



CITY OF LITTLE ROCK, ARKANSAS

REQUEST FOR QUALIFICATIONS

FOR

Event Number	1555
Product or Service	Service
Department	Office of Executive Administration

IMPORTANT DATES

Solicitation Issue Date	1/20/2022		
Response Due Date	2/9/2022	Time	3:00PM
Pre-Bid Meeting	N/A		

Qualifications shall not be accepted after the designated response due date and time. It is the responsibility of vendors to submit qualifications and all applicable documentation at <https://www.littlerock.gov/LRProcure> on or before the response due date and time. Qualifications received after the designated response due date and time **shall** be considered late and **shall** be returned to the vendor without further review.

Vendor agrees that any additional terms or conditions that conflict with requirements in the bid solicitation, whether submitted intentionally or inadvertently, may cause the proposal to be rejected. If the City, in its sole discretion, determines that such a conflict applies to a material term of the solicitation, then the proposal **shall** be disqualified.

1. Brief Description

- 1.1 Little Rock is the State Capital as well as the largest city in Arkansas. It was chartered in 1835, and is located in the central part of the state, approximately 135 miles west of Memphis, Tennessee. The city has a population of 203,600 with a total operating budget of approximately \$276,766,000.
- 1.2 In his 2021 State of the City Address, Mayor Frank Scott, Jr., announced LITFest – A Return to the Rock, a 2022 festival of music, the arts, and business/tech. LITfest is expected to be an economic driver for our city by bringing people from across the state, region, and country to Little Rock to promote business and technology while also highlighting the diverse art scene of our city. As a new endeavor, the planning and execution of LITFest will require expertise outside the scope of current City employees and contractors.

2. Definitions

- 2.1 The City has made every effort to use industry-accepted terminology in this Document and will further clarify any point or item in question as indicated in the Questions and Clarifications section.
 - A. “Prospective Vendor” means a person who submits a bid in response to this solicitation.
 - B. “Vendor” means a person who sells or contracts to sell commodities and/or services.
 - C. The terms “REQUEST FOR QUALIFICATION”, “RFQ,” “Bid Solicitation,” and “Solicitation” are used synonymously in this document.
 - D. “Responsive bid” means a bid submitted in response to this solicitation that conforms in all material respects to this RFQ.
 - E. “Bid Submission Requirement” means a task a prospective vendor **must** complete when submitting a bid response. These requirements will be distinguished by using the term “**shall**” or “**must**” in the requirement.
 - F. “Requirement” means a specification that a vendor’s product and/or service **must** perform during the term of the contract. These specifications will be distinguished by using the term “**shall**” or “**must**” in the requirement.
 - G. “City” means the City of Little Rock, Arkansas. When the term “City” is used herein to reference any obligation of the City under a contract that results from this solicitation.
 - H. “Best Interests” used herein means practicing economical frugality, professionalism, and a firm commitment to the publicly stated goals of the City.
 - I. “Key Performance Indicators” means evaluatory metrics by which the applicable department and the City of Little Rock Procurement Division assess vendor outcomes and apply them to results driven contracting practices. These metrics may determine the vendor’s ability to retain contracts or participate in future bids.

3. Scope of Services

3.1 Goal:

- A. The Event Liaison will coordinate with external partners to promote the best interest for the City of Little Rock.
- B. The Event Liaison will assist the external partners in executing comprehensive event management, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation that will produce a successful event as measured by key performance indicators.

3.2 Terms of Award:

- A. Qualifications and proposed services **must** meet or exceed the required specifications as set forth in this *Bid Solicitation*.
- B. The City has the right to award or not award a contract, if it is in the best interest of the City to do so.
- C. As a result of this RFQ, the City of Little Rock intends to award a contract to a single vendor on the basis of qualifications.
- D. The initial term of a resulting contract will be for one (1) year, with the option of 2 (1) year renewals based on the City's discretion and resultant of Key Performance Indicator outcomes.
- E. Upon mutual agreement by the Vendor and agency, the contract may be renewed by the City of Little Rock for up to two (2) additional one-year terms or portions thereof.
- F. Respondent **must** already possess or be able to obtain a City of Little Rock Business License and be licensed to do business in the State of Arkansas by any applicable government authority.

3.3 Problem Description or Target Population:

- A. The City of Little Rock ("City") is seeking a qualified and experienced Event Liaison to manage the execution of the inaugural LITFest – A Return to the Rock, a festival celebrating music, the arts, and business/technology.
- B. The Event Liaison will coordinate with external partners on behalf of the City and must represent the City's best interests.
- C. In practice, "best interests" used herein should be understood to encompass economical frugality, professionalism, and a firm commitment to the publicly stated goals of the City.
- D. LITfest – A Return to the Rock will be held in Little Rock during the 2nd to 3rd quarter of 2022. The Event Liaison's primary commitment will include, but not be limited to, organizing with the external partners charged with concept development, planning, and event production; This includes, but is also not limited to, comprehensive event coordination, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation.
- E. The Event Liaison must provide evidentiary credentials proving their experience, as described in the Minimum Qualifications section below, and the operational categories described above; Credentials are to be evaluated by the City of Little Rock as part of this bid.

3.4 Minimum Qualifications:

- A. Respondents **must** have been in the business of providing special event management and production services similar to those detailed in this RFQ for at least five (5) years.
- B. Respondents **must** have provided a special event management and production services with at least one (1) public event with an attendance of 10,000 or more.

3.5 Minimum Requirements

A. Availability

- 1. The vendor **shall** be available by phone 24/7 and must be available for in-person or virtual meetings during normal business hours.
- 2. The vendor **shall** appoint at least one staff member of the entity as the key contact person.

B. External Partners

- 1. The vendor **shall** work with the external partners which coordinate (but are not limited to) the following areas: music and arts talent acquisition, panels and symposia, sponsorships, volunteers, media and publicity, merchandise, and event sites logistics. The vendor will ensure these external partners guarantee that all fiscal rules and health and safety rules are followed as prescribed by the State of Arkansas, the County of Pulaski, and the City of Little Rock.

C. Budget, Purchasing and Payment Guidelines

- 1. The vendor **shall** work with external partners to ensure that the event stays within the budget which has been approved for the event.
- 2. The vendor **shall** follow all relevant City of Little Rock financial guidelines and ensure that all procurement, cash management, and payment policies of the City are adhered to when applicable.

D. Business Expertise

- 1. The vendor **must** demonstrate an overall combination of skills, prior work experience, business reputation, commitment to diversity, and success with engaging members of the community.

E. Performance Management

- 1. Contracts **must** include Key Performance Indicators for measuring the overall quality of work provided by a vendor.
- 2. Failure to meet Key Performance Indicators shall be considered a breach of contract. The City may pursue damages in the event of insufficient performance.
- 3. The vendor **must** work with the City and external partners to develop analytics to assist with the evaluation of the event, provide useable feedback from all participants, and a post-

event report.

4. Selection of Vendor

The City will review each technical proposal to verify submission requirements have been met. Technical Proposals that do not meet submission requirements will be rejected and will not be evaluated.

4.1 Procurement Selection Team

- A. An appointed selection committee will evaluate and score qualifying responses. Evaluation will be based on prospective contractor's response to the Information for Evaluation section included in the proposal
- B. Members of the Evaluation Committee will individually review and evaluate responses and complete individual scoring for each proposal. Individual scoring for each Evaluation Criteria will be based on the following Scoring Description.

Quality Rating	Quality of Response	Description	Confidence in Proposed Approach
5	Excellent	When considered in relation to the RFQ evaluation factor, the response squarely meets the requirement and exhibits outstanding knowledge, creativity, ability, or other exceptional characteristics. Extremely good.	Very High
4	Good	When considered in the relation to the RFQ evaluation factor, the response squarely meets the requirement and is better than merely acceptable.	High
3	Acceptable	When considered in relation to the RFQ evaluation factor, the response is of acceptable quality.	Moderate
2	Marginal	When considered in relation to the RFQ evaluation factor, the response's acceptability is doubtful.	Low
1	Poor	When considered in relation to the RFQ evaluation factor, the response is inferior.	Very Low
0	Unacceptable	When considered in relation to the RFQ evaluation factor, the response clearly does not meet the requirement, either because it was left blank or because the response is unresponsive.	No Confidence

- C. After initial individual evaluations are complete, the selection committee members will have the opportunity to participate in a consensus meeting. At this consensus meeting, each member will be afforded an opportunity to discuss his or her rating for evaluation criteria. Members will be given the opportunity to change their individual scores if they feel that it is appropriate.
- D. The final individual scores of the evaluators will be recorded on the Consensus Score Sheet and averaged to determine the group or consensus score for each response.

4.2 The *Information for Evaluation* section has been divided into sub-sections.

- A. In each sub-section, items/questions have each been assigned a maximum point value of five (5) points. The total point value for each sub-section is reflected in the table below as the Maximum Raw Score Possible.
- B. The agency has assigned Weighted Percentages to each sub-section according to its significance.

Information for Evaluation Sub-Sections	Maximum Raw Points Possible
1. Cover Letter	5
2. Qualifications & Experience	35
3. Performance & Risks	30
4. Approach	30
Total Technical Score	100

Sub-Section's Weighted Percentage	* Maximum Weighted Score Possible
5	50
50	500
15	150
30	300
100%	1000

*Sub-Section's Percentage Weight x Total Weighted Score = Maximum Weighted Score Possible for the sub-section.

4.3 The response's weighted score for each sub-section will be determined using the following formula:

$(A/B) * C = D$

- A = Actual Raw Points received for sub-section in evaluation
- B = Maximum Raw Points possible for sub-section
- C = Maximum Weighted Score possible for sub-section
- D = Weighted Score received for sub-section

4.4 The response's weighted scores for sub-sections will be added to determine the Total Score for the response.

4.5 Responses that do not receive a minimum weighted score/subtotal of 700 may not move forward in the solicitation process.

5. Prospective Contractor Acceptance of Evaluation Technique

- A. Prospective contractor **must** agree to all evaluation processes and procedures as defined in this solicitation.
- B. The submission of a bid response signifies the Prospective Contractor's understanding and agreement that subjective judgments will be made during the evaluation and scoring of the

responses.

6. Proposal Content

6.1 Proposals **shall** be prepared to align with the information for evaluation including the following:

A. Cover Letter

1. The cover letter **shall** contain relevant company information including:
 - a. Identify primary contact for communication pertaining to this RFQ. Include name, address, telephone, and email
 - b. Professional team members identified by name, title, roles & responsibilities that will work on this project, including a project lead.
 - c. High scoring proposals will provide the above information in a clear and concise manner.

B. Qualifications & Experience

1. Brief summary of the company's qualifications. If any minimum qualifications for performance are stated in this RFQ, proposal **must** include these qualifications.
2. Provide at least five (5) client references for whom services have been performed within the past 5 years that are similar size and scope. References must include names, addresses, and phone numbers along with an explanation of services provided.
3. Describe how your organization meets the qualifications and requirements as specified in section 3.4 Minimum Qualifications and 3.5 Minimum Requirements
4. High scoring proposals will demonstrate experience with similar projects, especially over the past five years.

C. Performance and Risks

1. Describe your organization's successes and how those successes were measured.
2. Based on your organization's understanding of the services needed, discuss potential risks involved in meeting goals and objectives and how your organization proposes mitigating those risks.
3. High scoring proposals will provide specific examples of past successes and challenges in a clear and concise manner.

D. Approach to Services

1. Provide a proposed plan of deliverables/milestones for the commitments outline in this RFQ.
2. For each deliverable, summarize your organizations approach to ensure they are met.
3. Describe the methods your organization proposes to ensure a successful outcome.
4. High scoring proposals will demonstrate specific deliverables and milestones, summarized approach to the event, illustrate methods used by the responders to plan a successful event. As part of the City's emphasis on equity and transparency, the responders should display experience meeting or exceeding established Disadvantaged Business Enterprise (DBE) goals (or Small, Minority, or Woman-Owned Business S/M/WBE goals) through meaningful involvement with firms (or other activities designed to facilitate the development and success of DBE firms) on prior projects.

7. Key Performance Indicators

- A. Was the vendor able to keep all costs within the parameters of the budget approved for the event? Please calculate percentage of budget consumed, including overages if applicable.
- B. Was the vendor or their designated key contact consistently available by phone or other means

of communication at least 90% of the time for the duration of the contract?

- C. How many of the following were achieved by the vendor?
1. Developed and provided event analytics
 2. Useable feedback from all professional participants
 3. Post-event report
- D. How many of the following was the vendor able to successfully coordinate via professional assistance to external partners regarding the execution of the event?
1. Comprehensive event management
 2. Event sponsorship
 3. Day-of-event logistics
 4. Budget management
 5. Event programming
 6. Successful operational implementation
- E. What was the total number of event attendees from the general public, excluding any paid participants or volunteers included in the management and execution of the event?

8. Instructions for Submitting Responses

- 8.1 Responses must be submitted through the electronic bid system:
www.littlerock.gov/LRProcure

A. Our staff is available for assistance by phone at **(501) 371-4560**.

NOTE: When the City is closed due to inclement weather or the online bidding system has an outage, the bid opening will be re-scheduled to the next business day at the same time as the original scheduled bid opening.

- 8.2 The proposals will be opened publicly and will become public information pursuant to the Arkansas Freedom of Information Act.

A. All responses will be open virtually on the following location & time:

<https://littlerockgov.webex.com/littlerockgov/j.php?MTID=m0b1ddd52a2ade74166832d2fd33712d3>

Wednesday, Feb 9 2022 (UTC-06:00) Central Time (US & Canada)

Event number: 2456 077 6888

Event password: jPWXW3ufp58

Join by phone

+1-415-655-0003 US Toll

Access code: 2456 077 6888

- 8.3 Proposals will be evaluated for responsiveness and responsibility by a review committee appointed by the City.

- 8.4 All submittals will be scored by the selection committee appointed by the City. The scoring will

be based on the overall responsiveness to the RFQ requirements, and the reference accounts provided.

8.5 Proposals **shall** be in English.

8.6 The City **shall** have the right, in its sole discretion, to determine what constitutes a minor deviation or informality and to waive minor deviations and informalities.

9. Contract

9.1 Negotiations

A. If the City so chooses, negotiations may be conducted with the highest-ranking prospective vendor. Negotiations are conducted at the sole discretion of the City.

B. If negotiations fail to result in a contract, the City may begin the negotiation process with the next highest ranking prospective vendor. The negotiation process may be repeated until the anticipated successful vendor has been determined, or until such time the City decides not to move forward with an award.

9.2 Issuance of Contract.

A. Any resultant contract of this bid solicitation is subject to City approval processes which may include board review.

9.3 Cooperative Use

A. The City of Little Rock, as the issuing office for this solicitation, shall be the lead agency for this contract. Other governmental entities may participate in any contract resulting from this solicitation that fall under its scope of work throughout the life of the contract.

B. Vendor shall agree to offer the same pricing, terms, and conditions to participating governmental entities as outlined in this solicitation.

C. The City of Little Rock shall not assume liability or obligation on behalf of any other governmental entity that may use any contract resulting from this solicitation. All purchases and payment transactions shall be made directly between the vendor and the requesting entity.

9.4 Reservation

A. The City will not pay costs incurred in the preparation of a bid.

9.5 Joint Ventures

A. A joint proposal submitted by two or more vendors is acceptable.

1. In the event of a joint venture, documentation must be submitted with the proposals identifying all participating business entities.

2. Prior to award, a binding agreement between the participants must be provided

3. The City actively supports small, minority and women-owned businesses to promote growth and sustainability. In efforts to meet the mayor's initiative to increase spend, it is highly recommended that joint ventures include small, minority and/or women-owned businesses.

10. Questions and Clarifications

- 10.1 All requests for clarification or additional information shall be submitted in writing to the City of Little Rock Procurement Division, through the online bidding system. Written questions **shall** be submitted by 1:00 p.m., no less than seven (7) calendar days prior to the submission deadline, found on page one (1) of this document.
- A. For each question submitted, the vendor should reference the specific solicitation number and section to which the question refers.
- B. Written questions from vendors will be consolidated and responded to by the City. The City's consolidated written response is anticipated to be posted no later than the close of business three (3) calendar days prior to the submission deadline.
- 10.2 All questions and answers, clarification of, or amendments to, this RFQ will be published on the City's website at <http://www.littlerock.gov/lrprocure>. It is the vendor's responsibility to review the City's RFQ information online in order to obtain all available information and all updated requirements for this RFQ.