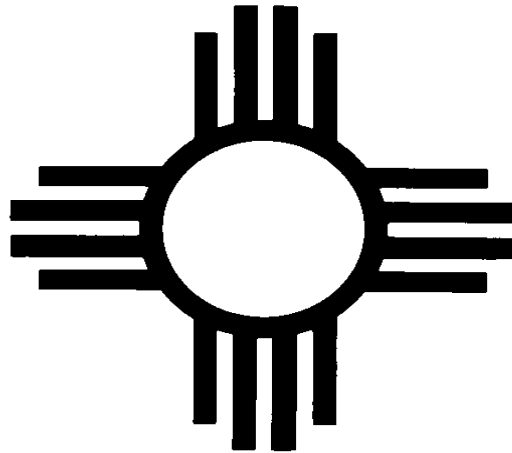


**REQUEST FOR PROPOSALS  
FOR  
MANAGEMENT OF WALTER GERRELLS CIVIC CENTRE**

RFP No. 2009-58



City of Carlsbad

101 N. Halagueno  
Carlsbad, NM 88221

Telephone: (575) 887-1191

Date: 11/01/09

Procurement Manager: Matthew Fletcher

## NOTICE OF REQUEST FOR PROPOSALS

Competitive sealed proposals for the **Management of Walter Gerrells Civic Centre** will be received by the **City of Carlsbad** for **RFP No. 2009-58**.

The City shall entertain proposals in accordance with State law and as outlined within the RFP. All proposals shall be evaluated according to set criteria as stipulated in the RFP documents with price/cost being only one of several factors considered.

Proposals will be received at **City of Carlsbad, Purchasing Department, Room 104, 101 N. Halagueno, Carlsbad, NM 88220 or P.O. Box 1569, Carlsbad, NM 88221-1569** until **4:30 p.m. on November 23, 2009.**

Copies of the Request for Proposals can be obtained in person at the office of the Purchasing Department, Room 104, at the City of Carlsbad, 101 N. Halagueno, Carlsbad, NM or will be mailed upon written or telephone request to Purchasing Department at (575) 887-1191 extension 223.

A Pre-Proposal Conference will not be held, however specific questions regarding this RFP may be directed to Harry Burgess, City Administrator, at (575) 887-1191.

PURCHASING AGENT:

\_\_\_\_\_ Date: \_\_\_\_\_  
Harry Burgess

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[FOR CONTRACTING AGENCY'S USE ONLY]

Newspaper: \_\_\_\_\_ Publish: \_\_\_\_\_ P.O. No.

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[Note: This Notice is issued pursuant to the requirements of '13-1-104 NMSA 1978 and must be published not less than 10 calendar days prior to the date set for the receipt of proposals ('13-1-113) and published in a newspaper of general circulation in the area.]

## 1. PROJECT DESCRIPTION

The Walter Gerrells Civic Centre consists of a 2000 seat auditorium, complete with a 75 foot stage and dressing rooms, an attached 10,000 square foot annex with kitchen facilities, management offices, and acreage for outdoor events. The facility is owned by the City of Carlsbad and has recently undergone approximately \$400,000 in renovations, to include improvements to the interior of the building, HVAC, and electrical systems. Current use includes periodic rental of auditorium for concerts and worship services, and more regular rental of annex facilities for quinceaneras, weddings, and business gatherings.

In considering the prospect of private management of the facility, the City hopes to obtain professional management and marketing services for the facility which will increase utilization of the Civic Centre and enhance the associated economic, cultural, and social benefits.

## 2. PROPOSAL FORMAT

- A. Offerors shall provide 7 copies of their proposal to the location specified on the cover page on or before the closing date and time for receipt of proposals.
- B. All proposals must be typewritten on standard 8 1/2" x 11" paper and bound on the left-hand margin.
- C. A maximum of 20 pages, including title, index, etc., not including front and back covers.
- D. The proposal must be organized and indexed in the following format and must contain, as a minimum, all listed items in the sequence indicated:
  - 1) Cover Letter
  - 2) Bid Form (Attachment A)
  - 3) Text/Body describing proposal in accordance with items listed in Evaluation Criteria (Attachment B)
- E. Any cost incurred by the Offeror in preparation, transmittal, presentation of any proposal or material submitted in response to this RFP shall be borne solely by the Offeror.

## 3. SUBMITTAL OF PROPOSALS

- A. Proposals shall be submitted by the time and at the place indicated in the Notice of Request for Proposals.
- B. The envelope shall be addressed to the Purchasing Agent/Procurement Officer of the City. The following information shall be provided on the front lower left corner of the Bid envelope: RFP Title, RFP number, date of opening, and time of opening. If the Proposal is sent by mail, the sealed envelope shall have the notation "**SEALED PROPOSAL ENCLOSED**" on the face thereof.

C. Proposals received after the date and time for receipt of Proposals will be returned unopened.

D. Oral, telephonic, or telegraphic proposals are invalid and will not receive consideration.

#### **4. EVALUATION OF PROPOSALS**

The City will designate a committee of not less than three persons to review and evaluate the submitted proposals. The proposals will be assigned points based upon the criteria outlined in Attachment B.

#### **5. AWARD**

The Carlsbad City Council shall consider the proposal(s) that receive the highest number of assigned points. The award of any RFP shall be determined by a vote of the City Council in an open meeting subsequent to the date of opening.

#### **6. RESERVATIONS**

This Request for Proposals may be canceled, or any or all proposals may be rejected in whole or in part, when it is in the best interest of the City. This Request for Proposals does not bind the City of Carlsbad to engage any of the services discussed herein.

#### **7. GENERAL TERMS AND CONDITIONS**

- a. **GOVERNING LAW** - The Agreement shall be governed exclusively by the laws of the State of New Mexico as the same from time to time exist.
- b. **INDEPENDENT CONTRACTORS** - The Offeror and his agents and employees are independent Contractors and are not employees of the City. The Offeror and his agents and employees shall not accrue leave, retirement, insurance, bonding, use of City vehicles, or any other benefits afforded to employees of the City as a result of the Agreement.
- c. **BRIBES, GRATUITIES AND KICK-BACKS** - Pursuant to §13-1-191 NMSA 1978, reference is hereby made to the criminal laws of New Mexico (including §30-14-1, §30-24-2, and 30-41-1 through §30-41-3 NMSA 1978) which prohibit bribes, kickbacks, and gratuities, violation of which constitutes a felony. Further, the Procurement Code (§13-1-28 through §13-1-199 NMSA 1978) imposes civil and criminal penalties for its violation.
- d. **STANDARD FORM OF AGREEMENT BETWEEN CONTRACTING AGENCY AND CITY**  
- The form of agreement typically issued by the City will be used for this project.
- e. **CONTACTS WITH CONTRACTING AGENCY OFFICIAL OR STAFF MEMBERS** - Prior to, and after submittal of proposal, prospective Offerors shall **not** make contact with any official or staff member regarding this RFP, other than contact to obtain a copy of related documents.

[Attachment A]

**BID FORM**

Name of Offeror \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Telephone Number (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Proposed Fees (annual) \_\_\_\_\_

General Description of Services\*\* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Summary of Experience \*\* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**\*\*This description is for general reference only. Please include additional sheets as necessary to completely address items as indicated under Attachment B, Evaluation Criteria.**

## [Attachment B]

### EVALUATION CRITERIA

#### CRITERIA AND POINT VALUES

Proposals must address each of the following criteria. Each proposal may be awarded points up to the amount listed.

	<u>Maximum Points</u>	<u>Points this RFP</u>
<b>1. Management Services</b>	<b>[20]</b>	_____
Provide a written plan regarding the management of the facility, addressing proposed services, number of employees, employee's experience, and structure of management firm as it relates to this proposal. Such a plan should also describe a methodology for the development of rules, regulations, booking procedures, and other operational procedures regarding the facility.		
<b>2. Marketing Plan</b>	<b>[ 20 ]</b>	_____
Please describe firm's plan for marketing the Walter Gerrell's Civic Centre. Discuss how this plan will promote the Walter Gerrells facility and describe any changes that are proposed relative to past practices.		
<b>3. Management/Marketing Experience</b>	<b>[ 20 ]</b>	_____
Describe any relevant experience the offeror has in managing/marketing similar facilities, including technical experience with lighting, sound, and stage systems, booking and promoting events.		
<b>4. Proposed Fee Structure</b>	<b>[ 25 ]</b>	_____
Please include a detailed description of firm's proposed fee structure. This structure shall include requested compensation for services, operational costs, and support services, if any. Additional consideration will be given for the inclusion of a proposed fee structure for the rental of the facility and related amenities. Fees should be differentiated between use of the auditorium and of the annex, and between public/private and/or profit/non-profit entities. Proposals should include a discussion of any fees that are proposed to accrue to the City. Submissions shall be considered with respect to total cost <u>and</u> anticipated cost / anticipated benefit analysis.		
<b>5. Economic Development</b>	<b>[ 10 ]</b>	_____
Impact of proposed services upon local economy in terms of payroll, taxes, and ancillary jobs.		

Maximum points shall be awarded for proposals clearly and realistically forecasting the breadth and effect of growth due to management/marketing plan.

6. **Other Benefits** [ 5 ] \_\_\_\_\_

The City shall consider any articulated additional benefits associated with proposed services.

Total Possible Points this RFP [ 100 ]

**Total Points Awarded** \_\_\_\_\_