



# **REQUEST FOR PROPOSALS**

**Management of the 2021 through 2023 Catalina Island Triathlon**

**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](mailto:Jim@LoveCatalina.com)**

## **Key RFP Dates**

<b>Issue Date:</b>	<b>January 20, 2021</b>
<b>Question Submittal:</b>	<b>January 30, 2021</b>
<b>Pre Proposal Site Visit: Before</b>	<b>February 8, 2021</b>
<b>Proposal Submittal Date:</b>	<b>February 10, 2021</b>
<b>Notification for interviews:</b>	<b>February 12, 2021</b>
<b>Online Interviews Date: Week of</b>	<b>February 15, 2021</b>

January 20, 2021

**SUBJECT: NOTICE OF REQUEST FOR PROPOSALS**

Love Catalina Island's Catalina Island Triathlon

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 Island Triathlon, traditionally held annually on the first Saturday in November. The successful candidate firm will integrate all the elements of a successful triathlon. This request solicits proposals to manage the 2021, 2022 and 2023 Catalina Island Triathlons.

**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 Wednesday, February 10, 2021.**

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**

**Site Visit:**

Project principals are encouraged to visit Catalina Island to review the race route, staging areas, etc. This should be scheduled on or before Monday February 8, 2021. 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 February 15, 2021 as the week to conduct online interviews. All prospective Offerors are asked to keep this week available. Love Catalina will notify those Offerors selected for an interview no later than Friday, February 12, 2021.

Additional details are following.

Sincerely,

LOVE CATALINA ISLAND

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

## **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 triathlon and that it is capable of performing quality work to achieve a successful event.

### **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 Lutjohann, 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 Love Catalina Island by end of business day at 5:00 p.m., Saturday, January 30, 2021. We are unable to respond to inquiries received after 5:00 p.m., Saturday, January 30, 2021.

### **D. SUBMISSION OF PROPOSALS**

1. Date and Time: Proposal submissions must be received by 5:00 p.m. on Wednesday, February 10, 2021. 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 Lutjohann, President & CEO, Love Catalina Island, Jim@LoveCatalina.com, #1 Green Pleasure Pier, P.O. Box 217, Avalon, CA 90704, 310-510-7643.

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 Triathlon"**

#### **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 and FAX 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 and FAX 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 debarment 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, cost plus, percentage of gross, etc. project.

### D. SUPPORTING DOCUMENTS

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