina Island shall not, in any event, be liable for any pre-contractual expenses incurred by Offeror in the preparation of its proposal. Offeror shall not include any such expenses as part of its proposal.

Pre-contractual expenses are defined as expenses incurred by Offeror in:

1. Preparing its proposal in response to this RFP;
2. Visiting Catalina Island in preparation to submit an RFP;
3. Submitting that proposal to Love Catalina Island;
4. Negotiating with Love Catalina Island any matter related to this proposal; or
5. Any other expenses incurred by Offeror prior to date of award, if any, of the Agreement.

F. JOINT OFFERS

Where two or more Offerors desire to submit a single proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than as a joint venture. Love Catalina Island intends to contract with a single firm and not with multiple firms doing business as a joint venture.

G. INSURANCE

The successful Offeror shall at its cost and expense, at all times during the term of its agreement with Love Catalina Island, procure and maintain broad form liability insurance. Such insurance policy or policies shall be procured and maintained with minimum combined single limits of coverage for bodily injury or death and property damage of not less than \$1 million. Catalina Island Chamber of Commerce & Visitors Bureau shall be named an additional insured.

H. CONTRACT TYPE

It is anticipated that the Agreement resulting from this solicitation, if awarded, will be a fixed duration with possible renewal options.

SECTION II - PROPOSAL FORMAT AND CONTENT

A. COVER LETTER

The Cover Letter shall be addressed to Jim Luttjohann, President & CEO and must contain the following:

1. Identification of Offeror that will have contractual responsibility with Love Catalina. Identification shall include legal name of company, corporate address, email address, telephone numbers. Include name, title, address, email address and telephone number of the contact person identified during period of proposal evaluation.
2. Identification of Offeror's Project Manager that will have primary responsibility for performance under the contract. Include name, title, address, email address and telephone number.
3. Identification of all proposed subcontractors, if any, including legal name of company, contact person name, address, email address, telephone numbers; relationship between Offeror and subcontractors, if applicable.
4. Acknowledgement of receipt of all RFP addenda, if any.
5. A statement to the effect that the proposal shall remain valid for a period of not less than 120 days from the date of submittal.
6. Signature of a person authorized to bind Offeror to the terms of the proposal and verify that all submitted information is true and correct.

B. TECHNICAL PROPOSAL

1. Qualifications, Related Experience and References of Offeror

This section of the proposal should establish the ability of Offeror to satisfactorily perform the required work by reasons of experience in performing work of the same or similar nature; demonstrated experience working with local agencies directly involved in this project; strength and stability of the Offeror; staffing capability; work load; record of meeting schedules on similar projects; and supportive client references. Equal weighting will be given firms for past experience performing work of a similar nature whether with Love Catalina Island or elsewhere.

Offeror to:

- a. Provide a brief profile of the firm, including the types of events managed; the year founded; form of the organization (corporation, partnership, sole proprietorship); number, size and location of offices; number of employees.
- b. Provide a general description of the firm's financial condition, identify any conditions (e.g., bankruptcy, pending litigation, planned office closures, impending

merger) that may impede Offeror's ability to complete the project. Love Catalina Island does not have a policy for debarring or disqualifying firms.

c. Describe the firm's experience in performing work of a similar nature to that solicited in this RFP, and highlight the participation in such work by the key personnel proposed for assignment to this project.

d. Describe experience in working with the various agencies that may have jurisdiction over the event specified in this RFP. Please include specialized experience and professional competence in areas directly related to this RFP.

e. Provide a list of past joint work by the Offeror and each subcontractor, if applicable. The list should clearly identify the project and provide a summary of the roles and responsibilities of each party.

f. Three (3) references should be provided. These references shall be a combination of completed and current event projects. At least one of the references must have experience with the proposed Project Manager. Furnish the name, title, address and telephone number of the person(s) at the client organization who is most knowledgeable about the work performed. Offeror may also supply references from other work not cited in this section as related experience.

2. Proposed Staffing and Project Organization

This section of the proposal should establish the method that will be used by the Offeror to manage the project as well as identify key personnel assigned.

Offeror to:

a. Provide education, experience, licensing, certifications and applicable professional credentials of project staff. Include applicable professional credentials of "key" project staff.

b. Furnish brief bios for the proposed Project Manager and other key personnel.

3. Work Plan

Offeror shall provide a narrative that addresses the Scope of Work and shows Offeror understands Love Catalina Island's goals, needs and requirements.

Offeror to:

a. Identify a timeline of tasks leading up to and immediately following the event.

b. Identify any special issues, problems, and challenges likely to be encountered during this project and how the Offeror would propose to address them.

c. Describe the approach and work plan for completing the tasks specified in the Scope of Work. The work plan shall be of such detail as to demonstrate the Offeror's ability to accomplish the project objectives and overall schedule towards a successful event.

d. Identify methods that Offeror will use to ensure quality control as well as budget and schedule control for the project.

C. FINANCIAL MODEL

The Offeror shall submit a detailed financial analysis of revenues and costs in Excel, and will propose one or more compensation models. Proposed financial models may include, but are not limited to: firm fixed price funded by the tourism authority (current model)

D. SUPPORTING DOCUMENTS

If so desired it is acceptable to include charts, photos, etc. if any.

Exhibit A
Typical In-Kind Contributions and Affiliations

Barging of Concert related Equipment and Beer Garden Supplies by Avalon Freight Services

Storage Of Beer and Supplies and Ice from Lobster Trap or El Galleon —

Travel Coupons or Discounts from Catalina Express and Catalina Flyer —

City of Avalon approval of a monthly or daily Commercial Truck Permit to Support the Series

Cooperative Promotions such as weekend Getaway Packages to include travel, lodging, meals, tours, and beer garden tickets

Avalon Rotary Club running the beer garden