

Park City Municipal Corporation

REQUEST FOR PROPOSALS (RFP) FOR *Fourth of July Event Planner* *For the 2018 Park City Fourth of July Celebration*



The Park City Fourth of July Celebration is an elevated celebration of our nation's birthday and our unique community. The daylong event is an important cultural event for Park City. Throughout the day, a variety of local, family oriented activities are offered including a parade, entertainment, games, and fireworks. The event appeals to broader, regional audiences and engages the local community.

Contact:

Chris Phinney, Special Events Coordinator
chris.phinney@parkcity.org

NOTICE

REQUEST FOR PROPOSALS

Park City Municipal Corporation
Fourth of July Event Planner for the
2018 Park City Fourth of July Celebration

PROPOSALS DUE: By 4:00 p.m. MST, Tuesday, May 15, 2018.

PROJECT NAME: Fourth of July Event Planner for the 2018 Park City Fourth of July Celebration

RFP AVAILABLE: Monday, April 30, 2018, at 5:00 p.m. MST

PROJECT LOCATION: Various locations – Park City Main Street, City Park, and others as required by the nature of the event.

PROJECT DESCRIPTION:

Park City Municipal Corporation seeks proposals from event planners to assist in event coordination for the 2018 Park City Fourth of July Celebration. Experience in organizing large scale public events is desired. Total project maximum funds available is Twenty Thousand Dollars (\$20,000.00).

PROJECT DEADLINES:

Complete Proposals Due by 12:00 p.m. MST, Tuesday, May 15, 2018

Project completion Tuesday, July 31, 2018

Questions? All questions shall be submitted in writing via email to chris.phinney@parkcity.org by 12:00 p.m. MST, Wednesday, May 9, 2018. Responses will be returned and posted by 5:00 p.m. MST, Friday, May 11, 2018.

OWNER: Park City Municipal Corporation
P.O. Box 1480
Park City, UT 84060

CONTACT: Chris Phinney, Special Events Coordinator
Park City Municipal Corporation
chris.phinney@parkcity.org

Park City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

I. INTRODUCTION

Park City Municipal Corporation (“PCMC”) seeks proposals from event planners to assist with the planning, logistics, and operations of the Park City Fourth of July Celebration. PCMC seeks proposals from event planners who will manage various aspects of this event, including organization of the parade, volunteer management, securing vendors, entertainment, planning, logistics, and execution of this event in coordination with PCMC staff. Experience in coordinating and managing large scale public events is desired. Total project maximum funds available is Twenty Thousand Dollars (\$20,000.00).

II. PURPOSE OF PROJECT

The Park City Fourth of July Celebration is a daylong community celebration that is important to the culture of the City, and brings economic benefit to local businesses and many non-profit partners that depend on this event for fundraising opportunities. The event is historically one of the top three largest events on the Park City event calendar attracting an estimated 37,000 people throughout the day long event. It is the community spirit, history, uniqueness, and diversity of the event’s offerings that drive visitors to the event and keep locals coming year after year.

In recent years, changes to the event have led Park City Municipal to take on a larger role as the applicant of the event, as well as the planning and facilitation of the event. The Fourth of July Event Planner will take on a role to work alongside staff to coordinate event programming, budgeting, logistics, operations, and execution of the event, while mitigating the impacts to the surrounding areas. The Fourth of July Event Planner will also maintain positive relationships with the many community partners who participate to make this fun and funky event a success.

III. PROJECT SCOPE



Park City Fourth of July Celebration Information:

The Fourth of July Event Planner Project Scope is reflected on [Exhibit "A"](#) attached hereto and made a part hereof.

The Event Planner that is selected shall work with City staff on all matters of the project including budgetary considerations, project timelines, accessibility, obtaining required City, County, and State permits, and other items that pertain to the coordination of the project, including coordinating with local businesses and organizations.

The Event Planner will manage the event's volunteers, parade participants and logistics, and City Park vendors (including public facilities such as restrooms, trash and recycling, entertainment, children's activities, food and beverage, and rugby tournament activities) in coordination with City staff.

The Event Planner will also coordinate with other events and activities going on in conjunction with the City's sponsored events such as concerts, the Fourth of July 5K, volleyball tournament, and the fireworks display at Park City Mountain Resort Base.

IV. FUNDING

The total maximum funds allocated for this project is Twenty Thousand Dollars (\$20,000.00). Funding for this project comes from the Summit County Restaurant Tax Grant which was awarded to Park City Municipal Corporation. All submissions must include a proposed budget or fee schedule. The budgets or proposed fee schedule must include all costs, including performance of the services specified.

V. CONTENT OF PROPOSAL

Proposals will be evaluated on the Selection Criteria as well as the Project Goals and Event Planner Requirements listed below.

Project Goals:

Event Planner Requirements:

- The Event Planner will demonstrate strong organizational skills and be responsible for coordination of event planning, logistics, and execution. Experience managing and coordinating large-scale public events is desired.
- The Special Event will take place on Wednesday, July 4, 2018. Project will require working during late and early hours for event preparations and breakdown, in addition to planning and meeting requirements between June 1, 2018, and July 31, 2018. It is the responsibility of the Event Planner to coordinate and manage vendors, entertainment, labor, or equipment required for event execution as part of the stipend. The City has a separate budget for the cost of event operations, which is not included in the Event Planner scope. The Event Planner will coordinate all aspects of the scope of the project with Park City Municipal Corporation's Special Events Department.
- Physical demands are required for this project. While performing the duties of this job, the Event Planner is frequently required to sit, stand, walk, run, talk and hear. Additionally, they are required to use hands to handle or operate objects, controls, or tools. The Event Planner must occasionally be able to lift and or move more than forty (40) pounds.
- The physical demands and work environments described here are representative of those that must be met by the Event Planner to successfully perform the essential functions of the project. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Accommodations will be examined on a case-by-case basis.
- Work is performed both in a climate controlled office setting, as well as performed in vehicles and outdoor settings, in all weather and temperature conditions. The work performed will require small amounts of travel to and from meetings, trainings, or public engagements. The tasks may involve periodic stressful situations.
- The Event Planner must act professionally. They are responsible for answering emails and phone calls in a timely manner. The Event Planner will use their own personal cell phone, computer, and email for tasks as outlined in the scope.
- The Event Planner will coordinate directly with the Special Events staff for the project. The selected Event Planner should be prepared to demonstrate a willingness to work collaboratively with a large team comprised of both City staff and community partners. This should include the ability to establish and maintain effective working relationships with employees, other divisions, and the public with effective communications (both orally and written).
- The ability to work independently and handle multiple tasks simultaneously, as well as the ability to organize projects, manage vendors, and meet deadlines, and coordinate between various individuals is required.

The following listed criteria are used as guidelines during the review of proposals. The list is not in order of priority; some criteria will receive more weight than others.

Selection Criteria:

Proposals will be judged on practical terms such as:

- Clarity of proposal and thoroughness of response (completeness of package)
- Adherence to the maximum budget of Twenty Thousand Dollars (\$20,000.00)
- Experience needed to undertake the coordination and execution of the project within the aggressive timeline. This includes the ability to work with a team of individuals including various City staff, and community-related public relation opportunities that may arise during the project.
- Professional References – Applicants should list and provide contact information for at least three (3) references.
- If utilizing third parties for completing the project, list what portion of the project will be completed by third parties and the name, if known, of the third parties.
- **The nature and extent of requested changes to our standard contract (i.e. unwillingness to comply with insurance/indemnity provision) counts against the bidder.**
- Price may not be the sole deciding factor.

The finalist(s) will be evaluated in part for their potential ability to work with the project stakeholders and their capacity to evolve significant and well integrated solutions. **Any changes to the nature of or regarding the extent of requested changes to the standard contract should be asked prior to submitting a proposal.**

Park City Municipal Corporation reserves the right to reject any and all proposals for any reason. Proposals lacking required information will not be considered. All submittals shall be public records in accordance with government records regulations (“GRAMA”) unless otherwise designated by the applicant pursuant to UCA §63G-2-309, as amended. The award of contract is subject to approval by City Council.

Park City Municipal Corporation reserves the right to cancel or modify the terms of this RFP and/or the project at any time for any reason preceding contract award and reserves the right to accept or reject any or all proposals submitted pursuant to this request for proposals. Park City will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

VI. SELECTION PROCESS

The Selection Committee includes the following representatives:

Selection Committee Members: City Staff

- **Department Staff:** Staff members from the following departments will be represented on the Selection Committee: Special Events, Economic Development, Community Engagement, Building, Public Safety, and Transportation Planning.

Finalists may be invited to interview with members of Selection Committee. The Selection Committee will recommend one finalist for the project. Proposals will be evaluated on the factors listed in Section V, Content and Goals of Proposal. The Selection Committee's recommendations and award of contracts pursuant to this RFP are conditioned upon and subject to approval by the City Council.

Timeline

The schedule is contingent upon the City's project schedule and may be changed at any time.

The selection process will proceed on the following schedule:

A. An optional pre-submission meeting will be held at 12:00 p.m. on Tuesday, May 8, 2018, at City Hall, 445 Marsac Avenue, Park City. Those who are interested in attending or participating must RSVP to Chris Phinney, no later than Monday, May 7, 2018, at 5:00 p.m. MST. The pre-submission meeting is optional and not mandatory. The pre-submission meeting is subject to change based on the coordination of the Project Manager and City Staff that need to be present.

B. Proposals will be received by Park City **by 12:00 p.m. MST, Tuesday, May 15, 2018**, at the Special Events Office located at 445 Marsac Avenue, 3rd Floor, Park City, Utah 84060. An electronic copy **must also** be submitted to chris.phinney@parkcity.org as a single PDF by 12:00 p.m. on Tuesday, May 15, 2018. Electronic submission cannot exceed eight (8) megabytes to the email address. If files are larger than the maximum size allowed, they may be submitted through a private Dropbox™ account directly to chris.phinney@parkcity.org and cannot be submitted to any other parties. It is the sole responsibility of the applicant to ensure the success of the electronic submission is completed prior to the deadline as stated above. Proposals lacking required information will not be considered.

C. A selection committee comprised of City Staff, as described in Section V, will review all submitted RFPs. The selection committee will meet during the week of May 15, 2018.

D. The selection committee may find it necessary to conduct interviews. All interviews for selection process will be conducted no later than Friday, May 25, 2018.

E. Award of the contract is subject to approval by City Council. It is anticipated that City Council will vote on the contract award by Thursday, May 31, 2018.

F. The Event Planner that is awarded the contract will be required to work within an aggressive timeline. The Event Planner will complete the entirety of the project no later than Friday, July 31, 2018.

VII. SUBMISSION OF PROPOSALS

All Event Planners responding to the RFP must submit complete responses to the information requested in this section and must note any exceptions to any information contained in the RFP. Applicants shall present information in a clear and concise manner following the format listed below. Proposals lacking required information will not be considered.

A. Proposal

1. Cover Page: List the Event Planner name(s), project name, contact information including, but not limited to, email, phone number, and mailing address. Additional information may also include web address, social media links, or other contact information.

2. Proposal: Describe your proposal for the project. Explain the proposed budget, schedule, process, and method. Explain how your background relates to the scope of the project as outlined in this proposal. The description must state the length of time the proposal is valid.

3. Budget: Project costs will be considered during selection. The maximum amount allocated is Twenty Thousand Dollars (\$20,000.00). Include a proposed fee schedule for the project. Budget refers to all costs anticipated to be incurred by the Event Planner for the scope of the project including, but not limited to, performance of the services specified, labor, insurance, and materials costs.

B. Statement of Qualifications

1. Bio. Information and brief resume(s) on the Event Planner.

2. References. Three (3) professional references (particularly if you have completed any large scale event planning). Please provide names and contact information, including phone number and email.

Interested individuals and/or firms must submit their Proposal and Statement of Qualifications by 4:00 p.m. MST, Tuesday, May 15, 2018.

Please submit one (1) set of the Proposal and Statement of Qualifications. Provide your projected budget as an attachment to your Proposal and Statement of Qualifications. To be considered, one (1) proposal must be received at the Park City Special Events Office, 445 Marsac Avenue, 3rd Floor, P.O. Box 1480, Park City, UT 84060 by 4:00 p.m. MST, Tuesday, May 15, 2018.

AND

One (1) electronic copy must be submitted. In this instance, all electronic proposals should be saved as a single PDF and may not include any additional attachments. Electronic submission cannot exceed eight (8) megabytes to the email address. If files are larger than the maximum size allowed, they may be submitted through a private Dropbox™ account directly to jenny.diersen@parkcity.org and cannot be submitted to any other parties. It is the sole responsibility of the applicant to ensure the success of the electronic submission is completed prior

to the deadline as stated above. Electronic proposals with additional support documents or materials will not be accepted. The electronic submissions must be received via email to chris.phinney@parkcity.org by 4:00 p.m. MST, Tuesday, May 15, 2018.

Limit the response to fifteen (15) pages of written material including any visual material and budget. Please be concise. The page count does not include index, dividers, or separation sheets that contain no information. Please do not place proposals in binders or binding products - you may staple or paperclip. Submit all proposals in one envelope or package.

Proposals must be mailed or hand-delivered and submitted electronically to:

Park City Municipal Corporation
Attn: Chris Phinney, Special Events Coordinator
Request for Proposal- Event Planner 4th of July Event
(hand delivery) 445 Marsac Avenue, Special Events Office- 3rd Floor
(mailed) P.O. Box 1480, Park City, UT 84060

AND

chris.phinney@parkcity.org

The envelope/package must indicate the Event Planner making the submittal and be addressed as stated above. When submitting electronically, please include the project name as stated for this RFP in the subject line.

Faxed proposals will not be accepted.

All costs related to the preparation of the proposals and any related activities are the sole responsibility of the Event Planner. The City assumes no liability for any costs incurred by offerors throughout the entire selection process.

Requests for Additional Information

Any questions concerning the submittal or the project shall be sent in written form via email inquiry to the attention of Chris Phinney, at Park City Municipal Corporation, at chris.phinney@parkcity.org by 12:00 p.m. MST, Wednesday, May 9, 2018. Responses will be returned and posted by 5:00 p.m. MST, Friday, May 11, 2018,.

VIII. PREPARATION OF PROPOSALS

A. Failure to Read. Failure to Read the Request for Proposal and these instructions will be at the offeror's own risk.

B. Cost of Developing Proposals. All costs related to the preparation of the proposals and any related activities are the sole responsibility of the offerors. The City assumes no liability for any costs incurred by offerors throughout the entire selection process.

IX. PROPOSAL INFORMATION

A. Equal Opportunity. The City will make every effort to ensure that all offerors are treated fairly and equally throughout the entire advertisement, review, and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.

B. Proposal Ownership. All proposals, including attachments, supplementary materials, addenda, etc., shall become the property of the City and will not be returned to the offerors.

C. Rejection of Proposals. The City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

D. No proposal shall be accepted from, or contract awarded to, any person, firm, or corporation that is in arrears to the City, upon debt or contract or that is a defaulter, as surety or otherwise, upon any obligation to the City, or that may be deemed irresponsible or unreliable by the City. Offerors may be required to submit satisfactory evidence that they have the necessary financial resources to perform and complete the work outlined in this RFP.

E. Park City Municipal Corporation's policy is, subject to Federal, State, and local procurement laws, to make reasonable attempts to support Park City businesses by purchasing goods and services through local vendors and service providers.

F. If bidder utilizes third parties for completing RFP requirements, list what portion of RFP will be completed by third parties and the name, if known, of the third party.

X. INSURANCE REQUIREMENTS

The selected service provider will bear the risk of loss or damage. All insurance shall be reviewed and approved by the Park City Attorney's Office.

The coverage will provide protection for all operations by the Event Planner or any subcontractor or by anyone directly or indirectly employed by either of them.

Event Planners are advised to thoroughly read the sample Park City Municipal Corporation Service Provider/Professional Service Agreement attached hereto as [Exhibit "B"](#), as the selected Event Planner will be required to comply with its requirements.

XI. AGREEMENT

The selected Event Planner will be required to enter into the City's standard Service Provider/Professional Service Agreement in a form to be approved by the City Attorney's Office (attached hereto as [Exhibit "B"](#)). Event Planners are advised to thoroughly read the attached (sample Agreement, as the selected Event Planner will be required to comply with its requirements.

ANY INQUIRIES RELATED TO INDEMNIFICATION OR INSURANCE PROVISIONS CONTAINED IN PARK CITY MUNICIPAL CORPORATION'S STANDARD AGREEMENT MUST BE SUBMITTED TO PARK CITY MUNICIPAL CORPORATION NO LATER THAN THE PROPOSAL/SUBMITTAL DEADLINE. PARK CITY MAY, IN ITS SOLE DISCRETION, CONSIDER SUCH INQUIRIES. ANY CHANGES TO PARK'S CITY'S STANDARD INSURANCE AND INDEMNIFICATION PROVISIONS SHALL BE APPROVED IN PARK CITY'S SOLE DISCRETION.

Any Service Provider who contracts with Park City is required to have a valid Park City business license.

If Event Planner takes exception to any term or condition set forth in this proposal and/or the Sample Agreement and any of its exhibits and attachments, said exceptions must be clearly identified in the response to this RFP. Exceptions or deviations to any of the terms and conditions must be submitted in a separate document accompanying proposal identified as "Exceptions." Such exceptions shall be considered in the evaluation and the award processes. The City shall be the sole determiner of the acceptability of any exception.

Park City Municipal Corporation reserves the right to cancel or modify the terms of this RFP and/or the project at any time and for any reason preceding contract award and reserves the right to accept or reject any or all proposals submitted pursuant to this request for proposals. Park City will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City. All submittals shall be public records in accordance with government records regulations ("GRAMA") unless otherwise designated by the applicant pursuant to Utah Code Section 63G-2-308, as amended. Award of contract is subject to approval by City Council.

It is Park City policy, subject to federal, State and local procurement laws, to make reasonable attempts to support Park City businesses by purchasing goods and services through local vendors and service providers.

The nature and extent of requested changes to our standard contract (i.e. unwillingness to comply with insurance/indemnity provision) counts against the bidder. Any contract changes must be requested and approved by the City Attorney's Office before awarding the contract.