June 30, 2020

Request for Proposal: #20-87, Event Management Services for the Terry Trueblood Recreation Area Lodge and Ned Ashton House for the City of Iowa City Parks and Recreation Division

Background

On November 7, 2019, a Request for Proposal: #20-87, Event Management Services for the Terry Trueblood Recreation Area Lodge and Ned Ashton House for the City of Iowa City Parks and Recreation Division was posted to the City of Iowa City's website. Vendors were required to submit all questions and clarifications regarding the Request for Proposal by 12:00 p.m., November 14, 2019. Each vendor was required to submit a proposal by 2:30 p.m., November 22, 2019. In addition, vendors were required to submit a complete proposal with the following items:

Item A - Executive Summary

The vendor shall provide a cover letter on corporate letterhead, including name, address, telephone number, and email address of the organization. The cover letter, which must be signed by an authorized representative, must include a general description of the company, including the number of employees and the number of years the company has been in business providing Event Management Services. The cover letter must include a brief description of the organization, including history, present status, future plans, organization size, etc.

Item B - Company Information

Background information on your firm, including, but not limited to, the names, abilities, qualifications, and experience of all individuals, including subcontractors, who will be assigned to this contract and their experience on similar contracts. Provide a detailed description of your firm's involvement in contracts of similar scope and size.

Item C - Respondent Expertise

A detailed narrative of the Event Management Services that your firm would be able to provide the City, including a detailed description of your understanding of the City's requirements for this contract.

Item D - References

Provide a minimum of three (3) references. References shall be past and/or present clients for contracts similar in scope to this contract. References from other City of Iowa City employees will not be accepted. **Complete and submit the form that has been provided in Section Five.**

Item E - Company Information Form

A completed and signed Company Information Form **(Section Six)**. The City is not responsible for the contractor's failure to provide information and pricing on required items. In this instance the prices submitted will prevail as the proposal price for all required equipment, materials, labor, training and travel.

The form provided in Section Seven must be used and not a form provided by the vendor.

Section G – Fee Schedule

Provide a detailed fee schedule (per month, per event, etc.) for the Event Management Services Contract. The fee schedule must include all of the goods and services that will be provided by your firm in order to fulfill the requirements of the contract. Any costs not included in the submitted proposal will be the responsibility of the proposer.

Item F – Wage Theft Policy

After review of **Section Seven**, Wage Theft Policy, the Wage Theft Affidavit must be completed, notarized, and included in the submitted proposal.

The following vendor submitted a complete proposal on or before the proposal due date and was given to the Evaluation Committee to review:

- The Avacentre (ALI LLC)

An evaluation committee independently evaluated the merit of proposals received in accordance with the evaluation factors defined in the RFP. Phase 1 of the evaluation process was based on a 100-point scale. It was required that a proposal receive a minimum of 80 points in order to move on to Phase 2 and be considered for award.

Phase 1 – Point Category	Assigned Points
Experience • Firm's Resume • Qualifications/Personnel	40
Scope of Services Offered	30
Fee Schedule	30
Total Points Phase One	**100**
Phase 2 – Point Category	Assigned Points
On-site (Iowa City) Interview/Presentation	30
References (Proven Success of Contracts with Other Clients)	20
Total Points for Phase Two	**50**
Total Points for Phase One and Phase Two	**150**

Based on a thorough review of the proposals, interviews and reference checks, the evaluation committee recommends The Avacentre (ALI LLC) to receive the award for project description.

Phase 1

RFP #20-87 for Event Management Services for Ned Ashton House and Terry Trueblood
# of reviewers 3

Criteria	Firm's Resume and Qualifications/Personnel	Scope of Services Offered	Fee Schedule		Total
Points Possible	40	30	30		100
Vendor AvaCentre	35	27	27	80 points needed to proceed	88
Reviewer #1 AvaCentre	40	25	25		90
Reviewer #2 AvaCentre	35	30	25		90
Reviewer #3 AvaCentre	30	25	30		85

Phase 2

RFP #20-87 for Event Management Services for Ned Ashton House and Terry Trueblood			
Number of Reviewers	3		
Criteria	On-site (Iowa City) Interview/Presentation	References (Proven Success of Contracts with Other Clients)	Total
Points Possible	30	20	50
Vendor AvaCentre	26	18	44
Reviewer #1	27	20	47
Reviewer #2	25	20	45
Reviewer #3	25	15	40

Phase 1 & 2

Avacentre	
Round One Scoring	88
Round Two Scoring	44
Total	132

After careful review of the proposals combined with additional information that was gathered during the evaluation process the evaluation committee recommends the following receive the contract award.

The committee members individually reviewed the proposal and its compliance with the specifications.

Recommended Vendor: Avacentre
Funding Account: 10530203-432080 and 10530241 432080
Contract Term: The term of this contract shall be from the date of contract execution until June 30, 2021. The City may elect to annually renew this contract until June 30, 2025 based on funding availability and satisfactory performance by the Avacentre.
Contract Amount: $64,000

City Manager: _____

Director of Finance: _____

Parks and Recreation Director: _____

Purchasing Agent: _____