



Park City Municipal Corporation
Questions and Responses to RFP for Fourth of July Event Planner
Date: 4/12/2017 at 11:30 a.m.

RFP Pre-submission Meeting on Thursday 4/6/2017:

In attendance: Jenny Diersen, Jason Glidden & Tommy Youngblood- City Staff
Meisha Lawson – Prospective Applicant
Shred Fest Productions – Prospective Applicant

Staff explained their roles at the City in the Special Events Department, as well as the history of the Fourth of July Celebration. Over the years this community celebration of our Nation's independence has become one of the larger events for the City. With the organizers of this long standing event no longer existing, the City will now take on this event. Our goal is to maintain the unique community feel and fun of the event, while ensuring safety and security. We continue to work to make sure that the event is geared towards our community, while the events diverse offerings also attract a large number of visitors from outside of the area.

The Event Planner will work in direct coordination with the Special Events Department to coordinate the day of festivities including the Parade, Park Activities and Fireworks on the Mountain. This includes working with various vendors, organizations, and activity providers. The budget for the Event Planner includes the time it will take for the successful applicant to execute the coordination of vendors and activity providers, as well as boots on the ground the week of the event for set up, event execution and break down. There is a separate budget for event operations that the City will share with the successful applicant.

Questions included:

1. What is the difference the role of City Staff?

City staff's role is to work to permit the event. Though the City is the applicant and we have a large role in this event, we are in need of an Event Planner to coordinate the many organizations and activities that occur during the day. City staff will work closely with City Departments to establish mitigations and operations for the event, and will coordinate with the Event Planner to ensure that these plans are followed and executed to pull off a safe and successful event. Though the Event Planner may be involved in some of the discussions with departments within the City, the Event Planners' role is to organize and coordinate the activity and service providers.

2. Is the City looking for an individual or organization to bid on the project?

The City is open to proposals from individuals or organizations for the project. The successful applicant will have to work within the \$20,000 budget for any additional hired staff they would need for tasks such as volunteer coordination or parade management. The City has a separate budget for vendors and service providers required for the project.

3. Is the City interested in pursuing additional revenue streams or strategies for the event?

While the successful applicant will likely have some minor sponsor procurement tasks, the event is largely funded through the City and a Restaurant Tax Grant. The City is not looking to make money on this event, but we may be interested in pursuing ways to offset some of the costs that occur with this event.

4. Are there Corporate Sponsorship opportunities with this event?

The sponsorship strategies for this event include keeping the event local and representative of our community. Sponsorship opportunities may be possible, but we would want to keep them to local Summit County organizations.

5. Is it possible to ask for a reduction in the Liability requirements of the RFP?

It is possible to ask for a reduction in the Liability requirements. The City is not required to honor the request, and such request will count against the bidder.

6. Is this position and independent contract or does it require a w2?

The RFP and service requested is for a Special Service Provider, the position is not a hired independent contractor. The successful applicant will be required to enter into a Special Service Provider Agreement with the City, and at the end of the year will be sent a 1099 Form.

From: Joseph Urankar

Sent: Tuesday, April 11, 2017 2:19 PM

Subject: Inquiry about the 4th of July RFP

Responses posted in [blue](#).

- Given what the RFP calls an aggressive timeline, and an interest in executing 4th of July festivities successfully, is the PCMC willing to consider a reduction or alteration in the project scope that reflects the advanced start date of the project? The City is confident that though there is an aggressive timeline to execute the project, a successful applicant will be able to execute the project effectively as described. If any applicant has request to change scope or timeline, that should be part of their proposal.
- What willingness does PCMC have to negotiate contract and liability language listed in the RFP, particularly as they relate to a division of responsibility, and what is the timeline in which they are capable of negotiating? Any applicant who wishes to negotiate the requirements of contract and liability language should outline this in their proposal. As the RFP states, requests for changes to the liability requirements will count against the bidder.
- Have any sponsors currently been secured for the various events? The City is the applicant of the event. Funding for this project is largely provided by the City, as well as, Summit County Restaurant Tax Grant. Other sponsors have not been secured for this project.
- If sponsors have been secured, what requirements has PCMC placed on them? (monetary, services, materials, responsibilities, etc.) [See above](#).
- Have any volunteers currently been secured? [Volunteers have not been secured for the 2017 event](#).
- Does PCMC have a database of potential volunteers that the event planner may utilize in recruitment efforts? [We do have record of volunteers of the event from past years](#).
- Does PCMC have notes, budgets, maps, operating procedures, run-of-show, reviews, or any such documents from previous years that can be utilized by the event planner in preparing 2017's festivities? [We do. The Event Planner is tasked with working with coordinating the various organizations that help create the parade, city park activities and day long festivities under the direction and coordination of the City's Special Events Department. We will share these documents and plans with the successful applicant.](#)
- What is PCMC's operational budget for the project? [We are willing to share the full project budget with the successful candidate. The full project budget, not including the Event Planner budget of \\$20,000, is above \\$100,000.00.](#)
- Is the event planner expected to detail operational / execution costs in their proposal, in addition to coordination expenses? [As the RFP states, the proposals should detail items as outlined in the RFP, including the Event Planner's time, and any additional personal to execute the event planning. Operational costs such as trash services, vendors, staging etc.. does not need to be included, and the City has a separate budget/plans for those items.](#)
- How many hours will the PCMC's special events team be able to dedicate to this project, and how many members of the team can be expected to participate? [There are 3 staff members that will be part of the Fourth of July Event Planning Team. Additionally, there are other various members of the City staff that will play a large role in assisting with the planning and execution of the event. I would say each of the three members of the](#)

Special Events team will dedicate between 60 and 100 hours over the course of the next 12 weeks to planning and execution of this event. The other various members of City staff likely will dedicate between 10 to 30 hours of time towards the project.

- Should the event planner conclude that the aggressive timeline will require more hours than the anticipated number of hours detailed in the RFP, and reflect this in their proposal, will PCMC be able to issue additional payment appropriate to the full scope of work required? Though we believe we have accurately outlined the required time and schedule in order to pull off the project, as the RFP states, you should outline any additional costs for overtime hours, subcontractors or additional hours of work required for the project.

I look forward to reading your response. Thank you again for your interests.

From: Jody Anagnos

Sent: Monday, April 10, 2017 6:11 PM

Subject: 4th of July RFP

Responses are posted in [blue](#).

- Are the vendors just for the parade at the bottom of Main St or other events in the park and evening activities as well? All locations or just one location? [Vendors largely include City Park Activities which include events beginning at 7 a.m. to about 5 p.m. Generally we do not have vendors in the parade, but rather parade participants.](#)
- Is the main coordination the parade and then organizing and promoting all of the other elements as part of a whole weekend? [The Coordination is the entire day as the RFP outlines – this includes the Parade, Park Activities and Fireworks on the Mountain. The Promotions of the event or separately permitted events throughout the weekend will be done by City Staff – and likely the Event Planner will be coordinating logistics of load in etc... around those other events.](#)
- Do I need to include marketing costs such as artwork? Posters, etc? In Steamboat we'd create unique artwork, posters and then hang the posters throughout town with the schedule of activities. [The City will handle all communications/marketing in house.](#)
- Are there existing sponsors for this event that just require contacting or is it finding all new sponsors for this event? I would love an idea of the number of sponsors and would they be just for the parade or the whole weekend festivities? [Sponsors would be for the Fourth of July Celebration event, and not to promote a full weekend of activities. Any sponsors are to remain local to Summit County and largely are regarding the parade, possibly City Park Activities. City will oversee any sponsorship/ marketing opportunities, and will coordinate with the Event Planner regarding these opportunities.](#)
- Do you have a previous event permit that I can look at? [What information are you looking for? The event permit or the event application?](#)
- Should I include trash and toilets as part of the cost? I'm trying to figure out exactly what to include in the \$20K budget. I saw – [The 20K is specifically for your time or any additional hired positions that you might require such as Volunteer or Parade Coordinator](#)). The City has a separate budget for event operations that we will share with the selected Event Planner for the entire of the event.
- When you speak of insurance is that for me and my business or for the event? I am assuming the City has insurance that would cover this event, please confirm if that's something I need to research. [The required insurance is for you and your business to provide such contracted services as outlined in the RFP and in the attached Sample Agreement. It is a requirement. Yes, the City has insurance that would cover the event.](#)

These are the elements that I am looking to include: sponsorship fees, vendor fees, event coordination fees, toilets, trash, recycle (for all three locations so I would need to know what the requirements are and do you require an RFP for each service?), any marketing materials including posters, graphic design, printing, permits, insurance (for event coordinator or event or both), announcer fees, announcer stand, judge stand? [Can you](#)

please be a bit more specific regarding your question. Fees for the RFP are for the Event Planner, time and/or any additional hired staff to coordinate the event. City has separate budget for the event and operations.

Do you have judges? Awards? Plaques? Do you already have a community organization that helps line up the parade entries? I have so many questions! We do have a parade entrant selection committee and a parade jury that selects parade entrants for awards in various categories. There are awards given for parade entries, but they do not involve prizes or cash.

I'm not sure what is appropriate for you to share or not. Like I said, I have experience doing a 4th of July parade and the promoting the weekend activities but I would have a million questions about the way that Park City does it and what elements they'd like to implement or bring back. Any help you could provide would be greatly appreciated. As the RFP states, all questions must be submitted in writing – please refer to deadline in RFP, and I will respond and post no later than Friday at 5 p.m.

Thank you so much for your time and consideration. Thank you for your interests.