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DANIELLE BRAZELL
GENERAL MANAGER

January 22, 2019

The Honorable Eric Garcetti
Mayor, City of Los Angeles
Room 303, City Hall
200 N. Spring Street
Los Angeles, Ca 90012

REQUEST AUTHORIZATION TO RELEASE A REQUEST FOR PROPOSALS FOR
OPERATION AND PROGRAMMING SERVICES AT FIVE OF THE CITY'S ART PARTNER
CENTERS

SUMMARY

The Department of Cultural Affairs (DCA) respectfully requests approval to release a Request for Proposals (RFP) to select qualified non-profit arts organizations to provide operating and programming services at five of the City's Art Partner Centers. From this RFP, DCA intends to execute five separate agreements with the selected partners. The term of the proposed contracts will be five-years, and include options to extend the term to a maximum ten years. The Art Partner Centers subject to this RFP include:

- Art in the Park at Hermon Park (CD14)
5568 Via Marisol
Los Angeles, CA 90042
- Center for the Arts, Eagle Rock (CD14)
2225 Colorado Blvd.
Los Angeles, CA 90041
- McGroarty Arts Center (CD7)
7570 McGroarty Terrace
Tujunga, CA 91042
- Lankershim Arts Center (CD2)
5108 Lankershim Blvd.
North Hollywood, CA 91601
- William Reagh Los Angeles Photography Center (CD1)
412 South Park View Street
Los Angeles, CA 90057

BACKGROUND

The Department of Cultural Affairs' mission is to strengthen the quality of life in Los Angeles by stimulating and supporting art and cultural activities, ensuring public access to the arts for residents and visitors. In support of these goals the Department, through its Community Arts Division, maintains art centers throughout Los Angeles that provide arts and cultural programming for children, youth and adults that include instruction, exhibitions and festivals in both visual and performing arts.



For more than a decade DCA has utilized private public partnerships to operate its Art Partner Centers to reduce personnel costs while maintaining quality management and programming services at these facilities. The partnerships have proven beneficial for both the City by providing increased service capacity and a broader range of cultural experience and expertise at the centers. In turn, the partner organizations benefit from this partnership via valuable access to art centers at minimal cost and receipt of an annual stipend that is consistent to one-half the yearly salary for an administrative coordinator.

The current partner organizations have served as operators of their respective centers since the City converted these facilities to private public partnerships. In 2017, the City entered into final agreements with the current operators and these contracts will expire on June 30, 2019. DCA desires to continue the private public partnerships at the five Art Partner Centers.

Three of the five facilities specified in the RFP are Department of Recreation and Parks (RAP) properties. DCA obtained authority to independently manage the three RAP properties through a multi-site Operating Agreement executed in 1999 between DCA and RAP. To notify RAP of DCA's intent to release a RFP to identify and select operators for the art partner centers located on RAP property, DCA submitted a request to the Board of Recreation and Park Commissioners (Board) for concurrence to proceed. A copy of the RFP was also provided to the Board. At its meeting on December 12, 2018, the Board approved DCA's request to release the RFP. RAP will not participate in the RFP release, evaluation of proposals or selection of organizations to be awarded. RAP's role will be continued administration and oversight of the Operating Agreement. DCA will keep the Board apprised of the RFP process and any resulting agreements.

RFP PROCESS

Upon approval of the recommendations, DCA will release the RFP and enter into new agreements on or about July 1, 2019 to mitigate any break in services. The draft RFP has been attached herein for your reference and the estimated timeline to implement the new agreements is specified below.

Proposed Timetable to Implement New Agreements

Early Feb 2019	–	Release Request for Proposals
Mar - Apr 2019	–	Evaluate Proposals and Make Selections
Apr - May 2019	–	Negotiate and Execute Contracts
May - Jun 2019	–	Operator Transition Period

The RFP will be released through the Los Angeles Business Assistance Virtual Network to ensure that the opportunity to participate is made available to as wide a pool of applicants as practicable. Qualified proposers must possess a minimum of ten years of experience operating and developing programming for art, cultural and educational facilities.

Selection of the successful proposers will be based on the responsiveness of their proposals to the requirements in the RFP. The evaluation criteria will include: feasibility of the proposed programs, services and budget; demonstrated capacity to provide the proposed programs or services; financial resources and capacity; ability to generate community support and participation; and commitment to operate programs and services consistent with DCA's mission.

After the RFP deadline, DCA will establish a RFP evaluation team composed of program staff and subject matter experts to objectively review proposal submissions to identify the most qualified responses. Each proposal will be evaluated and scored based on its own responsiveness to the RFP in accordance with the criteria described in the below table.

EVALUATION CRITERIA	POINTS
<u><i>Years of Experience</i></u> A minimum of ten (10) years of experience operating and developing programming for art, cultural and educational facilities.	Yes/No
<u><i>Qualifications and Experience</i></u> Professional qualifications and technical competence, references and qualifications of key personnel.	30
<u><i>Proposal Approach</i></u> Creative and innovative approach and methodology to carry out programs that are consistent with RFP objectives and requirements and ability to serve the target community.	30
<u><i>Financial Situation and Performance</i></u> Financial stability and capacity to operate facilities and deliver proposed services.	25
<u><i>Understanding of Cultural Facilities and the City of Los Angeles</i></u> Understanding of the City of Los Angeles and key issues facing municipal arts delivery systems.	15
TOTAL POSSIBLE POINTS:	100

DCA will notify all proposers of the results of the proposal evaluations. Applicants may appeal the RFP procedures by submitting a letter to the DCA within five business days of receiving notification of the RFP results. Appeals will be reviewed by a panel of experts from DCA.

PROPOSED CONTRACTS

DCA intends to award contracts to the top-ranked proposers for a term of five-years and renewable, at the City’s sole discretion, for up to five additional years; for a maximum term of up to ten years. The selected partners will be responsible for programming and operations that will include program conception, assessment and development; sales and marketing; audience demographics analysis; community engagement; staffing; financing (including fundraising campaigns); administration; and to provide an economic benefit to the community. The selected partners will also be responsible for normal operating costs to run the centers; that includes communications, office supplies, equipment, security personnel and communications.

To ensure that the City receives the best service quality possible, selected partners will be required to provide weekly metric reports on performance/activity as well as monthly and annual financial/operations status reports. Site visits and performance audits will be regularly conducted by DCA to ensure that the expected levels of programming/services are achieved and consistently maintained at the centers. The City will also continue to be responsible for

facilities related costs and upkeep that includes basic maintenance issues, trash, custodial services, grounds/landscaping, building repairs, utilities costs and security systems.

Per the 2018-19 Adopted Budget, the Council approved funding for the contracts and determined that it was more feasible to contract for services than to use City employees.

FISCAL IMPACT STATEMENT

There is no impact to the General Fund. The recommendations in this report will authorize DCA to procure services from qualified non-profit arts organizations to provide art, cultural and educational programs and services at the City's Community Arts Public/Private Partnership Facilities.

RECOMMENDATIONS

Authorize the General Manager of the Department of Cultural Affairs to release a Request for Proposals for qualified non-profit art organizations to provide operating and programming services at five of the City's Art Partner Centers for a term of five-years, with options to extend the term for up to ten-years.

Sincerely,


Danielle Brazell
General Manager

For any questions regarding this request, please contact Alma Gibson at (213) 202-5530 or Evelyn Kelley at (213) 202-5529.

Attachment: Draft RFP for Service Operators - Public/Private Partnership Program

cc: Elaine Owens-Sanchez, Sr. Administrative Analyst II, Office of the CAO