

WEST BASIN MUNICIPAL WATER DISTRICT

AUGUST 10, 2006 – Communications

Little, Kwan

AUGUST 28, 2006 – Board Meeting

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Approved by: Rich Nagel

ACTION CALENDAR

8th ANNUAL WATER HARVEST

SUMMARY

Staff continues to move forward on the plans for the 8th Annual Water Harvest to be held October 28, 2006. Staff has met with the City of El Segundo to discuss permits, and Raytheon has tentatively committed to allowing the use of its parking lot. Three restaurants have committed to hosting food booths and donating prizes at the event. Sponsorships continue to be pursued. The NWRI Board approved a sponsorship of \$4,000 this year and will likely participate with a booth. Staff prepared and submitted an application to MWD's Community Partnering Program requesting \$10,000 in grant funding.

An informal solicitation for quotations was conducted to assist in the marketing and promotional strategy of the event, which was sent to four firms. The District received two quotes from Magnit Entertainment and Dakota. The other firms did not submit because they were not interested in the nature of the marketing or it was not the type of expertise they provide. The low bidder was Magnit Entertainment and was selected under the General Manager's authority.

Staff sent out "Requests for Proposals" (RFP) for an Event Planner for Water Harvest to the following firms:

1. ACME Design Group
2. Avalon Event Productions
3. Bravo Productions
4. Event Solutions
5. Events In Motion
6. Gatherings d'Elegance
7. James Events Productions
8. Kreative Celebrations
9. Magnit Entertainment and Marketing
10. Sakow Event Managements
11. The Event

The RFP required that the event planner provide the following items for the event:

- Provide staff for the day of event to assist with set up, clean up and staffing booths as necessary,
- Obtain necessary permits required to complete the project,
- Provide décor for a harvest festival, such as scarecrows, hay bales, pumpkins and other harvest related items,
- Provide tables, chairs, table settings and umbrellas for available seating,
- Provide a disc jockey to entertain throughout the event,
- Provide decorations such as a wagon with hay bales for a photo area,

- Provide a stage for the disc jockey as well as prize presentations and Director speeches throughout the event,
- Provide eight portable restrooms,
- Provide a dunking booth,
- Provide equipment for at least 15 booths, including canopies, tables and chairs,
- Provide food and refreshments for 3,000 guests. In the past, this has been hot dogs, chips, soda, cotton candy and popcorn. This will also include ice to cool the drinks. Bottled water will be provided by the District, and
- Provide a first-aid station with a certified EMT.

The RFP also required that the event planner submit creative ideas for the Water Harvest ambiance, three references and itemized pricing.

Follow up phone calls were made to confirm that they had all received the RFP and gauge interest in the project. A copy of the RFP was posted on the District's web site in accordance with the procurement policy. The deadline for the response to the RFP was Wednesday, July 26, 2006, by 4:00 p.m.

Staff received two proposals from the following firms: James Events Productions and Magnit Entertainment and Marketing. Based on their proposals, they were invited to participate in an oral interview process. The interviews were held on Tuesday, August 1, 2006. The interview panel consisted of three staff representatives and Gina De Pinto, Principal Communications Specialist from Orange County Water District.

The candidates were evaluated based on the following criteria: completeness of proposal (20%), evaluation of staff and experience (35%) and capability to meet project requirements (45%).

The candidates were asked a set of questions and scored based on the above criteria and ranked as follows (average score from a possible 100 points):

- **James Events Productions: 97.75**
- **Magnit Entertainment and Marketing: 80.75**

In addition, each firm submitted a quote for cost of services listed in the RFP as listed below:

- **James Events Productions: \$39,923**
- **Magnit Entertainment and Marketing: \$56,988**

Based on the evaluation of the candidates, staff recommends James Events Productions to perform the work listed in the RFP. Though both firms were very qualified, James Events Productions has been planning events similar to Water Harvest for approximately 30 years. Their proposal provided the creative ideas requested in the RFP to improve Water Harvest, and their interview indicated a greater understanding of the project. In addition, James Events Productions is a one-stop shop for event planning. They own their own décor and equipment and would not be managing sub-consultants.

A written notice was sent out prior to the Special Board meeting advising the candidates of staff's recommendation for Board approval. The notice allows the consultants a chance to address the Board regarding the recommendation.

FISCAL IMPACTS:

Funding for Water Harvest is included in the fiscal year 2006-07 budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on August 10, 2006 and the Committee did not make a recommendation. This item was agendized to the August 28, 2006 Board meeting as an action item for consideration.

RECOMMENDED MOTION:

That the Board authorizes the General Manager to enter into an agreement with James Events Productions for event planning services for a total amount of \$39,923.35 plus 10% for contingencies for a total not-to-exceed amount of \$43,915.69.

LIST OF EXHIBITS:

Exhibit "A" – James Events Proposal
Exhibit "B" – Magnit Entertainment & Marketing Proposal