

# **1.) Cover Letter Exercise**

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## **Exercise Narrative:**

A Cover Letter is an important component to a submission. It compliments the Executive Summary by reinforcing your key messages to the Client. It also serves to fulfill mandatory requirements to acknowledge addendum issued during the proposal process.

Acknowledgement of addenda (i.e.: more than one addendum) issued assures the Client your proposal is compliant with the latest information and can be adequately analyzed. Lack of compliance to this request by your team can cause your submission to be deemed non-responsive and could lead up to disqualification. Your response to a Request for Proposal should always include a Cover Letter.

- ***Cover Letter Exercise***

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**Exercise Process:**

Based on the information given in this handout, create a Cover Letter for your proposal. Insert the Cover Letter in Section 2 of the Phase II proposal book in front of the Executive Summary and include the following:

- Limit to two (2) pages
- Acknowledge addendum received (ie: Our team acknowledges receipt of Addenda 1, 2, and 3.)
- Reinforce key messages
- Include company logo
- Sign the letter

# ● Cover Letter Components

The diagram shows a cover letter from PCL Construction Leaders to Mr. Ron Beal at the County of Los Angeles. Red callout boxes with arrows point to specific parts of the letter: 'Your Logo' points to the PCL logo; 'Owner Address' points to the recipient's address; 'Project Name' points to the project reference; 'Key Message' points to the main body text; 'Acknowledge Addenda' points to the acknowledgment of addenda; 'Signature' points to the signature of Paula Stamp; and 'Team Address' points to the PCL contact information at the bottom.

**Your Logo**

**Owner Address**

**Project Name**

**Key Message**

**Acknowledge Addenda**

**Signature**

**Team Address**

**PCL**  
CONSTRUCTION LEADERS  
November 6, 2008  
Mr. Ron Beal  
County of Los Angeles Department of Public Works  
Architectural Engineering Division  
900 S. Fremont Avenue, 8<sup>th</sup> Floor  
Alhambra, CA 91803-1331

Reference: Bob Hope Patriotic Hall General Renovation Project

Dear Mr. Beal:

We are pleased to submit the attached proposal to be your service provider for the Bob Hope Patriotic Hall Renovation Project. PCL's experience with the design/build delivery method and historic renovations coupled with Westlake Reed Leskosky's (WRL) extensive historic preservation experience will be fully utilized on your job.

PCL and WRL's recent success on the Balboa Theatre Renovation in San Diego speaks specifically to your project. This project includes many of the same elements of the Bob Hope Patriotic Hall scope of work and will be discussed in detail in our submittal. This building reopened to the public this year and has garnered numerous design and preservation awards. The PCL/WRL team's working relationship is proven and solid which means no learning curve for the County with a team that is experienced in preservation projects and in partnering together for a positive outcome for our clients.

PCL takes a proactive approach to the management of our projects. We understand the importance to the County of preserving a bit of Los Angeles history while providing functional, productive space for your employees.

The PCL/WRL team acknowledges receipt of Addenda 1, 2, and 3.

We are excited about the opportunity to work with the County on this significant project, and look forward to the opportunity to be part of the team that brings this historic building back to life.

Yours truly,  
Paula Stamp  
Paula Stamp, MBA, CPSM  
Business Development Manager

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