



CITY OF CERRITOSSM

CIVIC CENTER • 18125 BLOOMFIELD AVENUE
P.O. BOX 3150 • CERRITOS, CALIFORNIA 90703-3150
PHONE: (562) 860-0311 • CERRITOS.US



CITY OF CERRITOS NOTICE OF REQUEST FOR PROPOSALS

**Project
Identification:**

CERRITOS CENTER FOR THE PERFORMING ARTS MARKETING ANALYSIS, ASSESSMENT AND SERVICES, RFP NO. 1537-24

**Project
Description:**

The City of Cerritos is seeking a qualified marketing consultant (referred to as the "Service Provider") for Cerritos Center for the Performing Arts marketing analysis, assessment and services.

**Project
Specifications:**

A copy of the General Descriptions and Conditions and Agreement can be obtained by calling Marketing Manager Annie Hylton at 562-916-1377, during regular business hours (Monday through Friday, 8:00 a.m. to 5:00 p.m., weekends and observed holidays excepted). Notifications, updates, and addenda will be posted on the City's bid page at: www.cerritos.us/BUSINESSES/bid_and_contract_opportunities/bid_listings.php. Proposed Service Providers (referred to as "Proposers") shall be responsible for monitoring the site to obtain information regarding the solicitation. Failure to respond to required updates may result in a determination of a nonresponsive proposal.

Questions regarding this Request for Proposals should be directed to: Marketing Manager Annie Hylton at 562-916-1377.

**Sealed
Proposals must
be received on
or before:**

11:00 a.m., Wednesday, April 24, 2024.

**Place of Sealed
Proposal
receipt:**

**The sealed proposal submission must be physically received in the:
Office of the City Clerk/Treasurer, 1st Floor,
18125 Bloomfield Avenue, Cerritos, CA 90703**

It is the responsibility of the bidder to ensure that the proposal is properly marked and received in the appropriate location by the deadline. Bids not received in the Office of the City Clerk/Treasurer at the above referenced location by the deadline provided will not be considered.

**Sealed
Proposals must
be marked:**

**"PROPOSAL – CERRITOS CENTER FOR THE PERFORMING ARTS
MARKETING ANALYSIS, ASSESSMENT AND SERVICES, RFP NO.
1537-24 - DO NOT OPEN"**

No proposal will be accepted unless it has the above referenced information clearly identified on the outside label.

**Final selection
criteria**

The City of Cerritos will award an agreement on the basis of qualifications, experience, timeline and cost. The City reserves the right to reject any and all proposals, or portions thereof, or to waive any informality or irregularity in a proposal to the extent allowed by law.

By order of the City of Cerritos.

Dated/Posted/Published: March 22, 2024