



February 28, 2011
 For Immediate Release
 Contact: Judith Blahnik
 310-832-7272

**REQUEST FOR QUALIFICATIONS (RFQ)
 FOR THE SAN PEDRO ARTS CULTURE AND ENTERTAINMENT
 (ACE) DISTRICT PROGRAM FOR YEARS 2011-2012
 FUNDED IN PART BY THE CRA/LA
 PACIFIC CORRIDOR REDEVELOPMENT PROJECT AREA**

1. WHY? INTRODUCTION and BACKGROUND

In San Pedro, the arts and the waterfront are the primary resources in the revitalization of the area and provide physical, social, cultural, and economic benefits that strengthen and sustain the community. Over time, many artists and arts and cultural organizations have found a home in San Pedro and have become an important part of the community. Patrons attending performances, events, and exhibits by these artists and arts/cultural organizations provide significant economic benefit to local businesses such as restaurants, cafes, and shops.

The Community Redevelopment Agency of the City of Los Angeles, California (CRA/LA) has executed a partnership agreement with the San Pedro Chamber of Commerce to provide up to \$100,000 yearly in funding for a program that seeks to assist San Pedro-based artists, arts organizations, and cultural organizations to remain in the San Pedro Area and implement the recently drafted ACE District Plan (Plan).

It is the goal of the ACE District Plan to:

- + Halt the loss of artists and art galleries brought about by rising rents.
- + Establish ways to make the area more business and permit-friendly to working artists, performing arts venues, art galleries, restaurants, and merchants.
- + Preserve San Pedro's historic infrastructure and pedestrian friendly town.
- + Explore affordable artist housing options.
- + Continue to build and promote San Pedro's arts district as a recognized and respected cultural destination.

Toward this end, both the Chamber and the CRA/LA seek to provide financial and/or other assistance to a select number of productive, high-quality, financially responsible, community-based artists and arts/cultural providers with an ongoing commitment to the San Pedro community that can demonstrate both the capacity to implement the Plan and the need for financial assistance. Individuals and organizations interested in being





evaluated and considered are invited to submit their "Statement of Qualifications" based on the requirements listed herein. Any questions concerning this process shall be directed to Ms. Judith Blahnik, ACE Coordinator for the Chamber, by email at jblahnik@sanpedrochamber.com or by telephone at (310) 832-7272. The pre-qualified list will be valid for three (3) years. Please note that being on this pre-qualified list does not guarantee that you will receive financial assistance: You will also be required to submit a specific proposal.

2. WHERE? THE PROJECT AREA / ACE DISTRICT BOUNDARIES

The Chamber and the CRA/LA will only consider direct financial assistance to artists, and arts/cultural organizations that are either currently located in, or will permanently return to, a site within the boundaries of the Pacific Corridor Redevelopment Project Area. The project area boundaries can be viewed on CRA/LA's website at the following link: <http://www.crala.org/> [CRA/LA Project Areas >Pacific Corridor].

Artists, and Arts/Cultural Organizations that are located outside of the boundaries of the Pacific Corridor Redevelopment Project Area are eligible to submit proposals to implement the Plan but must involve a sponsoring artist or arts organization from within the ACE District. Please note that funding will be granted only to projects/performances/events that take place within the ACE District boundaries.

The Pacific Corridor Redevelopment Project is located in the community of San Pedro, approximately 25 miles south of downtown Los Angeles at the terminus of the Harbor 110 Freeway. The Project Area is generally bounded by North Capitol Drive on the north; the west side of Gaffey Street on the west; 24th Street on the south; and the west side of Harbor Boulevard on the east.

Located within the PCRDP, the ACE District is bounded by Pacific Avenue to the west, from 4th to 10th Streets; 4th Street on the north, from Pacific Avenue to the Los Angeles Main Channel; 8th Street to the south, from the Main Channel to Pacific Avenue; and the Main Channel to the east, from 4th to 8th Streets. (See Map Attachment "Exhibit C")

3. WHEN TO SUBMIT STATEMENTS OF QUALIFICATIONS.

Pre-submittal conference:

A meeting to explain the project objectives and RFQ submittal requirements is scheduled for:

March 11, 2011

6:00 pm

San Pedro Chamber of Commerce, 390 W. 7th Street, San Pedro, 90731

Attendance is strongly encouraged.





Registration: Prior to submitting your response, please register yourself and/or firm/organization with Ms. Judith Blahnik, at jblahnik@sanpedrochamber.com, providing your name, firm/organization's name, address, telephone and fax numbers, and e-mail address. You may also register by sending a fax to (310) 832-0685, referencing RFQ 503075.

Due date and time for submittal of your "Statement of Qualifications":

Documents in response to this RFQ must be received at the Chamber of Commerce, 390 West 7th Street, San Pedro on or before **March 25, 2011 at 5: 00PM.** Postmarks are not acceptable.

4. WHO IS ELIGIBLE FOR CRA/LA ASSISTANCE?

The Chamber and the CRA/LA seek to provide financial and/or other assistance to a select number of productive, high-quality, financially responsible, and community-based artists, arts and cultural providers that can demonstrate both capacity to implement the Plan and need for financial assistance and an ongoing commitment to the San Pedro community.

Any individual or entity that produces or creates arts/cultural-related productions, events, exhibits or educational programs may respond to this RFQ for CRA/LA assistance. Artists, gallerists, non-profit arts organizations, for-profit entities, partnerships, limited partnerships, and limited-liability companies may respond. All applicants must have a track record of producing high-quality programming, a commitment to the San Pedro community, and demonstrated financial stability and management capacity to achieve their long-term objectives. CRA/LA specifically encourages individuals and arts organizations to form coalitions or community partnerships whenever possible to create efficiency and increase capacity. However, this will not be a threshold criterion for deciding which artists or arts/cultural organizations will be eligible to receive assistance.

Artists, and arts/cultural organizations that are located outside of the boundaries of the Pacific Corridor Redevelopment Project Area are eligible to submit proposals to implement the Plan but must involve a sponsoring artist or arts organization from within the district. Please note that funding will be granted only to projects/performances/events that take place within the ACE district.

5. WHAT ACTIVITIES ARE ELIGIBLE FOR CRA/LA FUNDING?

Eligible Activities by Qualified Applicants in Future Proposals – Once qualified, the CRA/LA may provide financial or other assistance to artists or organizations for activities including, but not limited to, the following:



1. Interior/Exterior improvements to a studio/gallery or arts/cultural facility.

Improvements may include, but are not limited to: immovable fixtures, interior alterations, ceilings, flooring, heating and cooling systems, façade improvements, seating, fabrication/installation of a marquee, structural and electrical upgrades, ADA compliance, and other traditional tenant improvements as well as rehabilitation of the facility to allow it to be used, or better used, as a studio/gallery or arts/cultural organization's performance or exhibit facility. CRA/LA will fund improvements provided that the recipient either owns its property, or will enter into a lease or otherwise demonstrate the likelihood that the recipient will remain at the property for not less than five-years.

Facilities such as churches, schools, commercial movie theaters, gymnasiums or other sports facilities, bookstores, buildings dedicated primarily to housing or administrative activities are not eligible.

2. Financial assistance for the production of events such as festivals, exhibitions, art walks, workshops, and educational programs with an arts/cultural theme. Art exhibitions, live music, plays, poetry readings are examples of eligible cultural activities. Marketing of events and exhibitions, and District-wide marketing of the ACE District comprehensively is also included here.

3. Financial assistance for the production of public art projects. Public art refers to works displayed in public spaces accessible to everyone. Examples of public art include murals, sculptures, mosaics, monuments, and lighting.

Ineligible Activities - PLEASE NOTE: The cost of day to day operations, such as rent, salaries, utilities, office supplies, hospitality expenses, and computer equipment included in potential proposals will not be funded, and should not appear in budgets submitted.

6. HOW DO ARTISTS OR CULTURAL ORGANIZATIONS APPLY FOR QUALIFICATION?

Respondents are required to submit a detailed "**Statement of Qualifications**" in the lettered and numbered format provided below. The Chamber and the evaluation committee desire succinct responses addressing the specific information requested. In order to ensure that each response is evaluated properly, it is important that artists and firms prepare their responses with care and adhere strictly to the format required.

PLEASE NOTE: All submissions are required be marked "Statement of Qualifications for ACE District Implementation Program for the Pacific Corridor Redevelopment Project RFQ No.503358 and submitted in the form of:



One (1) ORIGINAL (unbound and marked "Original")
and five (5) COPIES (total of six sets),
plus one complete copy of your response ON A CD (PDF format) to:
The San Pedro Chamber of Commerce
Attn: Ms. Judith Blahnik
390 W. Seventh Street,
San Pedro, CA 90073
RFQ No 503358

Due Date: March 25, 2011 by 5 PM

PREPARATION OF THE "STATEMENT OF QUALIFICATIONS"

You may apply in one of two categories:

A. Individual Artist/Gallery, or B. Arts/Cultural Organization

A. INDIVIDUAL ARTISTS/GALLERIES ARE REQUIRED TO SUBMIT THE FOLLOWING:

A.1 The artist's or gallerist's resume.

A.2 Tax & Business License Information. Artists to provide your individual and/or galleries/organizations Federal Identification Number and current City of Los Angeles Business Tax Registration Certificate (BTRC) or Vendor Registration Number (VRN), if available. It is not necessary that you have a City of Los Angeles BTRC or VRN at the time of submitting your response; however, if awarded a contract, you will be required to comply.

A.3 Annual Budget. Provide the last three (3) years federal tax returns.

A.4. a. Exhibition and/or Programming History -- List all performances, events, exhibitions, and workshops presented by the artist/gallery over the last three (3) years from the date of this RFQ. Include information on the number of performances or programs.

b. Current Programming Schedule – Schedule of confirmed performances, events, workshops, or exhibits for the current and upcoming calendar year. Provide as much detail as possible.

c. Supporting Documents – Programs, brochures, calendars, other promotional and marketing materials, media reviews, and press clippings

A.5 Statement of Need. Provide a detailed statement of the type of Agency assistance requested and how that assistance relates to the implementation of the ACE District Plan or your ability to remain in, or return to, San Pedro.

A.6 ACE District Benefits. Discuss how you qualify to implement the Plan. Include a discussion of your commitment to, and history in San Pedro. How will the ACE District benefit by the artist's/gallerist's presence in San Pedro? Please cite specific contributions to the community, e.g., outreach efforts, special events for community members, education programs, or site-specific programming, etc.

A.7 References. Provide at least three (3) letters of reference or testimonials including contact, title, address and telephone number of the agency/business/individual to which you have provided services, indicating why your organization is of value to the community. Include a list of other redevelopment agencies in the State of California for whom your firm has provided similar services. Also indicate the year in which you provided the services for the agency/business.

A.8 Previous Contracts with City of Los Angeles. Provide a list of contracts held with, and/or grants received from the City of Los Angeles within the last ten (10) years. If necessary, include this information in an appendix to your response.

A.9 Affirmative Statement on Review of Terms and Conditions (Exhibit A)

Any contract awarded will incorporate the Agency's Standard Terms and Conditions. In addition, if awarded a contract, you may be requested to provide services on projects which are federally funded. Please include a statement in your response similar to the following:

"I/We _____ (enter the appropriate name) have reviewed the Agency's Standard Terms and Conditions (Exhibit "A") as specified in this RFQ No., and accept the provisions as outlined therein."

Please provide a detailed explanation in your response for any and all exceptions and/or deviations to the Agency's Standard Terms and Conditions and/or the Federal Terms and Conditions.

B. ARTS/CULTURAL ORGANIZATIONS ARE REQUIRED TO SUBMIT THE FOLLOWING:

B.1 Provide a description of the arts/cultural organization, its mission and goals. Provide a summary of the organization's history and include a discussion of your organization's commitment to, and history in San Pedro.

B.2 Key Personnel. Provide a list of your Board of Directors and a summary of their qualifications. Identify all key personnel and include a current resume.

Subcontractors/Subconsultants. A list of subcontractors/subconsultants (if any) including the company name, address, contact person, and telephone number.

Tax & Business License Information. Organizations or galleries to provide the firm's Federal Identification Number and current City of Los Angeles Business Tax Registration Certificate (BTRC) or Vendor Registration Number (VRN), if available. It is not necessary that you have a City of Los Angeles BTRC or VRN at the time of submitting your response; however, if awarded a contract, you will be required to comply.

B.3 Proof of Organization Status. Copy of organization's federal IRS or state letter showing non-profit status, partnership, or other legal agreement showing ownership of organization.

B.4 Annual Budget. Copy of gallery/organization's annual financial statements (profit and loss) for last three (3) years, signed by the chief financial officer of the organization.

B.5 Finances and Long-Term Planning

- a. Organization's long-term plan for growth and remaining in San Pedro.
- b. Current capital funds available for long-term improvements.
- c. Past capital campaigns and fundraising activities and results.
- d. Planned capital campaigns and fundraising activities.
- e. Efforts or commitments undertaken regarding the purchase or lease of property.

B.6 Exhibition and/or Programming History. List of all performances, events, exhibitions, and workshops presented by the arts/cultural organization over the last three (3) years from the date of this RFQ. Include information on the number of performances or programs and provide evidence of attendance figures for each event.