



# City and County of San Francisco

## City Hall Events Office (CHEO)

REQUEST FOR QUALIFICATIONS FOR City Hall Events Qualified Vendor List Contact: cityhall.events@sfgov.org		
<b>Background</b>		
<p>San Francisco City Hall, seat of government for the City and County of San Francisco, is also a historic landmark and popular event venue hosting approximately five-hundred events annually, including weddings, nonprofit galas, and corporate events.</p> <p>Events in City Hall are overseen by the City Hall Events Office (CHEO), which is organized under the City Administrator’s Office (CAO), a department managed by City Administrator Carmen Chu. CAO is a department of the City and County of San Francisco (“the City”), which was established by Charter in 1850 as a legal subdivision of the State of California with the governmental powers of both a city and a county under California state law. The City’s powers are exercised through a Board of Supervisors serving as the legislative authority, and a Mayor and other independent elected officials serving as the executive authority.</p> <p>The CHEO seeks responses from vendors demonstrating experience in providing services in a variety of areas related to event production and management. These vendors will be placed on the City Hall Events Qualified Vendors List and may offer services to licensees renting City Hall for the purpose of hosting events and other related activities.</p>		
<b>Intent of this Request for Qualification (RFQ)</b>		
<p>It is the intent of the CHEO to update its Qualified Vendors List from which CHEO licensees may choose to provide services on an as-needed basis.</p> <p>The CHEO expressly reserves the right at any time to: 1) Cancel this RFQ; 2) Reissue the RFQ; 3) Prior to submission deadline for responses, modify all or any portion of the selection procedures, including deadlines for accepting responses, or the requirements for contents or format of the responses.</p>		
<b>Contract Period and Procurement</b>		
<p>Respondents qualified under this RFQ will remain eligible for consideration and contract negotiation on an as-needed basis, and will be listed on the CHEO website and potentially in other CHEO communications materials. Respondents will not enter into contracts with the CHEO itself.</p> <p>Contracts, if any, will be executed by and between vendors on the City Hall Events Qualified Vendors List and CHEO licensees. Those contracts will be separate and independent from any Short Term License Agreements executed by and between the CHEO and its licensees. Neither the City nor CHEO will be a party to any contracts negotiated by qualified vendors under this RFQ. Qualified vendors are not guaranteed to receive any contracts.</p>		
<b>Schedule</b>		
RFQ Issued with Attachments	Tuesday	7/1/25
Deadline for RFQ Responses	Friday	7/18/25
Qualified Vendor List Established	Friday	8/8/25
<b>RFQ Questions and Communications</b>		
<p>To ensure fair and equal access to clarifications about this RFQ, please email your questions to:</p> <p>cityhall.events@sfgov.org</p>		

## **1. INTRODUCTION**

### **1.1 General Terms used in this RFQ**

- a. **CHEO**: Refers to the City Hall Events Office, which is an office organized under the City Administrator's Office (CAO), a department of the City and County of San Francisco managed by City Administrator Carmen Chu. The CHEO oversees all Events in San Francisco City Hall.
- b. **Event**: Refers to a planned public, private or social occasion hosted in San Francisco City Hall for which a Licensee has executed a Short Term License Agreement (STLA) with the CHEO. Types of Events include, but are not limited to: weddings, galas, corporate events, nonprofit events, and municipal events.
- c. **Respondent**: Refers to any entity submitting a response to this Request for Qualifications ("RFQ") to be considered for inclusion on the City Hall Events Qualified Vendors List.
- d. **Vendor**: Refers to any Respondent awarded contracts by a Licensee for services under this RFQ.
- e. **Licensee**: Refers to an entity that executes a Short Term License Agreement (STLA) with the CHEO for purposes of hosting an event in San Francisco City Hall.

### **1.2 Statement of Need and Intent**

**What does the CHEO seek?** The City Hall Events Office seeks responses from event service providers demonstrating successful experience providing services related to event production and management. These services may be used by CHEO Licensees hosting events in City Hall. Specifically Licensees may utilize the services of the selected Vendor(s) in one or more service areas outlined in the table below:

NUMBER	SERVICE AREA
1	Audio/Visual
2	Beverage & Alcohol
3	Catering
4	Décor & Design
5	Event Support (Cleaning, EMT or Security)
6	Florist
7	Lighting
8	Rentals (Equipment, Gaming or Photo Booths)
9	One-hour Wedding Package Musicians

**With whom will Respondents work?** Respondents will contract directly with Licensees. CHEO staff will be onsite to assure compliance with all CHEO Rules and Regulations.

**What is the intent of this RFQ?** Based on the responses to this RFQ, it is the intent of the CHEO to update the City Hall Events Qualified Vendors List from which CHEO Licensees may select prospective Vendors on an as-need basis for services related to the Service Areas outlined herein. The CHEO may maintain the list at its sole discretion following the Qualified List Established date noted on the first page of this RFQ.

Contracts awarded to Respondents by Licensees will be executed by and between the Vendor and Licensee, with neither the City, the CHEO, nor their officers, agents or employees being a party to any awarded contracts. Licensees are under no obligation to source bids from multiple Vendors for purposes of Vendor selection, and Respondents qualified under this RFQ are not guaranteed a contract.

## **2. SCOPE OF SERVICES**

This scope of work is a general guide to the services the CHEO expects selected Respondents to offer, and is not a complete list of all services that may be requested or desired. The CHEO is soliciting qualifications to update its Qualified Vendors List in the Service Areas listed in Section 1.2 above.

To minimize duplication of effort and to allow the CHEO to coordinate Licensee requests for service for current and future Events, the selected Respondents contact information may be shared by the CHEO with Licensees and the general public in CHEO communications materials, as well as via verbal and written communications from CHEO staff.

The Respondent(s) selected through this RFQ process shall work cooperatively with Licensees, and follow all CHEO Rules and Regulations, as well as City Hall Building Staff's directions, when providing services for Events.

May a Respondent apply to be listed in more than one of the Service Areas listed in Section 1.2?

Yes. Given the broad range of Service Areas offered by some Respondents, a Respondent may request to be listed in more than one Service Area. Respondents should not submit multiple RFQ responses, but rather submit one (1) fully completed RFQ and select no more than three (3) Service Areas on RFQ Attachment 5, Service Area Identification Form.

Are Respondents expected to submit proposals for a specific Event at this time?

No. CHEO will update the City Hall Events Qualified Vendors List, after which Licensees may or may not contact Vendors to request bids and award contracts. Each Respondent should demonstrate its capabilities in a Service Area by providing prior event experience examples as part of RFQ Attachment 5, Service Area Identification Form. Respondents qualified under this RFQ are not guaranteed a contract.

Does the CHEO prefer Respondents to submit for single or multiple Service Areas?

CHEO prefers Respondents submit for no more than three (3) Service Areas in which they have demonstrable experience providing professional event-related services, and in which they desire to provide service for Licensees in City Hall. Respondents should not submit multiple RFQ responses, but rather submit one (1) fully completed RFQ and select no more than three (3) Service Areas on RFQ Attachment 5 – Service Area Identification Form.

### **3. RESPONSE REQUIREMENTS**

#### **3.1 Time and place for Submission of Response**

The response must be submitted by Friday, July 28, 2023, to the City Hall Events Office (CHEO) at the address below or via email. Incomplete or late responses will not be accepted.

City Hall Events Office  
Attn: Vendor RFQ  
City Hall, Room 495  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102  
cityhall.events@sfgov.org

#### **3.2 Response Package**

Please submit a neat, organized, complete packets to our office or via email. Incomplete or late responses will not be accepted.

Complete, but concise, responses are recommended for ease of review by the Evaluation Team. Responses should provide a straightforward description of the Respondent's capabilities to satisfy the requirements of the RFQ. Marketing and sales materials should be excluded.

All parts and pages should be clearly labeled with the Respondent's name and submitted as hardcopies.

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|------------------|--|
| RFQ Attachment 1 | Vendor Profile Form (completed)  |
| RFQ Attachment 2 | Rules and Regulations (signed)   |
| RFQ Attachment 3 | Indemnification Form (signed)  |
| RFQ Attachment 4 | Certificate of Insurance (to be submitted <u>after</u> you qualify for the list) |
| RFQ Attachment 5 | Service Area Identification Form (select no more than three (3) Service Areas)   |

#### **3.3 Sunshine Ordinance**

Responses and all other records of communication between the City and Respondents seeking qualification are subject to San Francisco Administrative Code Section 67 (the Sunshine Ordinance). Information provided which is covered by this paragraph will be made available to the public upon request.

#### **4. EVALUATION CRITERIA**

This section describes the guidelines used for evaluating the responses for Respondent qualification. It is the City's intent to qualify Respondent(s) that provide the best overall qualifications to the City. Respondents selected for qualification are not guaranteed a contract.

##### **4.1 Evaluation Team**

City representatives will serve as the Evaluation Team responsible for evaluating Respondents. Specifically, the team will be responsible for the evaluation and rating of the responses for qualification, for conducting reference checks, and for interviews, if desired by the City.

##### **4.2 Minimum Qualifications for all Service Areas**

Respondents that wish to become certified for any Service Area must submit all required RFQ Attachments on time and fully completed, and must demonstrate that they meet the minimum qualifications as outlined below. Failure to satisfy the minimum qualifications will eliminate Respondents from further consideration.

Respondents must complete RFQ Attachment 1, Vendor Profile Form, which includes demonstrating a history of no less than five (5) years of professional experience, as well as recent and ongoing experience providing event services.

Respondents that wish to become certified for any Service Area(s) must complete RFQ Attachment 5, Service Area Identification Form, and select no more than (3) Service Areas.

Demonstrated experience is required in all Service Areas for which the Respondent desires to become a qualified Vendor. Experience must be demonstrated by listing relevant experience for fifteen (15) events in each Service Area. Respondents will receive a maximum of three (3) points for each event listed that meets requirements. To earn the most possible points, Respondents should list a full fifteen (15) events.

On the Service Area Identification Form, Respondents must also demonstrate experience working in facilities with a sensitivity to preservation requirements, including buildings with historic preservation requirements and protected architectural features. Examples of facilities meeting this requirement include, but are not limited to: San Francisco City Hall, War Memorial Opera House, War Memorial Veterans Building, The Green Room, Asian Art Museum, DeYoung Museum, Palace at the Legion of Honor, San Francisco Museum of Modern Art, and the Julia Morgan Ballroom. Other facilities with similar preservation requirements may also be accepted.

### **4.3 Evaluation Criteria for Qualification**

Each RFQ Respondent that meets the minimum qualifications, and that submits all RFQ Attachments completed appropriately and on time, will be evaluated in accordance with the criteria below.

A Respondent must receive a score of 80 or above out of the 100 total possible points to be qualified. There is no numerical limit to the number of firms that may be qualified.

#### **4.3.1 Vendor Identification – 10 points**

- a. Completed RFQ Attachment 1, Vendor Profile Form
- b. Previous client references provided for each Service Area

#### **4.3.2 Vendor History – 30 points**

- a. Demonstrated history of providing service for complex, high-end events
- b. Demonstrated history of no less than five (5) years of professional experience providing event services
- c. Respondents will demonstrate history by completing all fields on RFQ Attachment 1, Vendor Profile Form
- d. Respondents will receive points for each response on RFQ Attachment 1, Vendor Profile Form, that meets requirements

#### **4.3.3 Evaluation of Service Area Experience – 45 points**

- a. Demonstrated relevant experience to satisfy Service Area requirements
- b. Demonstrated experience of providing service in buildings with a sensitivity to preservation requirements (see examples above) for fifteen (15) events
- c. Respondents will receive a maximum of three (3) points for each event listed that meets requirements

#### **4.3.4 Completeness of Submission – 15 points**

- a. Completed all forms clearly and completely
- b. Concisely and comprehensively addressed all RFQ requirements
- c. Well-organized content and format

### **4.4 Vendor Selection Processes**

Respondents that meet the minimum requirements and score 80 points and above will be added to the City Hall Events Qualified Vendors List for as-needed services.

#### **Clarifying Questions**

Following the Response Evaluation process, Respondents may be asked clarifying questions by phone, email, or in person, by members of the Evaluation Team. The CHEO has sole and absolute discretion over whether clarifying questions will be asked of a Respondent.

## Reference Checks

Reference checks, including, but not limited to, prior clients may be used to determine the applicability of Respondent experience to the services the CHEO is requesting and the quality of services and staffing provided to prior clients, as well as adherence to schedules/budgets and Respondent's problem-solving, event management and communication abilities, as well as performance on deliverables and outcomes, and effectiveness in meeting or exceeding project objectives.

## **5. PROTEST PROCEDURES**

### **5.1 Protest of Establishment of Qualified Vendor List**

Within five (5) working days of the CHEO's issuance of a qualified vendor list, which will be issued by posting on the CHEO website, any Respondent that submitted a responsive response and believes that the CHEO has incorrectly omitted a Respondent from qualification, may submit a written notice of intent to protest.

Such notice of protest must be received by the CHEO on or before 5:00 pm on the fifth (5<sup>th</sup>) working day after the issuance of the qualified vendor list.

The notice of protest must include a written statement specifying in detail each and every one of the grounds asserted for the protest. The protest must be signed by an individual authorized to represent the Respondent, and must cite the procedure or RFQ provision on which the protest is based. In addition, the protestor must specify facts and evidence sufficient to determine the validity of the protest.

### **5.2 Delivery of Protests**

All protests must be received by mail before the specified date and time deadline outlined above in Section 5.1. Protests or notice of protests made orally (e.g. by telephone or in person), by email, or by fax will not be considered.

Protests must be delivered to:

City Hall Events Office  
Attn: Vendor RFQ Protest Submission  
City Hall, Room 495  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

### **5.3 Protest Review**

CHEO will confirm receipt of notice of protest by Respondent.

If a Respondent submits a complete and timely protest, CHEO will review the notice of protest within fifteen (15) business days after receipt of the protest to determine its validity, including, but not limited to: (a) receipt by the due date; (b) inclusion of a written statement specifying in detail each and every one of the grounds asserted for the protest; (c) whether it is signed by an individual authorized to represent the Protestor; (d) citation of the procedure or RFQ provision on which the protest is based; and (e) specification of facts and evidence sufficient for the CHEO to determine the validity of the protest.

The CHEO, at its discretion, may make a determination regarding a protest with requesting further documents or information from the Respondent that submitted the protest. Accordingly, the initial protest must include all grounds of protest and all supporting documentation or evidence reasonably available to the prospective Respondent at the time the protest is submitted. If the Respondent later raises new grounds or evidence that was not included in the initial protest, but which could have been raised at that time, then the CHEO may not consider such new grounds or new evidence. The review shall be conducted by the CHEO or its designee, and will be based upon the information submitted by the Respondent in its protest letter. The CHEO will notify the Respondent in writing of its decision at the conclusion of the review. The decision of the CHEO is final. The evaluation of responses will not be delayed or postponed to allow for completion of a protest process.

Protests not received within the time and manner specified herein will not be considered. A Respondent's failure to protest as specified above on or before the time specified above shall constitute a complete and irrevocable waiver of the ground(s) of protest and forfeit the Respondent's right to raise such ground(s) of protest later in the procurement process, in a Government Code Claim, or in any other legal proceeding.

## **6. VENDOR SUSPENSION**

Vendors working in City Hall or on its grounds must comply with all requirements listed in RFQ Attachment 2, Rules and Regulations, and conduct themselves in a professional manner at all times. Failure to do so may result in suspension or loss of status as a City Hall Events Qualified Vendor.

a. Minor Infractions. Vendors who fail to comply with the Rules and Regulations outlined in RFQ Attachment 2, to follow directions of City Hall staff, or to attend required final walkthroughs twice for any event, will be given a written warning from the City Hall Events Director. Any vendor who has received three (3) written warnings may be removed from the City Hall Events Qualified Vendors List and not permitted to work in City Hall or on its grounds for a period of two (2) years. Vendors will be required to apply for reinstatement at the expiration of the two (2) year period.



b. Major Infractions. Any vendor that commits a single major infraction, including, but not limited to, damaging City Hall or its equipment, violating City Hall policy or staff member instructions in a manner that results in bodily injury to a building occupant, or treating a City Hall staff member or building occupant in a disrespectful or harassing manner, may be removed from the City Hall Events Qualified Vendor List and not permitted to work in City Hall or on its grounds for a period of two (2) years. Vendors will be required to apply for reinstatement at the expiration of the two (2) year period.

If, based on the above, the City Hall Events Director determines there is cause to suspend a vendor's status as a City Hall Events Qualified Vendor, City Hall Events staff will promptly schedule a hearing prior to such suspension. At the hearing, the vendor will have the opportunity to explain to a hearing officer that is unconnected to the matter, why the vendor believes the proposed suspension should be withdrawn or modified. The vendor will have fifteen (15) minutes to present its case, unless the hearing officer determines that more time is required. The City Hall Events Director will have fifteen (15) minutes to present his or her case unless the hearing officer determines that more time is required. The vendor will then receive five (5) minutes for rebuttal. The hearing officer will base his or her determination exclusively on the information and evidence provided in the hearing. Generally, the vendor will receive an oral ruling at the end of the hearing which will be confirmed in writing.

THE CITY AND COUNTY OF SAN FRANCISCO IS NOT RESPONSIBLE FOR ANY DAMAGES INCLUDING, BUT NOT LIMITED TO, LOST PROFITS ARISING OUT OF, OR IN CONNECTION WITH, THE VENDOR'S SUSPENSION AS A CITY HALL EVENTS QUALIFIED VENDOR.