

City of Rochester
Request for Qualifications
Recreation Special Events

Proposals for **2024-25 School Year programming** are on a rolling basis but must be received no later than 11:59PM on June 30, 2024

Submit Proposals to:

Beth Jackson-Dobbs

DRHSRFP@CityofRochester.Gov

REQUEST FOR QUALIFICATIONS

The City of Rochester is seeking proposals from qualified Consultants (“Consultant(s)”) to provide services or activities for youth during special events. If your organization would like to be considered as an approved vendor for 2024/25 School Year programming, applications must be received no later than **11:59 PM on June 30, 2024**. Please note that the Approved Vendor List will be valid for three (3) years.

BACKGROUND

The mission statement of the City of Rochester’s Department of Recreation and Human Services (DRHS) is to support the City of Rochester’s Mission, Vision, and Values by nurturing and inspiring the inner potential of all citizens of Rochester through the provision of first-rate programs and services, supports for citizens who are confronting complex challenges, and investments in the vibrancy of our neighborhoods. We recognize that youth are in particular need of support during their formative years, and as such, we have a special focus on youth programming thereby supporting the development of a healthy, educated, productive, and self-sustaining community. DRHS includes three bureaus, the Commissioner’s Office, which has DRHS administration, Recreation and Youth Services, and Human Services. This RFQ is to provide activities and services that will be used by the Recreation and Youth Services bureau, which includes the athletics and aquatics, camps and special programs, R-Centers, and Youth Services units.

The Recreation and Youth Services bureau’s mission statement is to support the City of Rochester’s Mission, Vision, and Values by providing opportunities for the community to learn, socialize, exercise, and play, while promoting healthy behaviors. With the changing demands of society, it is important we meet the demands of youth by providing social emotional supports, health, wellness, and nutritional opportunities for youth and their families. In addition, the Bureau supports youth in their development into successful, contributing adult community members through the provision of career exploration and work readiness programs and services. This is accomplished using a positive youth development philosophy with a focus on competence, usefulness, belonging, and power of influence. The Bureau also acts as a steward and champion for our city’s R-Centers, parks, playgrounds, aquatics, green spaces, and other facilities.

In this Request for Qualifications (RFQ), we are seeking the additional skills and expertise of outside individuals and/or organizations to supplement our professional staff in delivering these services to the citizens of Rochester during special events. Some examples of special events are R Night Out Summer series, Holiday Party, beginning of summer bash, etc. All activities and services will be occurring on City property, including R Centers, the Rochester Community Sports Complex, City camp sites, and/or the Honorable Loretta C. Scott Center for Human Services buildings. A panel of City staff from the Department of Recreation and Human Services will review proposals in response to this RFQ and chose Consultants to be on an Approved Vendor List for future professional services agreements (PSA). City staff will reach out

to Consultants on the Approved Vendor List to determine the date, time, and location of specific special event activities and services when the services are needed.

TIMELINE

Activity	Time	Date
RFQ Release	8:00 AM	Monday, March 11, 2024
Questions will be received until	12:59AM	Sunday, March 24, 2024
Response for Questions Submitted Posted on City Website	12' Noon	Monday, April 1, 2024
Qualifications Due	11:59 PM	Rolling basis due no later than Sunday, June 30, 2024
Consultant Selection Notification	12' Noon	Between April 15, 2024 and July 15, 2024 based on submission date

The dates shown above may be subject to change within the City of Rochester’s sole discretion and upon written notification as set forth herein.

COMMUNICATIONS

All communications by parties who have indicated an intent to submit or have submitted a proposal in response to this RFQ (“Respondents”), including any questions or requests for clarifications, submission of the proposal, requests for status updates about the proposal selection process and any other inquiries whatsoever concerning this RFQ shall be sent, in writing, to the following City staff person (“City Contact”):

Beth Jackson-Dobbs
DRHSRFP@CityofRochester.Gov

No contact is permitted with any other City staff member with regard to this RFQ during the RFQ process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

To ensure that all Respondents have a clear understanding of the scope and requirements of this RFQ, the City will respond to all timely questions submitted via e-mail to the City Contact by the question deadline stated above. Questions and the responding answers will be sent via e-mail to all Respondents who have provided an e-mail address to the City Contact and will be posted on the City’s web page for this RFQ. The

City's failure to timely respond or provide responses to any questions shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFQ.

The City will make every reasonable effort to keep Respondents informed about the RFQ process. Notifications about Timeline date changes, amendments to the RFQ and other information about the RFQ will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City's website for this RFQ. The City's failure to provide such information shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFQ.

SCOPE OF SERVICES

The City is seeking the services of Consultants to perform the following activities and services primarily to youth, aged 6 (six) to 18 (eighteen), with some services being offered to families during special events. These events can have upwards of 50 events per year and 20--200 youth and their families in attendance at each event. If selected, the Consultant shall be put on an approved vendors list. The specific date, time, and location of the activities or services will be determined at the same when the professional services agreement is executed.

Respondent's proposal shall address each of the following services. The proposal shall address each of the requested services, using the same identifying language, including any paragraph or section numbers or letters as used in the RFQ.

1. Proposals to provide the following specific activities or services in any of the categories will be accepted for review. Respondents' may submit for any category that they are qualified for but must be clear about which service or activity they propose to provide. Additional types beyond this list will be considered, please submit your ideas for the following services:
 - a. Disc Jockey
 - b. Laser Tag
 - c. Photo and/or Video Booth
 - d. Sound and Video System
 - e. Virtual Reality
 - f. Mobile Gaming
 - g. Roller Skating
 - h. Ice Skating
 - i. Karaoke
 - j. Bounce Houses and Inflatables
 - k. Party and Disco Lighting
 - l. Mobile rock wall
 - m. Character Costumes
 - n. Face Painting, Body Art, Henna
 - o. Life-Sized Games and Activities
 - p. Carnival Style Games and Activities
 - q. Other Party Activities for Youth

2. In order to be qualified, Respondents must:
 - a. Demonstrate prior experience and qualifications within the category listed above, preferably working with youth (aged 6-18) in a recreational setting. Note that any activity or music must be non-offensive, not use inappropriate language, and be age appropriate for youth aged 6-18
 - b. Have the necessary equipment needed for the activity or service
 - c. Have or will be able to obtain insurance in the amount of \$1,000,000
 - d. Be able to pass a background check.
 - e. Submit reference who can address the Respondents' work providing similar services
 - f. Complete Attachment B, the City of Rochester's MWBE Utilization form and Attachment C, the City of Rochester's Workforce Utilization form

QUALIFICATIONS PREPARATION AND SUBMISSION PROCESS

If your organization would like to be considered as an Approved Vendor for 2024/25 School Year programming, applications must be received no later than **11:59 PM on June 30, 2024**. All proposals shall be in PDF format, submitted via email, with the subject as "Respondent's Name-Special Events Proposal" to the City Contact:

Beth Jackson-Dobbs
DRHSRFP@CityofRochester.Gov

This RFQ is designed to facilitate the evaluation and selection of a Consultant that is best able to achieve the City's objectives. The proposal shall be no longer than five (5) pages, excluding attachments, with 1-inch margins and 12 pt. Times New Roman font. All pages shall be numbered including major sections and all attachments shall be referenced in the table of contents. To enable the City to effectively review the information contained in the proposals, proposals shall reference the numbered and lettered sections of the RFQ. The response to each section shall be clearly indicated and addressed or an explanation provided as to why the Respondent is not submitting a proposal for a specific section of the RFQ.

Each proposal shall be signed by an individual authorized to enter into and execute contracts on the Respondent's behalf. Unless otherwise specified in its proposal, Respondent represents that it can meet or exceed all requirements specified in this RFQ.

Submission of a proposal shall be deemed authorization for the City to contact Respondent's references. Evaluation of proposals will be conducted by the City based on information provided in the Respondent's proposals and on such other available information that the City determines to be relevant. Proposal evaluation may include an on-site assessment, meetings with authorized personnel, and a third-party consultant.

Respondents selected by the City will be put onto an Approved Vendor List. When the City is interested in obtaining a specific service, Consultants will be required to enter into a Professional Services Agreement (PSA) with the City (see [Attachment A](#), the City's standard PSA form). The establishment of a PSA depends on approval by City Council for all Agreements over \$20,000 or for more than one year and on the availability of funds for such an agreement. Unless otherwise stated in the proposal, the Respondent's response to this RFQ shall be deemed its acceptance of the terms of this PSA.

Respondents shall provide sufficient information in their written proposals to enable the City review team to make a recommendation to the Mayor. The City reserves the right to invite any or all Respondents to an interview to discuss their proposal. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City is under no obligation to select any of the responding Respondents or to conduct the Project described herein. The City may amend or withdraw the RFQ at any time, within its sole discretion. The City shall have no liability for any costs incurred in preparing a proposal or responding to the City's requests with respect to the proposal.

PROPOSAL CONTENT

This proposal should include the following information in the order specified:

1. **Cover Letter:** A one-page cover letter which must include:
 - a. The name of the submitting organization or individual
 - b. The names, titles, mailing addresses, email addresses, and telephone numbers of persons to be contacted for clarification if necessary
 - c. The category of services to be provided (listed in the Scope of Services section) and any specific types within the category. Additional types beyond those listed that will benefit youth will be considered
 - d. Acknowledgement that you have or will be able to obtain liability insurance in the amount of \$1,000,000, worker's compensation insurance, disability insurance, **OR** waiver for worker's compensation insurance and disability insurance
 - e. Acknowledgement that your service will use age-appropriate activities, language, and/or music for youth between the ages 6-18
 - f. Acknowledgement that anyone who will be providing services and/or programming will be subjected to a background check
 - g. Signed by the chief executive officer, company owner, or someone authorized to enter into an agreement with the City

2. **Services Provided:** the proposal should provide sufficient detail about your planned activity or service. Include answers to each of these items:
 - a. What the youth will be doing as part of the activity
 - b. What experience the youth will have while they partake in the activity

- c. Describe if there are any different formats available for different ages of youth within the overall ages 6-18 population
 - d. Description of equipment to be brought to the venue
 - e. Venue space needs
 - f. Time availability: describe what dates, days and hours the Respondent would be able to provide the service/activity
- 3. **Experience:** Thoroughly describe the Respondents' background, education, training, years of experience and any applicable skills. Describe the Respondents' experience dealing with a diverse variety of people, specifically including youth aged 6 to 18. Indicate if the direct provider is an individual business owner, an employee of an organization, or a subcontractor. Any use of subcontractors must be clearly explained, including identification of the individuals or agencies to be used, if known. Resume may be attached and will not be included in the overall page count
 - a. Please note that all persons providing services to youth will be subjected to a background check. Any agreements awarded under this RFQ may be rescinded in the event of a key person not passing that background check
- 4. **References:** proposals must include 3 (three) external client references from clients who received similar services. Each reference must include:
 - a. Name of the individual or organization for whom services were provided
 - b. Name of contact person, with email address and phone number
 - c. Type of services provided, with date and accomplishments achieved
- 5. **Budget:** Describe the proposed cost structure and indicate the cost of any optional services or activity. Please include a narrative that describes what the cost includes, as well as a cost per student and/or cost per hour break down.
- 6. **Rochester presence:** Information about Respondent's presence in the City of Rochester and/or any collaborative relationships with local firms that are to be formed for this Project.
- 7. **MWBE:** Statement as to whether or not the Respondent is a bona fide MWBE firm, will use bona fide MWBE subcontractors and the percentage of the workforce utilized to perform the work of this contract who will be either Minority (M) or Women (W), including both the Consultant's workforce and that of any subcontractors who will be utilized.
 - a. A completed Attachment B, the City of Rochester's MWBE Utilization form
 - b. A completed Attachment C, the City of Rochester's Workforce Utilization form

EVALUATION CRITERIA

The following is a summary of the proposal evaluation criteria. It is within the City's sole discretion to determine the value assigned to each of these criteria.

Proposal: How well the description of the services to be provided compares to the requirements listed in the Scope of the Services section of this RFQ. Review will include overall approach and a review of the type of experience that youth will have.

Experience: The Respondent's relevant experience in providing the same or similar services to the youth.

Cost: The total cost of the Respondent's proposal is important to the City, however, based on the evaluation of the other criteria, the City will not necessarily select the lowest bidder.

References: Evaluation of the Respondent's work for previous clients receiving similar services to those proposed in this RFQ.

MWBE and Workforce Goals: The City of Rochester desires to encourage minority and women owned (MWBE) businesses to participate in opportunities to enter into PSAs with the City and to encourage minorities and women in the workforce. Pursuant to Ordinance No. 2018-54, the City has a goal that 30% of the aggregate annual contract awards for professional service contracts over \$20,000 be awarded to minorities (M) (15%) and women (W) (15%). The City has also established minority workforce goals of 20% M and 6.9% W for professional services consulting contracts. For more information please see <http://www.cityofrochester.gov/mwbe>.

Respondents shall be awarded MWBE bonus weighting as follows:

1. The City will give preference to Consultants who are New York State certified MWBEs. Consultants who meet this requirement shall receive **an additional weighting of 10%**.
2. The City will give preference to Consultants who utilize state certified MWBE subcontractors with bona fide offices and operations in the Empire State Development Finger Lakes Region, which includes the following counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates. State-certified MWBEs from outside the Region may be counted if there are insufficient businesses in the Region to perform the specialized work or consulting services required. If one or more MWBE subcontractors will perform 10% to 20% of the work of the contract – measured as either a percent of the total contract amount or as a percent of the total full-time-equivalent labor hours budgeted for this project, the consultant shall receive **an additional weighting of 5%**. If MWBE subcontractors will perform more than 20% of the work of the contract, the Consultant shall receive an **additional weighting of 10%**.
3. Respondents shall provide sufficient documentation with their proposal to support the additional preference weighting as an MWBE Consultant or for use of MWBE subcontractors. If one or more MWBE subcontractors are proposed, they must be named and the size of the subcontract identified. If selected, the Respondent shall submit an MWBE Utilization Plan on the City's form for approval by the MWBE Officer. Once approved, the Utilization Plan shall be incorporated into the PSA.

- a. If the total amount of a PSA is increased by 5% or more at any time during the term of the PSA, the Consultant shall submit a revised MWBE Utilization Plan for approval by the MWBE Officer. The MWBE Officer may also issue a revised MWBE Utilization Plan for unforeseen changes in the availability of MWBE subcontractors during the term of the PSA.
4. The City will give preference to Consultants who meet or exceed the City's workforce goals, which are: 20% M and 6.9% W. Consultants who demonstrate that their and/or their subcontractors' workforce on this Project meets or exceeds these goals shall receive an **additional weighting of 10%**. If selected, the Respondent shall submit a workforce Staffing Plan on the City's Form by the MBWE Officer. Once reviewed, the Workforce Staffing Plan shall be incorporated into the PSA. The calculated percentages of workforce utilization shall be based on actual hours worked and billed over the term of the project. The final determination of a workforce goals accomplished during the contract shall be based on hours reported in the workforce utilization reports.
 5. If selected, the Respondent shall provide MWBE utilization and subcontractor/supplier payment certification and/or workforce utilization reports on the City's forms. These reports shall be submitted with each invoice or as otherwise requested by the MWBE Officer.
 6. A failure to submit the required subcontractor/supplier payment certification and/or workforce utilization reports shall constitute a default in the performance of the Agreement subject to potential termination for default by the City. In addition, if the selected Respondent fails to meet the most recent MWBE Utilization Plan and/or Workforce Staffing Plan, for which additional weight was awarded by the end of the PSA, such failure may result in disqualification from award of future contracts with the City.
 7. Summary of additional evaluation weighting points for MWBE and Workforce Goals:

Category of Additional Evaluation Points	Additional Weight Awarded
Respondent is New York State Certified MWBE	10%
Utilize MWBE Subcontractors for 10-20% of work	5%
Utilize MWBE Subcontractors for more than 20% of work	10%
Meet or exceed workforce goals of 20% M and 6.9% W	10%

City of Rochester location preference: The City favors contracting with firms located in the City of Rochester and a preference will be given to Consultants located in the City, through an additional weighting of 10%. Non-local firms may wish to consider partnerships or other collaborative arrangements with local firms as a strategy to address this criterion.

Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so.

The selection of a Consultant is within the City's sole discretion and no reasons for rejection or acceptance of a proposal are required to be given. Although costs are an important consideration, the decision will be based on qualifications and compliance with the requirements of this RFQ and not solely on cost. The City reserves the right to reject any or all proposals or to accept a proposal that does not conform to the terms set forth herein. The City further reserves the right to waive or modify minor irregularities in the proposals and negotiate with Consultants to serve the City's best interest.

MISCELLANEOUS

The City reserves the right to amend or withdraw this RFQ in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City may request additional information from any Respondent to assist the City in making its evaluation.

The proposal and all materials submitted with the proposal shall become property of the City and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the proposal, it must be clearly identified and a request to keep such information confidential must be submitted.

Submission of a proposal shall constitute a binding offer by Respondent to provide the services at the prices described therein until such time as the parties enter into a PSA.

Attachment A

January 2019 PSA Form