

REQUEST FOR PROPOSALS

RESTAURANT WEEK JANUARY 2011



**CITY OF NEWPORT BEACH
CALIFORNIA**

**SUBMITTALS DUE BY:
Monday April 26, 2010**

TO BE SENT TO:

Leigh M. De Santis,
Economic Development Administrator
City of Newport Beach
P.O. Box 1768
Newport Beach, CA 92658-8915
(949) 644-3207
ldesantis@newportbeachca.gov

INTRODUCTION

The City of Newport Beach requests Statements of Qualifications and Proposals from professional marketing and/or special event firms to plan, organize, and administer a Restaurant Week event in January 2011 for the Newport Beach Restaurant Association, a Business Improvement District (NBRA BID) of the City.

BACKGROUND

The NBRA BID is an entity of the City of Newport Beach. It has been in existence since 1994. The NBRA's budget is composed of a combination of revenue sources: a self-assessed levy of the organization members, a small grant from the City, and some additional City funding to assist with the Restaurant Week Program. The NBRA and City are both anxious that Restaurant Week activities become self-sufficient.

In 2007, the NBRA sponsored its first Restaurant Week. The event was five (5) days (Sunday through Thursday) near the end of January. January Restaurant Week was repeated in 2008 and 2009. In 2009, an October Restaurant Week was added on a trial basis. However, the NBRA BID has decided that Restaurant Week should be a once a year event. The January 2010 the event was expanded to seven (7) days (Friday through Thursday) and was the most successful to date. Participation in Restaurant Week has grown from 40 to 70 restaurants. The NBRA has approximately 385 members and participation would make sense for close to 150 of them, for this reason staff believes there is room to grow the event.

DESCRIPTION OF THE PROJECT

During Restaurant Week, participating NBRA restaurants offer prix fixe gourmet lunch and/or dinner menus at promotional prices to attract diners. Its purpose is to introduce new customers to Newport Beach restaurants and to entice existing customers to experiment with venues and cuisines they have not yet tried. The event is widely publicized and marketed to attract as many people as possible. Newport Beach Restaurant Week is a Southern California event. It has served as a template for the LA and Orange County Restaurant Weeks.

DEFINITION OF TASKS & ITEMS TO INCLUDE IN YOUR PROPOSAL

The following task outline is not all inclusive but is provided to give an idea of the minimum level of performance required. The City and NBRA are looking to select a firm that is knowledgeable, creative and can provide direction and ideas for growing Restaurant Week. Therefore, we are looking for RFP submissions that go beyond this minimum.

The work program your firm prepares in response to this RFP should include a definition of tasks you will perform, a work schedule for the project, a budget for the project, and a

not-to-exceed price for services. An hourly rate for services should be provided for comparison purposes, but the contract will be issued on a “not to exceed total dollar amount.”

Payments will be made on a monthly basis directly related to task completion. The last ten percent (10%) of the contract amount will not be paid until after receipt of the Evaluation Report.

Task One: Working with NBRA to Plan Restaurant Week

- Develop event plan and budget
- Determine exact dates and days of week
- Determine menu price points
- Determine participation fees
- Plan promotional activities to support Restaurant Week

Task Two: Recruit NBRA Members to Participate

- Distribute applications
- Collect applications and fees
- Collect menus and publish on NBRA’s website
- Distribute promotional materials/advertising to participants

Task Three: Develop a Marketing Plan

- Develop plan and budget
- Develop look of the campaign
- Determine types of media

Task Four: Implement the Marketing Plan

- Make multiple media placements

Task Five: Recruit Cash and In-Kind Sponsors

- Develop solid cash and in-kind sponsors for January 2011 Restaurant Week, as well as long-term sponsors for Restaurant Week to become self-sufficient.

Task Six: Evaluate the Success of Restaurant Week and prepare a Report on Restaurant Week for the City Council and NBRA

- The evaluation report should discuss participation by members, the marketing campaign (including copies of media placements), sponsorships, and how well the following goals were met. It should be submitted not later than 45 days after the event.

The City's goals in providing special event funding are:

1. Enhance the City of Newport Beach as an exciting place to live, work, and visit. The event should contribute towards creating a unique identity (brand) for the City of Newport Beach.
2. Give the Newport Beach residents and businesses a sense of pride and ownership of the event.
3. Increase the number of people who would normally dine out or visit the City at that time, thereby providing economic benefit to local businesses and fiscal benefit to the City. Events that bring in new money and result in people staying overnight in Newport Beach are highly desirable.
4. Sustainability of the event with reduced or no City support.

The NBRA's goals for the event are:

1. Increase the number of restaurants participating.
2. Full to capacity lunch and dinner hours, with the likelihood of repeat customers.
3. Sustainability of the event with reduced or no City support.

PROJECT SCHEDULE AND COMPLETION GOAL

Responses are due April 26, 2010. City staff and the NBRA Executive Board will conduct interviews of selected consultants the week of May 10-14, 2010. Following selection, the firm will be asked to sign a standard City Professional Services Agreement that will be submitted to City Council for approval on June 22, 2011. To meet that City Council agenda deadline all issues must be resolved not later than June 3, 2010.

As soon as the PSA is signed by all parties, the firm should begin working with the NBRA on the project. Traditionally, Restaurant Week has been the last week of January. Everything but the evaluation report must be completed and in place before the dates of Restaurant Week. Following the event, the firm will have 45 days to prepare and submit its event evaluation report.

SUBMITTAL REQUIREMENTS

The following information is required to enable the City and NBRA Board to evaluate the firm's qualifications and proposals:

1. Describe the experience of your firm in organizing and operating a Restaurant Week or very similar event, including description of the background, experience and qualifications of all individuals participating in the event.
2. Identify the firms' familiarity with Newport Beach, including any previous assignments in the City and assignments with other communities with similar characteristics or programs.
3. Provide a current reference list of a minimum of three clients, including names

and telephone numbers of individuals who have a history of working with the consultant. Please identify the project for which the services were provided. If experience with similar consulting projects is available, provide a reference list of these clients and their contact information.

4. Summarize your understanding of the scope and purpose of the project including a brief overview of the methodology you would employ to accomplish the project.
5. Identify the project manager and staff personnel. List the names, specific qualifications and level of effort of each person. For each person, identify the specific tasks he or she would be undertaking. Designate the person who would have overall responsibility for the project and the person who would be primarily responsible for contact with the City. Include the resumes of key individuals who will be assigned to the project.
6. Provide a proposed schedule for the completion of the project, including a time line with target dates for completion of each task. If the proposed time line does not meet the City's project completion goal, please explain why the goal cannot be met.
7. Provide a total not to exceed cost for the event and a breakdown of that total cost by month and task. The budget should include costs for the time of the firm's staff, advertising costs, and costs for reimbursable expenses such as reproduction, materials, etc. Remember the last 10% will not be paid until after submission of the evaluation report.

SUBMITTAL DEADLINE

The required submittals are due by 5:00 p.m. on Monday, April 26, 2010. Please submit proposals to:

Leigh M. De Santis,
Economic Development Administrator
P.O. Box 1768
Newport Beach, CA 92658-8915
(949) 644-3207

Please submit ten (10) copies of your qualifications and proposals. Facsimile and electronic submissions will not be accepted.

SELECTION PROCESS

City officials and the NBRA BID Board will review the proposals. The most qualified firms will be invited to an interview, tentatively scheduled for the week of May 10-14, 2010. The final selection of the firm to be awarded the contract along with award of contract will be made by the City Council on June 22, 2010

This Request for Proposals (RFP) does not commit the City to award a contract, to pay any costs incurred in the preparation of the proposal or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any selected qualified representative, or to cancel any part or the entirety of this RFP, if it is in the best interest of the City to do so. The City may require the proposers selected to participate in negotiations and to submit such price, technical or other revisions of their proposals as may result from negotiations.

Thank you for your interest in this project. We look forward to reviewing your proposal.