



**RFP # 2023-001-AR**

City of Walnut Creek  
Arts + Recreation Department

**Request for Proposals for  
PR/Marketing Services**

**DATE ISSUED: August 4, 2023**

**DATE DUE: September 5, 2023, by 5:00 pm PDT**

**CONTACT:** Elizabeth Orcutt, Community Relations Manager

[orcutt@walnut-creek.org](mailto:orcutt@walnut-creek.org)

**ALL RESPONSES MUST BE SUBMITTED VIA EMAIL**

## **INTRODUCTION**

The City of Walnut Creek's Arts + Recreation Department encompasses the Leshner Center for the Arts, Center Repertory Company, Bedford Gallery, Public Art, Center for Community Arts, Recreation Programs, Aquatics, Social Services, and Boundary Oak Golf Course. Together, these essential programs contribute to making Walnut Creek a regional destination for participants and audience members. Arts + Rec programs promote arts appreciation and personal enrichment, community engagement and volunteerism, and fitness and wellness while contributing to the City's economic vitality. The Department's mission, vision, and values are included at the end of this RFP.

Specific Arts + Rec programs are summarized here:

### **Leshner Center for the Arts**

For over 30 years, Leshner Center for the Arts has engaged the community with annual presentations of drama, dance, theater, music, speakers, and comedy. The Center includes the 800-seat Hofmann Theatre, the 300-seat Margaret Leshner Theatre, and the 130-seat Vukasin Theatre. The Center is also home to the City's professional Center Repertory Company, Bedford Gallery, and many other local performance groups.

### **Center Repertory Company**

Center Repertory Company is the resident, professional theatre company of Leshner Center for the Arts. This multiple award-winning company produces 6-8 productions annually – various classic and contemporary musicals, dramas, and comedies. In addition, Center REP runs the Young REP Theatre Workshop, an intensive 6-week training program for youth taught by professional theatre practitioners.

### **Bedford Gallery**

Bedford Gallery, located in the Leshner Center for the Arts, shows the work of historical, modern, and contemporary artists. The gallery provides the public with opportunities to learn about visual arts through public programs that are varied, accessible, challenging, and educational. Among many programs offered at the Bedford, youth tours welcome over 3,000 children each year.

### **Public Art Program**

Walnut Creek officially adopted its Public Art Program in 2000, which is overseen by Bedford Gallery. Since the program's inception, artwork has been installed throughout Walnut Creek, and the collection now boasts multiple citywide works. Bedford Gallery docents offer guided walking tours of Walnut Creek's prime public artworks located around downtown.

### **Center for Community Arts**

For over 50 years, the City of Walnut Creek's Center for Community Arts program has been the regional center of arts learning. The division brings high-quality visual and performing arts instruction and educational experiences to participants of all ages.

### **Aquatics**

The Aquatics Program operates and maintains Clarke and Larkey Aquatics Centers, which host hundreds of thousands of visitors annually for recreational swimming, lap swimming, swim lessons, water exercise, and lifeguard training.

### **Recreation & Social Services**

Recreation Services provides recreation programs and classes for pre-school ages to active adults, including personal enrichment, dance and movement, science and nature, sports, and food and cooking. The division also enriches the lives of seniors and physically and developmentally disabled youth and adults by providing relevant and stimulating programs and services.

## **Boundary Oak Golf Course**

Boundary Oak Golf Course boasts an 18-hole championship golf course, a driving range, and a practice area with putting and chipping greens, and is the perfect venue for golf tournaments, weddings, banquets, golf lessons, clinics, and camps.

## **GENERAL INFORMATION**

The Arts + Recreation Department seeks a firm or independent marketing specialist with experience demonstrating the significance of arts and recreation programs to the greater community. The goal is to showcase Arts + Rec programs in a way that guides the community to understand the passive and direct importance of having a robust arts and recreation department in their city. The selected consultant/firm must have experience reaching various audiences and the ability to create a campaign that weaves the divisions of Arts + Rec into a cohesive, connected story. With institutional marketing as the primary goal, the selected firm or marketing specialist will promote several specific programs and events in addition to general offerings and class registration timelines.

This Request for Proposals aims to evaluate qualified consultants/firms who can provide all services necessary for the 2023/24 fiscal year, as defined in the scope of work below. The City expects the selected proposer to initiate work in the summer of 2023 and continue through June 2024.

## **SCOPE OF WORK**

The successful proposer will provide services for the components listed below. Although the following is representative of the scope of services for this project, other duties of a similar nature may be required.

- Development of a comprehensive press and marketing plan to achieve the Key Objectives outlined below. At a minimum, the plan and scope of services should include:
  - Definition of target audiences for each objective noted below and methods to reach/engage these defined audiences
  - Creation of project timelines for content due dates, development of materials, and distribution
  - Creation of collateral as necessary for each campaign, which may include:
    - Press releases and materials
    - Copywriting for websites, emails, or printed materials
    - Coordination of graphic design and development of an estimated budget for design services (either an in-house consultant/firm or in coordination with an outside designer)
    - Collaboration with the department's Community Relations Manager and other division leads to ensure the accuracy of copy and content and correct usage of submitted marketing materials (i.e., proper facility names, program titles, etc.)

## **Key Objectives**

Measured by social media engagement, class registration numbers, survey results, and any other performance indicators outlined between the City and the selected firm/specialist, the following objectives are crucial to a successful contract:

- 1. Highlight the Department's efforts in diversity, equity, and inclusion (DEI):**  
Utilizing a storytelling method or other suggested platform, highlight and showcase the impact of Arts + Rec DEI initiatives to emphasize community engagement and to expand audiences for programs attendance and support.
- 2. Promote the Department's engagement initiatives in a cohesive, single campaign:**  
Develop a marketing plan that connects each division to show a cohesive and far-reaching department by recommending an approach that meets and exceeds the industry standard for community outreach.

- Special focus should be given to the department’s offerings that reduce barriers to access, such as “pay what you can” admission to Center REP and Bedford Gallery, family events, targeted Social Services programs, and scholarship opportunities.

**3. Develop an Arts + Rec sponsorship package:**

Build a sponsorship package that allows for organizational, business, and individual sponsorship of programs, events, and advertising channels (can include options in the existing quarterly class catalog publication).

In addition to the aforementioned performance indicators, the Arts + Rec department is interested in developing a strategy for measuring success with the firm/contractor. Please include potential tools or analytics you might develop for tracking the efficacy of these marketing efforts.

## 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 and not exceed 15 pages (excluding samples of previous work). To be considered in the selection process, the proposals should highlight the respondent’s expertise in the areas listed in the Scope of Services. They must include all the following, organized as follows:

- 1. Transmittal Letter** expressing the respondent’s interest and qualifications. The letter must contain the signature of the individual authorized to bind the proposer to the terms of the proposal and a statement that the response is valid for 90 days. The letter should also briefly explain how the proposer’s expertise is demonstrated by previous experience and the value or benefits that may stand out from other proposers.
- 2. Respondent Profile**, which includes:
  - A brief overview of the respondent and the contact’s name, address, telephone number, website, and e-mail address.
  - Company Background:
    - Name of the lead or project manager for the team.
    - Experience and history providing similar services to other community organizations, parks, arts, recreation, local government, or similar services.
    - Client list, with contact information for selected past clients similar to the Arts + Recreation Department.
  - A listing of team personnel assigned to perform the work on this project, a breakdown of the project management hierarchy, and a description of tasks assigned per project team member and their work location and availability to perform the work.
  - Resume and experience record for each person, including years of relevant experience, education, and anticipated amount of time each will work on this project and the location of each person.
- 3. Project Approach and Understanding:** Provide a detailed overview of how the firm will approach the work for the Arts + Recreation Department, including an outline of the deliverables.
- 4. Work Plan and Schedule:** Explain the proposed work plan, including anticipated tasks and deliverables to address the RFP scope of work through June 30, 2024. Include a schedule for the work plan.
- 5. Price Proposal:** Provide detailed information on all associated fees based on the proposed scope of work.
  - The proposal shall itemize all service charges, including the hours by task and assigned staff.
  - The proposal shall include payment terms and a timeline of amounts due.
- 6. Work Samples:** Please provide recent, relevant work samples.

## 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 concerning any proposal submitted.
- Select a proposal that qualifies based on the following factors:
  - Experience of the firm selected to provide the specified services
  - Record of the firm in accomplishing work within the required time and 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, as the award is not based solely on the lowest-cost proposal submitted. The total cost will be considered, but the company's capabilities, competence, and capacity will also be considered. 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 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 on 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 a Consultant Services Agreement with the City of Walnut Creek and comply with the insurance requirements. Arts + Recreation staff will supervise the project and coordinate the work.

## SCHEDULE

Responses to the RFP must be submitted via email to Elizabeth Orcutt ([orcutt@walnut-creek.org](mailto:orcutt@walnut-creek.org)). Responses are due no later than **September 5, 2023, by 5:00 pm**. Late submittals may not be considered.

## QUESTIONS

Questions or requests for further information should be directed to Community Relations Manager Elizabeth Orcutt at [orcutt@walnut-creek.org](mailto:orcutt@walnut-creek.org) or via phone at 925-943-5850.



**Arts + Rec Background:** Collectively, our department is referred to as Walnut Creek Arts + Recreation

**VISION:** The leader in providing creative experiences that bring people together.

**MISSION:** To impact lives in an inclusive, fun, and innovative environment.

**VALUES:** High Quality & Excellence; Exceptional Customer Experience; Collaboration; Innovation; Fun

#### **Websites:**

- Arts + Rec landing page (NOTE: this is currently being redesigned, the URL and design will change): [www.walnut-creek.org/departments/arts-and-recreation/recreation-parks/facility-rentals](http://www.walnut-creek.org/departments/arts-and-recreation/recreation-parks/facility-rentals)
- Walnut Creek Recreation site (all Recreation division offerings): [www.walnutcreekrec.org](http://www.walnutcreekrec.org)
- Center for Community Arts site: [www.communityarts.org](http://www.communityarts.org)
- Leshar Center site (including links to REP and Bedford content): [www.lesherartscenter.org](http://www.lesherartscenter.org)
- Center REP landing page on Leshar Center site: [www.centerrep.org](http://www.centerrep.org)
- Bedford Gallery site: [www.bedfordgallery.org](http://www.bedfordgallery.org)
- Boundary Oak site: [www.playboundaryoak.com](http://www.playboundaryoak.com)

#### **Social Media:**

- FB: @WalnutCreekRec IG: @WalnutCreek\_Rec
- FB & IG: @CommunityArtsWC
- FB & IG: @LesharCenter
- FB & IG: @CenterREP
- FB & IG @BedfordGallery