

South Bay Cities Council of Governments

February 14, 2022

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

SUBJECT: 2022 General Assembly Technical Support Costs

Adherence to Strategic Plan:

Goal D: Organizational Stability. Be a high performing organization with a clear path to long-term financial health, staffing continuity, and sustained board commitment.

BACKGROUND

Due to the impacts of the COVID-19 pandemic, the South Bay Cities Council of Governments (SBCCOG) conducted its 2021 General Assembly in a virtual format. An RFP process was created to hire a technology company to provide the platform and services for a 100% virtual General Assembly.

The goal for producing this year's General Assembly is an in-person event following the COVID-19 guidelines and requirements of the City of Carson and Los Angeles County. As uncertainty surrounding the event continues, SBCCOG staff have explored various options and technology requirements for hosting the event.

ANALYSIS

SBCCOG staff has identified the following three (3) potential scenarios that will impact the technical support needs to conduct the event:

- A. Event is hosted in a *full* in-person capacity (e.g., 2019) at the Carson Community Center, enlisting the services of an AV vendor to support exhibitors and the speaker panels. The event would not be live-streamed.
- B. Event is hosted in a *hybrid* in-person capacity at the Carson Community Center, enlisting the services of an AV vendor to support exhibitors and the speaker panels. Panelists would be able to participate via a Zoom or video conference link and/or the program elements would be broadcast live for remote attendees. This option includes video camcorders and operators.
- C. Event is hosted *virtually* (like in 2021) on a web-based platform, enlisting the services of a virtual event vendor to support exhibitors and the speaker panels connected to a virtual audience.

COST

The costs to acquire these support services are outlined in the table below (see attached for individual quotes):

<i>Scenario</i>	<i>Vendor</i>	<i>Cost</i>
A	DAVS (Carson Community Center's preferred AV vendor)	\$10,345.00
B	DAVS (Carson Community Center's preferred AV vendor)	\$11,570.00
C	Verdical Group (vendor that hosted 2021 virtual GA)	\$25,475.00

SBCCOG staff is seeking Steering Committee's direction and approval for all three (3) scenarios in order to be prepared for all possibilities that pandemic conditions may dictate.

RECOMMENDATION

Provide direction and approve related expenditures.

Prepared by Chandler Shields



Don's Audio Visual Services

Work Order

Signed Original Customer

Ph: 310-893-7165

21901 Grant Avenue
Torrance, CA 90503

Venue:	Carson Comm. Center	Work Order #	WO 22-003
Phone:	310.371.7222 ext 215	Date(s) of Function:	3/23-24/2022
Attention:	Chandler Shields	Room(s):	Hall ABC
Email:	chandler@southbaycities.org	Client Name:	South Bay Cities Council of Governments
Venue Address:	801 East Carson Street, Carson, CA 90745	Quote Ref #	
Set/Start Times	Set up 3-23 Wed. 11a - 4p / Show 3-24 Thurs. 630a	Strike Time:	1230p

Quantity	Description	Days	Unit Price	Cost
0		0	\$0.00	\$0.00
1	9k LCD Projector w/Long throw lens for Front Screen	1	\$800.00	\$800.00
1	12k DLP Projector in Hall B Booth	1	\$1,600.00	\$1,600.00
0		0	\$0.00	\$0.00
1	9x12' FF Front Screen with DuK (Complete)	1	\$250.00	\$250.00
1	Truss Tower for 8K LCD Projector (Complete)	1	\$250.00	\$250.00
10	10' Pipe & Drape (Black)	1	\$11.00	\$110.00
10	WL HH, Lav., & Headset Mic Kits (2 HH for Q&A)	1	\$85.00	\$850.00
1	WL HH Microphone (iFor Hall C announcements)	1	\$85.00	\$85.00
1	Antennae Distribution System (Complete)	1	\$60.00	\$60.00
1	Black Magic ATEM Mini Pro Video Switcher	1	\$400.00	\$400.00
2	HDMI or SDI Distribution Amp	1	\$50.00	\$100.00
2	MacBook Pro Laptop	1	\$150.00	\$300.00
1	Digital Audio Mixing Console	1	\$180.00	\$180.00
1	Perfect Cue Light System	1	\$60.00	\$60.00
1	Booth Drape Kit (Complete)	1	\$90.00	\$90.00
1	Video support cabling run to 2 DLP Projectors & 2 Confidence Monitors	1	\$200.00	\$200.00
8	Power Drops to Booths in Hall C	1	\$20.00	\$160.00
2	50" Confidence Monitors	1	\$175.00	\$350.00
2	50" Monitors on Stands for Booth in C	1	\$175.00	\$350.00
2	Poles with 2 Fixtures & Dimmers for Stage Wash	1	\$200.00	\$400.00
1	Lighting Control Board	1	\$100.00	\$100.00
1	Speaker Timer	1	\$75.00	\$75.00

Quantity	Description	Days	Unit Price	Cost
1	Video Camcorder w/Tripod for Stage Image Magnification / Stream option (Back-Center of Hall B)	1	\$200.00	\$200.00
	LABOR:			
	(3)Technicians to Set/Run Through (3/18 Wed.) @ \$75 ph x 8 hours (10a - 6p) each = \$1800, (3/19 Wed.) (2)Technicians to Operate event @ \$75 ph (630a - 1230p) x 6 hours each = \$900, 3 Techs to Strike 3 Hours @ \$75 = \$675: Total = \$3375		\$3,375.00	
	Included is attendance at Pre-Cons / Walk throughs prior to function day.		Subtotal	\$6,970.00
		New		\$6,970.00
		Total		
		Tax	0.00%	\$0.00
		Labor		\$3,375.00
		Total		\$10,345.00



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Attention:	Chandler Shields	Room(s):	Hall ABC
Email:	chandler@southbaycities.org	Client Name:	South Bay Cities Council of Governments
Venue Address:	801 East Carson Street, Carson, CA 90745	Quote Ref #	Updated Version on 1/31/22
Set/Start Times	Set up 3-23 Wed. 11a - 4p / Show 3-24 Thurs. 630a	Strike Time:	1230p

Quantity	Description	Days	Unit Price	Cost
1	9k LCD Projector w/Long throw lens for Front Screen	1	\$800.00	\$800.00
1	12k DLP Projector in Hall B Booth	1	\$1,600.00	\$1,600.00
1	9x12' FF Front Screen with DuK (Complete)	1	\$250.00	\$250.00
1	Truss Tower for 9K LCD Projector (Complete)	1	\$250.00	\$250.00
10	10' Pipe & Drape (Black)	1	\$11.00	\$110.00
10	WL HH, Lav., & Headset Mic Kits (2 HH for Q&A)	1	\$85.00	\$850.00
1	WL HH Microphone (iFor Hall C announcements)	1	\$85.00	\$85.00
1	Antennae Distribution System (Complete)	1	\$60.00	\$60.00
1	Black Magic ATEM Mini Pro Extreme Video Switcher (8 Input Video Switcher)	1	\$450.00	\$450.00
1	Black Magic ATEM Mini Pro Video Switcher	1	\$250.00	\$250.00
2	HDMI or SDI Distribution Amp	1	\$50.00	\$100.00
2	MacBook Pro Laptops	1	\$150.00	\$300.00
1	Digital Audio Mixing Console	1	\$180.00	\$180.00
1	Perfect Cue Light System	1	\$60.00	\$60.00
1	Booth Drape Kit (Complete)	1	\$90.00	\$90.00
1	Video support cabling run to 2 DLP Projectors & 2 Confidence Monitors	1	\$200.00	\$200.00
8	Power Drops to Booths in Hall C	1	\$20.00	\$160.00
2	50" Confidence Monitors	1	\$175.00	\$350.00
2	50" Monitors on Stands for Booth in C	1	\$175.00	\$350.00
2	Poles with 2 Fixtures & Dimmers for Stage Wash	1	\$150.00	\$300.00
1	Lighting Control Board	1	\$75.00	\$75.00
1	Speaker Timer	1	\$75.00	\$75.00

Quantity	Description	Days	Unit Price	Cost
1	Video Camcorder w/Tripod for Stage Image Magnification / Stream option (Back-Center of Hall B)	1	\$200.00	\$200.00
2	Video Camcorders w/Tripods for Close up Main Stage Right and Left	1	\$200.00	\$400.00
1	Program Out Stream to client provided digital location (ie. Web site, YouTube, FaceBook, etc.	1	\$200.00	\$200.00
1	Extra DAs and cabling for Remote Speaker Setup	1	\$200.00	\$200.00
	LABOR:			
	(3)Technicians to Set/Run Through (3/18 Wed.) @ \$75 ph x 8 hours (10a - 6p) each = \$1800, (3/19 Wed.) (3)Technicians to Operate event @ \$75 ph (630a - 1230p) x 6 hours each = \$1350, 3 Techs to Strike 3 Hours @ \$75 = \$675: Total = \$3825		\$3,825.00	
	Included is attendance at Pre-Cons / Walk throughs prior to function day.		Subtotal	\$7,745.00
		New		\$7,745.00
		Tax	0.00%	\$0.00
		Labor		\$3,825.00
			Total	\$11,570.00

SCOPE OF WORK, HOURS AND FEES

SBCCOG General Assembly -- March 24, 2022



Task Name	Project Executive	Senior Events Manager	Events Manager	Content Manager	Event Support	Total Hours	Total Cost
Hourly Rates: \$ 150.00 \$ 125.00 \$ 115.00 \$ 115.00 \$ 85.00							
BASE PROPOSED SCOPE OF SERVICES:							
Overall Virtual Platform Setup and Management							
Contract, Build and Manage Site, Content, Testing			20	25	20	22	87 \$ 9,545.00
Expo Hall Coordination (assuming 30-40 Exhibitors) Design map, tagging, set-up booths			8	4		20	32 \$ 3,160.00
Video Editing (inputting speaker recordings into platform)				18	5	2	25 \$ 2,815.00
Marketing Support (consulting for 5 hours)					5		5 \$ 575.00
Agenda + Speakers (assuming ~25 speakers) Imports, tagging, and training			10	2		8	20 \$ 2,160.00
Registration (outline, format, process, and build out)				3	3	1	7 \$ 775.00
Pre-Event							
Sponsor Organizations Imports, tagging, audits, identify and ensuring sponsor benefits are met			5			13	18 \$ 1,730.00
Speaker Management Help with pre-recorded sessions, setup instructions and submittal process			6	4		2	12 \$ 1,380.00
Team Training Run of Show, VG team, SBCCOG team, rehearsals			2			8	10 \$ 930.00
Event Days (behind the scenes)							
Facilitation (behind the scenes, tech troubleshooting, audience participation, monitoring chats/ questions during sessions, recordings, etc.) x 1 day			7	8	5	10	30 \$ 3,220.00
Post Event							
Event Analytics- number of attendees, attendee engagement/ length of stay, survey data			3	4		10	17 \$ 1,685.00
Internal Coordination (Feb -- March 24th, 2021)							
Weekly check-in meetings with team, unlimited phone calls and emails to discuss logistics			0	0	0	0	0 \$ 2,500.00
Subtotal							263 \$ 30,475.00
Local Government Discount							\$ (5,000.00)
Total							263 \$ 25,475.00