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January 6, 2025

REQUEST FOR PROPOSAL
OFFICIAL MERCHANDISING WEBSITE FOR THE CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS CONCESSION
(RFP# CON-M24-004)

QUESTIONS & ANSWERS #1

1. Q: The RFP says, "State the amount of investment you will require to provide services as proposed. This amount must include Start-Up Costs (Proposers must include a response to each proposal item listed below)". It then asks for Sources of Funding. Please confirm that this means that the vendor is responsible for all Start Up costs, and that the only compensation is revenue share from product sales.

A: The vendor is responsible for all start-up costs. The compensation is structured as a revenue share from product sales.

2. Q: Or, if there is start-up capital available from LA Parks directly, is there any way to know what might be available and when it could be drawn down to begin operations.

A: There is no capital available from RAP. The vendor is responsible for all start-up costs.

3. Q: Are there any restrictions or preferences with regards to payment gateways/platforms?

A: The current City payment platform is Chase Paymentech. Furthermore, the selected Proposer shall make their system work with any future payment gateway/platform change that the City requires without additional compensation.

4. Q: The RFP says, "If this is a new company, partnership, or joint venture formed for the operation of this concession, describe the background and qualifications of each of the partners or principals.". Is it sufficient for two firms coming together for purposes of operation of this concession to merely state so in the RFP response, or is some sort of formal partnership, or intent to partner (LOI) required?



A: Please refer back to Exhibit A, "Instructions for Proposers", Section 2.B. Minimum Requirements for instructions for a new company, partnership, or joint venture formed for the operation of this concession. The background and qualifications of each of the partners or principals' partnerships must be described in the proposal. The proposing company's partnership name will be the name on the contract.

5. Q: The RFP says, "Merchandise services consisting of design, production and sale of approved merchandise online on RAP's behalf. "However, it also appears to grant a license for the use of the brand. What is the approval process for each piece of merchandise, and how much will this be up to the vendor vs. RAP staff?

A: Merchandise recommendations are welcomed and encouraged by vendors, but RAP maintains final approval for all merchandise via a sign off for ALL items either through RAP's GM, PR Office or the Executive Office.

6. Q: The RFP also asks the vendor to bear the web site costs, and to pay a performance penalty if the site is not completed. How is the scope of the site and what "completed" means defined, beyond the feature list provided in the RFP?

A: The proposer must specify a completion date for the website to go live and the e-commerce feature fully active.

7. Q: RAP reserves the right to further develop the web site on its own, which it says "may require the suspension or termination of the AGREEMENT". It also says, "RAP shall not be liable for loss of business which results from the construction of any development or improvements to the WEBSITE". Seeing as the vendor will be making a significant investment, can you please explain more about this clause and when/why you might think such a thing might happen?

A: This clause protects RAP in any event that the provider does not sufficiently meet the requirements of the agreement.

8. Q: Does vendor have full right to choose technologies, platforms, and payment rails? Or is there a collaborative approach process required?

A: Vendors may choose/recommend technologies, platforms, and payment rails, subject to review by RAP. If there are questions or discrepancies, a collaborative approach will be used to rectify the situation.

9. Q: Is it necessary to have a single dedicated Concession Manager? Or can this role be split in order to provide additional coverage and bandwidth?

A: It is not necessary to have a single dedicated Concession Manager. This role can be split in order to provide coverage.

10.Q: Does RAP's approval of employees include development resources, and platform vendors that might be dedicating staff to bring the site online? Or is this limited to those operating and/or maintaining the site?

A: RAP's approval is limited to those operating and/or maintaining the site.

11.Q: For "Damage or Destruction to Website", please describe what a "Complete Destruction" event might be? As the site will be cloud hosted, and backups will be kept, this should never occur, it should always be possible to stand the site back up after an outage or attack. Has an event like this occurred in the past?

A: A "complete destruction" event is an event where the website becomes unusable. RAP has not had a merchandising website and has not experienced an event like this in the past.

12.Q: Is use of the Pro Forma Template required? Or can a similar tool be used?

A: Use of the Pro Forma Template is preferred. However, a similar tool can be used.

13.Q: Could you let us know what the budget is for this work?

A: There is no budget for this work. The compensation model for this agreement is a revenue share from profit sales.

14.Q: Could you confirm if there is a proposal and performance deposits?

A: There is no proposal fee for this RFP, but there is a performance deposit of \$5,000 that must be submitted by the selected proposer.

15.Q: Do you have an incumbent and would they be participating in this RFP?

A: RAP currently does not have an incumbent.

16.Q: Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with clients across the United States, with some currently being the States of California, Colorado and Wyoming?

A: There are no restrictions on where the proposing entity is based.

17.Q: Would you need any copywriting or content migration services?

A: Yes, we would need copywriting. We currently do not have content to migrate.

18.Q: Would you need any original or stock videography or photography?

A: Yes, we would need all photography and videography.

19.Q: Would you require hosting, dns or ssl services?

A: The City prefers a hosted solution provided by the selected Proposer.

20.Q: Is there a CMS that you have a preference for over the other?

A: DRUPAL is preferred.

21.Q: What CMS platform do you use currently?

A: DRUPAL.

22.Q: How much content do you currently have on your website?

A: We currently do not have a merchandising website. The RAP website can be found at www.laparks.org