



Leshar Center FOR THE Arts

RFP # 2022-001-LCA

City of Walnut Creek
Leshar Center for the Arts

Request for Proposals for
PR Services

DATE ISSUED: July 12, 2022

DATE DUE: July 26, 2022, by 5:00pm

CONTACT: Carolyn Jackson, Interim General Manager
jackson@lesherartscenter.org

ALL RESPONSES MUST BE SUBMITTED VIA EMAIL

INTRODUCTION

The [Leshar Center for the Arts](#) is located in Walnut Creek, California. First opened in October 1990, the Center presents more than 800 productions and events a year, including a curated selection of visual art exhibitions. More than 350,000 patrons walk through the Center's front doors each year. The Leshar Center for the Arts is owned and operated by the City of Walnut Creek as part of the Arts and Recreation Department.

The Leshar Center includes three theater spaces: Hofmann Theatre (785 seats), Margaret Leshar Theater (297 seats), and the George & Sonja Vukasin Theatre (133 seats). Upwards of ninety event producers rent these spaces annually.

The Leshar Center also houses the [Bedford Gallery](#) and [Center Repertory Company](#), programs of the City's Arts and Recreation Department. The Bedford Gallery is the largest community-based visual arts facility between the Bay Area and Sacramento, with 3,500 square feet of exhibition space. Center REP is the resident professional theatre company, presenting six productions a season.

The Leshar Center partners closely with the [Diablo Regional Arts Association](#) (DRAA). DRAA is an incorporated non-profit, 501 (c)(3) organization, which supports the Leshar Center through fundraising initiatives, presentation series, and audience development activities.

GENERAL INFORMATION

The Leshar Center for the Arts seeks a public relations firm with experience working with performing and visual arts organizations to manage campaigns for the Leshar Center Presents Headliners series, Center REP productions, Bedford Gallery exhibitions, and institutional marketing.

The purpose of this Request for Proposals is to evaluate qualified firms who are able to provide all services necessary for 22/23 season public relations. The City expects the selected firm to initiate work in September 2022 and continue through July 2023.

SCOPE OF WORK

Services should include:

- Development of press materials and releases
- Coordination of interviews and features with press outlets
- Engagement of reviewers for Center REP and Bedford Gallery programs

Programs to be covered:

1. **Leshar Center Presents Headliners performances**
 - a. This series of world-renowned artists is comprised of up to 9 productions with mostly one-night only events.
 - b. View the series: <https://www.lesherartscenter.org/programs/lesher-center-presents/headliners-series>
2. **Center REP productions**
 - a. Center REP produces 6 plays or musicals per season.
 - b. View the season: <https://www.lesherartscenter.org/programs/center-repertory-company>

3. **Fiesta Cultural**
 - a. Under development is a 5-day festival in June 2023 of Latinx/a/o art and culture. The festival will include Headliner artists, free community events, and special workshops.
4. **Bedford Gallery exhibitions**
 - a. Bedford Gallery PR services will cover 3 exhibitions (Fall 2022 through Spring 2023).
 - b. View the season: <https://www.bedfordgallery.org/exhibitions>
5. **Institutional marketing efforts**
 - a. The contract will be built with a “not to exceed” clause to allow for additional services for newsworthy institutional events to be added. These may include major announcements such as the selection of Center REP’s artistic director or post-event coverage for a Gala. For purposes of the proposal, please provide pricing for up to 5 additional institutional press items.

SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

- **Company Identification:**
 - Provide the name of the firm, the firm's principal place of business, the name and telephone number of the contact person and company tax identification number.
- **Company Background:**
 - Experience and history providing similar website design and site map services.
 - Client list or selected past clients similar to the Leshar Center for the Arts, Center REP, or Bedford Gallery.
- **Process and Methods:**
 - Provide detailed overview of how the firm will approach the work for the Leshar Center for the Arts including an outline of the deliverables.
- **Price Proposal:**
 - Based on the proposed scope of work, provide detailed information on all associated fees.
 - The proposal shall itemize all charges for services.
 - The proposal shall include proposed payment terms and timeline of amounts due.

Public Records Law

Pursuant to the California Public Records Act (California Government Code Section 6250 et. seq.), public records may be inspected and examined by anyone desiring to do so. All submitted proposals are considered public records subject to disclosure. Financial records, including cost proposals, will not be considered confidential and are also subject to public disclosure.

SELECTION PROCESS

Proposals will be reviewed by City staff and evaluated to determine which proposals best meet the criteria. The final selection will be based on completeness, experience with similar businesses, technical merit, and fees.

The City reserves the right, without qualification, to:

- Reject all proposals.
- Exercise discretion and apply its judgment with respect to any proposal submitted.
- Select a proposal which qualifies based on the following factors:
 - Experience of the firm selected to provide the specified services
 - Record of the firm in accomplishing work within a required time, and within an established budget
 - Record of the firm’s responsiveness to client requests
 - Financial responsibility (years in business, number of projects completed, annual volume of work in dollars, etc.)
 - Client list

All interested parties are encouraged to submit proposals to the RFP, as the award is not based solely on lowest cost proposal submitted. Total cost will be taken into consideration, but the company’s capabilities, competence, and capacity will be considered as well. The City reserves the right to choose the overall best consultant according to the City’s criteria. The City, and its designated representatives, shall be the sole judge of its own best interest, the proposal, and the resulting negotiated agreement. The City’s decisions will be final.

The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals. The above factors, along with other factors that the City may deem appropriate, will be used to identify the proposal that represents the best value, which will be the basis for the contract award. The most qualified and responsive proposers will be selected for an interview.

The selected firm will be asked to enter into a Consultant Services Agreement with the City of Walnut Creek and comply with the insurance requirements set forth therein. The Leshner Center for the Arts staff will supervise the project and coordinate the work.

SCHEDULE

Responses to the RFP must be submitted via email to Leshner Center Interim General Manager Carolyn Jackson (jackson@lesherartscenter.org). Responses are due no later than **July 26, 2022, at 5:00pm**.

QUESTIONS

Questions or requests for further information should be directed to Leshner Center Interim General Manager Carolyn Jackson (jackson@lesherartscenter.org).