



**CITY OF FEDERAL WAY  
REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES  
FOR SALE OF NAMING RIGHTS FOR THE  
PERFORMING ARTS & EVENT CENTER**

**I. PURPOSE OF REQUEST.**

The City of Federal Way (“City”) is requesting proposals for the purpose of professional services for sales and marketing of naming rights for the City of Federal Way’s Performing Arts & Event Center. The City’s needs are outlined in the following Request for Proposal (“RFP”).

**II. INTRODUCTION AND BACKGROUND**

The Federal Way Performing Arts & Event Center is a multipurpose venue that will accommodate theatrical, musical, dance, and spoken word performances in its 700-seat theatre. It will also serve as a venue for events, seminars, meetings, and educational programs in its 8,000 square feet of facilities. The Performing Arts Center will accommodate a growing demand for performance space by local community performance organizations, as well as serve as a venue for regional performance series and national touring acts. Likewise, the Event Center will serve the robust demand for meeting and event space, as well as function as an attractive venue for regional and statewide conferences, seminars, and family events in the heart of downtown Federal Way.

**III. TIME SCHEDULE.**

The City will follow the following timetable, which should result in a selection of a firm by June 1, 2016.

Issue RFP	April 1, 2016
Deadline for Submittal of Proposals	April 29, 2016
Preliminary Selection of Firm	May 16, 2016
Notify Firm Chosen	June 1, 2016

**IV. INSTRUCTIONS TO PROPOSERS.**

A. All proposals should be sent to:  
Theresa Yvonne, Executive Director



Performing Arts & Event Center  
City of Federal Way  
33325 8<sup>th</sup> Avenue South  
Federal Way, WA 98003-6325  
253-835-2414

- B. All proposals must be in a sealed envelope and clearly marked in the lower left-hand corner: “RFP” Naming Rights PAEC.
- C. All proposals must be received by **Friday, April 29, 2016 at 4:00 PM**, at which time they will be opened. Three (3) copies of the proposal must be presented or email is acceptable. No faxed or telephone proposals will be accepted.
- D. Proposals should be prepared simply and economically, providing a straight forward, concise description of provider capabilities to satisfy the requirements of the request. Special bindings, colored displays, promotional materials, etc. are not desired. Emphasis should be on completeness and clarity of content. Use of recycled paper for requests and any printed or photocopied material created pursuant to a contract with the City is desirable whenever practicable. Submittals should be printed double-sided whenever practicable.
- E. Theresa Yvonne, Executive Director or her representative will notify the firm selected by **June 1, 2016**.
- F. All proposals must include the following information:
- **Cover Letter.** Provide name and address of the Company and project contact person with address, telephone and email address. Summarize your understanding of the project. Provide a statement indicating your ability to provide timely services and meet the requirements of the proposed schedule. Provide a one page summary of the benefits you believe the City would receive from selecting your Company.
  - **Provide Resumes** or a listing of information for each person from your Company participating in this project. State the educational background of each individual, years of experience, length of employment with your Company, and experience providing the sale of naming rights.
  - **Outline** A proposed outline of tasks, products and project schedule, including the number of hours required to complete each task or product.
  - **Budget.** A proposed budget based on the above outline of tasks, products and



schedules.

- **References.** Firm shall provide a list with contact information of agencies that have used your services previously.

**V. SELECTION CRITERIA.**

<u>Factor</u>	<u>Weight Given</u>
1. Degree that Company demonstrates an understanding of the project and ability to meet all the requirements – Scope of Work.	40%
2. Price.	20%
3. Innovative ideas to market the Performing Arts & Event Center to potential naming rights buyers.	20%
4. Ability and history of successfully completing contracts of this type, meeting projected deadlines and experience in similar work.	20%
<u>Total Criteria Weight</u>	100%

Each proposal will be independently evaluated on factors one through four.

**VI. TERMS AND CONDITIONS.**

- A. The City reserves the right to reject any and all proposals, and to waive minor irregularities in any proposal.
- B. The City reserves the right to request clarification of information submitted, and to request additional information from any proposer.
- C. The City reserves the right to award any contract to the next most qualified contractor, if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.



- D. Any proposal may be withdrawn up until the date and time set above for opening of the proposals. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to sell to the City, the services described in the attached specifications, or until one or more of the proposals have been approved by the City administration, whichever occurs first.
  
- E. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City, and shall reflect the specifications in this RFP. A copy of the contract is available for review and shall include requirements to comply with ADA, Civil Rights Act, and EEO requirements. The City reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP, and which is not approved by the City Attorney's office.
  
- F. The City, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
  
- G. The City shall not be responsible for any costs incurred by the firm in preparing, submitting or presenting its response to the RFP.

**VII. SCOPE OF SERVICES.**

The following is the scope of work expected from the consultant:

1. Lead generation and follow-up. Creation of potential contributor list including corporate, foundation, and individual contributors/donors.
2. Schedule and conduct informational interviews and presentations. Assessment of potential contributor's interest.
3. Develop sales and marketing plans.
4. All materials needed to market and sell the naming rights.
5. Development of marketing messages and strategies.
6. Development of sales presentations and marketing materials.
7. Conduct weekly status reports to the City.



8. Attendance at regular coordination meetings as necessary.
9. Completion date January 1, 2017.

There are four Naming opportunities that have been identified for this scope of work:

- \$3.5 Million for the overall name of the Center.
- \$500,000 for the naming of the lobby. The Lobby area comprises the entire main public level containing the Entrance Foyer, Box Office, Café & Bar , Patron’s Lounge and two conference rooms.
- \$350,000 for the naming of the Theatre featuring 716 seats.
- \$300,000 for the naming of the public art feature that will be featured at the front corner of the building in the outdoor plaza.

**VIII. COMPENSATION.**

- A. Please present detailed information on the firm’s proposed fee schedule for the specifications proposed and for any variation for non-routine services, inclusive of Washington state sales tax and any other applicable governmental charges. Please provide specifics as to definitions of routine versus non-routines tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.
- B. Payment by the City for the services will only be made after the services have been performed, an itemized billing statement is submitted in the form specified by the City and approved by the appropriate City representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made on a monthly basis, thirty (30) days after receipt of such billing statement.

**IX. PUBLICATION.**

Name of Publication:	Dates:
Puget Sound Business Journal	April 8, 2016