

GASLAMP QUARTER ASSOCIATION

REQUEST FOR QUALIFICATIONS

(RFQ)

REQUEST FOR PROPOSAL

(RFP)

MARKETING AND EVENTS DIRECTOR

FOR THE GASLAMP QUARTER ASSOCIATION

Contact Person: Michael Trimble, Executive Director  
Address: 614 Fifth Avenue, Suite E, San Diego, CA 92101  
Phone: (619) 233-5227  
Date: June 7, 2021

## REQUEST FOR QUALIFICATIONS/PROPOSAL

### A. GENERAL INFORMATION

The Gaslamp Quarter Association (herein after referred as "GQA") through the release of this RFQ-P intends to choose a Marketing and Events Director for the GQA. The Marketing and Events Director will be tasked to create and execute the strategic Gaslamp Quarter Marketing plan on a yearly basis. Also, the position will be required to create and produce three or more special events for the Gaslamp Quarter Association upon approval from the board of directors. The Marketing and Events Director will be required to work with the Executive Director to report monthly progress to the board of directors. The GQA will provide support and guidance to the Marketing and Events Director to ensure seamless execution of all marketing and events initiatives. This position is an independent contractor position with the fee structure to be mutually agreed upon by both parties and ratified by the Gaslamp Quarter Association board of directors. The position will be billed monthly. The Marketing and Events Director will need to provide prior sales employment history. Please provide a detailed plan for both marketing the Gaslamp Quarter and for unique special events that will drive people to the Gaslamp Quarter.

### B. PROPOSER RESPONSIBILITY

Read the documents very carefully, as the GQA shall not be responsible for error or omissions on the part of the proposer. Carefully review final submittal, as reviewers will not make interpretations or detect, or correct, error in calculations.

### C. DELIVERY OF PROPOSALS

Proposals must be received prior to the closing times and at the place stated below. Failure to meet these requirements will result in an unacceptable proposal. *Unless otherwise stated, faxes are unacceptable.*

Proposals must be delivered no later than 5:00 p.m., **Tuesday, June 22, 2021** to:

ATTN: Michael Trimble  
Executive Director  
Gaslamp Quarter Association  
614 Fifth Avenue, Suite E  
San Diego, CA 92101

### D. TENTATIVE SCHEDULE

RFQ Released: *Wednesday, January 6, 2021*

Proposals are due at the GQA offices no later than **5:00 p.m. on Tuesday, June 22, 2021**

Interview, if necessary, to clarify proposals: *(By request only)*

**ALL QUESTIONS AND REQUESTS MUST BE SENT TO: Michael@Gaslamp.org**

E. PROPOSER/CONTRACTOR STATUS FORM

All proposers must complete, sign, and submit the attached Proposer/Contractor Form (pgs. 6-7) in response to RFQ-P. Failure to comply will deem the proposer non-responsive. The GQA reserves the right to verify the information on the Proposer/Contractor Form at the time of the submission. If the proposer is a corporation, the form must include the title of the person signing (i.e., corporate officer), status, and a copy of the corporate resolution authorizing the signing form. If a partnership, the signing partner must indicate limited or general partner.

F. PROPOSAL COVER PAGE

Information in the Marketing and Events Director proposal is to be provided in the order requested beginning with the cover letter page. Each page is to be numbered at the bottom starting with the number 1; all pages should be 8 ½ x 11 – inch paper.

The first page of the technical proposal must be a signed cover letter on the letterhead of the proposer and contain the following statement verbatim:

*“Submission of this proposal signifies that all the terms, conditions, requirements, protest procedures, performance measures and instructions concerning the award of the Consulting Services RFQ-P to which this proposal responds, have been read and understood. Further, in signing this letter, as the authorized representative of the submitting firm, it is expressly agreed by the proposer that failure to have provided accurate and truthful information in this proposal or any deviation from any requirement or performance measure stated in the RFQ-P shall constitute grounds for rejection of this proposal. And further, proposer agrees that if the submitted proposal is not in the format of the RFQ-P, proposer’s proposal will be deemed non-responsive.”*

The person’s name must be clearly above the signature line and dates. If proposer fails to submit this document, and it is not signed and dated, the proposal will be rejected as being non-responsive.

Proposer shall indemnify and hold harmless the GQA, including its officers, directors, employees, and agents from all liabilities, claims, debts, damages, demands, or actions of whatever kind or nature (including, but not by way of limitation, wrongful death, bodily injury, property damage and legal

representation and expenses) arising out of or in any manner connected with Marketing and Events Director performance related to this Agreement.

REQUEST FOR QUALIFICATIONS/PROPOSAL  
**PART II - RULES GOVERNING COMPETITION**

A. RFQ-P REQUIREMENTS AND CONDITIONS

(1) ERRORS

If a proposer discovers any ambiguity, conflicts, discrepancy, omission, or other error in the RFQ-P, he/she shall immediately notify the GQA of such error in writing addressed to the contact person listed on the cover page and request modification or clarification of the documents. Modifications will be made in writing by way of addendum issued pursuant to Paragraph 2, Addenda below. Clarification will be given by written notice to all parties to whom the GQA had sent notice of the RFQ-P and to persons or entities requesting be given notice of any modification or notices.

(2) ADDENDA

If necessary, the GQA will modify the RFQ-P prior to the date set for submission of final proposals, by issuance of an addendum to all parties who have furnished notice of the RFQ-P for bidding purpose.

(3) DEFINITIONS

The use of “shall”, “must” or “will” indicates a mandatory requirement or condition in this RFQ-P. Failure to include such mandatory requirements or conditions will result in the disqualification of a proposal. The word “should” or “may” indicates a desirable attribute or condition but are permissive in nature and may affect the score the proposal receives.

(4) GROUNDS FOR REJECTION

A proposal may be rejected if:

- It is received at any time after the exact time and date set for receipt of bids as stated in Part I, Paragraph C and D.
- It is not prepared in accordance with the required proposal format or information is not submitted in the format required by the RFQ-P.
- The firm has submitted multiple bids in response to the RFQ-P without formally withdrawing other bids.
- It contains false or misleading statement or references, which do not support attributes or conditions, contended by the proposer. The proposal shall be rejected if, in the opinion of the GQA, such information was intended to mislead the GQA in its evaluation of the proposal and attribute, condition or capability of requirement to this RFQ-P.

- It is unsigned.

#### (5) RIGHT TO REJECT ANY AND ALL PROPOSALS

It is the policy of the GQA not to solicit proposals unless there is a bona fide intention to award a contract. However, the GQA reserves the right to reject any or all proposals or to cancel the RFQ-P at any time during the process.

#### (6) PROTESTS

Any protest must be filed in writing with the GQA, 614 Fifth Avenue, Suite E, San Diego, Ca 92101, within five (5) working days of the notification. Within five (5) working days after filing the protest, the protesting bidder shall file with the GQA a full and complete written statement specifying the grounds for the protest. Such grounds for protest shall be limited to assertions of procedural discrepancy. GQA officials will evaluate the protest and shall furnish a decision in writing within thirty (30) calendar days.

### B. OTHER INFORMATION

#### 1. DISPOSITION OF PROPOSALS

All materials submitted in response to this RFQ-P will become to the property of the GQA. All proposals, evaluations shall be available for public inspection at the completion of the Committee review process and announcement of intent to awards. If an individual requests copies of these documents, the GQA will assess a fee to cover cost of duplication. Documents may be returned only at the GQA option and at the proposer's expense. One copy of each proposer's proposal shall be retained for official GQA files.

#### 2. CONFIDENTIALITY OF PROPOSALS

The GQA will be holding the contents of all proposals in confidence until issuance of the Award. If a protest is filed, the materials may be used by the GQA to justify an award or a decision not to award. All proposers must identify at the time of submittal all the specific information or materials that are proprietary or otherwise legally protected to retain the claim of confidentiality.

The GQA will employ best efforts to prevent the release of said materials; however, the GQA will not be held negligent for the inadvertent release of any propriety of confidential information or materials.

#### 3. MODIFICATION OR WITHDRAWAL OF PROPOSALS

Any proposal, which is received by the GQA before the time and date set for receipt of proposals, may be withdrawn, or modified by written request of the proposer. However, to be considered, the modified proposals must be received by the original time and date set for receipt of proposals in Part I.

A proposer cannot withdraw or modify a proposal after the due date and time for receipt of proposals. Furthermore, a proposal cannot contain “expiration clauses” or special conditions referring to specific times and dates. For example, a statement like “This proposal and the cost estimate are valid for 60 days” will be considered non-responsive to the RFQ-P.

REQUEST FOR QUALIFICATIONS/PROPOSAL  
**PART III - CONSULTANTS OBJECTIVES, GOALS & EXPECTATIONS**

**A. ORGANIZATIONAL BACKGROUND**

The Gaslamp Quarter Association, Inc. (GQA) is the Non-Profit Business Improvement District Management Corporation for the 400+ member businesses of the Gaslamp Quarter. Through its many promotions, events and active community management principles, the Gaslamp Quarter Association works with several entities to attract more than 7 million annual visitors to the historic Gaslamp Quarter.

**B. PURPOSE & OBJECTIVES**

The Marketing and Events Director will be responsible for the overall marketing, promotions, and events for the Gaslamp Quarter Association. This position will be responsible for the overall strategy and execution of the Gaslamp Quarter Association annual marketing plan. The position will also be responsible for the creation and execution three or more events per year.

Expectations of Marketing and Events Director

**MARKETING**

- Assist the GQA in the creation of the marketing/communication plan,
  - Internal (GQA Membership)
  - External (Public)
- Coordinate with the GQA Staff in the execution of the marketing/communication plan,
- Coordinate all media promotion,
- Provide additional Social Media Resources to enlarge the existing GQA digital impact.
- Work to provide detailed plans to work within budget parameters.

**EVENTS**

- Secure locations (venue) for each event,
- Apply for and follow-up on all permitting/contracting required,
- Work directly with governmental authorities to fulfill any event requirements,
- Create and implement the event plan, traffic plan (when applicable), security plan and event timetable,
- Source all sub-contractors and suppliers for approval by the Executive Director or his/her designee,
- Assist in the documentation of subcontract insurance requirements,

- Prepare and provide all materials, forms, and document holders necessary to effectively coordinate all sub-contractors, sponsors, participants, volunteers, and entertainers,
- Prepare and present a comprehensive budget outlining all expenses 90 days prior to the execution of the event(s),
- Work with the Executive Director to maintain the budget, schedule payments and reconcile any and expenses related to the event,
- Attend the monthly board meeting to provide event updates, answer concerns and present event recap, as well as attend and participate in all Promote committee meetings.

**SPONSORSHIP**

- Actively source and assist the GQA Staff in sourcing new event sponsorship,
- Assist in the creation of effective and profession sponsorship materials,
- Support in the fulfillment of all sponsorship agreements,
- Assist in the follow-up and retention of all event sponsors.

**PROPOSER/CONTRACTOR STATUS FORM**

PAGE 1 OF 2

MARKETING AND EVENTS DIRECTOR NAME: \_\_\_\_\_

COUNTY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

FEDERAL ID: \_\_\_\_\_

CITY: \_\_\_\_\_

ZIP: \_\_\_\_\_

Status of contractor proposing to do business (please check one)

INDIVIDUAL       LIMITED PARTNERSHIP       GENERAL

PARTNERSHIP       CORPORATION

INDIVIDUAL (Please check one)     RESIDENT       NON-RESIDENT

IF A SOLE PROPRIETOR, STATE THE TRUE NAME OF THE SOLE PROPRIETOR: (I.E., JOHN ROE SMITH; NOT J. ROE SMITH OR NOT JOHN R. SMITH)

\_\_\_\_\_

PARTNERSHIP (PLEASE CHECK ONE)

\_\_\_\_\_ LIMITED PARTNERSHIP \_\_\_\_\_ GENERAL PARTNERSHIP

IF A PARTNERSHIP. LIST EACH PARTNER IDENTIFYING WHETHER LIMITED PARTNER(S), STATING THEIR TRUE FULL NAME AND THEIR INTEREST IN THE PARTNERSHIP:

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CORPORATION

PLACE AND DATE OF INCORPORATION:

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IF NOT A CALIFORNIA CORPORATION IN GOOD STANDING, PLEASE STATE THE DATE THE CORPORATION WAS AUTHORIZED TO DO BUSINESS IN CALIFORNIA: \_\_\_\_\_.

CURRENT OFFICERS:

PRESIDENT: \_\_\_\_\_

VICE PRESIDENT: \_\_\_\_\_

SECRETARY: \_\_\_\_\_

TREASURER: \_\_\_\_\_

OTHER OFFICERS: \_\_\_\_\_

ALL MUST ANSWER:

ARE YOU SUBJECT TO FEDERAL BACKUP WITHHOLDING? \_\_\_\_\_

**CONSULTANTS STATUS FORM**

PAGE 2 OF 2

FICTITIOUS NAME

IF CONTRACTOR IS DOING BUSINESS UNDER A FICTITIOUS BUSINESS NAME AND WILL BE PERFORMING UNDER THE FICTITIOUS NAME, PLEASE ATTACH A CLEARLY LEGIBLE COPY OF THE CURRENT FICTITIOUS FILING.

WE RESERVE THE RIGHT TO VERIFY THE INFORMATION PROVIDED ON THIS FORM BY THE PROPOSER DURING THE RFQ PROCESS. BY SIGNING THIS FORM, YOU ARE AUTHORIZING THE RELEASE OF ANY AND ALL INFORMATION PERTAINING TO YOURSELF AND BUSINESS IN WHICH YOU PARTICIPATE OR HAVE

PARTICIPATED, INCLUDING INFORMATION OF A CONFIDENTIAL OR PRIVILEGED NATURE IN THE POSSESSION OF GOVERNMENT OF PRIVATE AGENCIES OR INDIVIDUAL WHO FURNISH SUCH INFORMATION FROM LIABILITY FOR DAMAGES WHICH MAY RESULT FVROM FURNISHING THE INFORMATION REQUESTED.

I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE AND CORRECT AND THAT I AM AUTHORIZED TO SIGN THIS STATUS FORM ON BEHALF OR THE PROPOSER/CONTRACTOR.

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SIGNATURE

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PRINT NAME

IF THIS STATUS FORM IS NOT COMPLETELY FILLED OUT, SIGNED AND SUBMITTED WITH PROPOSER'S RESPONSE TO THE RFQ, THE BID WILL BE REJECTED AS NON-RESPONSIVE. ANY FALSE OR MISLEADING INFORMATION WILL CAUSE THE BID TO BE REJECTED AS NON-RESPONSIVE.