

# Request For Proposals Festival/Event/Concert Production Firm

Submissions are due no later than June 30, 2016 at 5:00 p.m.

Nathan Richie, Director
Golden History Museums
923 10<sup>th</sup> St.
Golden CO 80401

SUBMITTALS WILL BE OPENED PROMPTLY AT THE TIME AND PLACE SPECIFIED. SUBMITTALS RECEIVED AFTER THE FIRST SUBMISSION HAS BEEN OPENED WILL NOT BE OPENED AND WILL NOT BE CONSIDERED. THE RESPONSIBILITY FOR SUBMITTING A PROPOSAL TO GHM ON OR BEFORE THE STATED TIME AND DATE IS SOLELY AND STRICTLY THE RESPONSIBILITY OF THE RESPONDENT. GHM IS NOT RESPONSIBLE FOR DELAYS CAUSED BY ANY MAIL, PACKAGE OR COURIER SERVICE, INCLUDING THE U.S. MAIL, OR CAUSED BY ANY OTHER OCCURRENCE. LATE OR MISDELIVERED PROPOSALS SHALL NOT BE CONSIDERED.

## **REQUEST FOR PROPOSALS**

# Festival/Event/Concert Production Firm

# Table of Contents

Section
1.0 Introduction
2.0 RFP Overview
3.0 Scope of Work
4.0 Response Submittal / Requirements
5.0 RFP General Conditions
6.0 Instructions to Proposers
7.0 Evaluation and Selection Process
8.0 RFP Cover Sheet

#### Section 1.0 INTRODUCTION

#### 1.1 Introduction

Golden History Museums ("GHM") is a division of the Department of Parks and Recreation of the City of Golden Colorado. On behalf of the City, Golden History Museums manages a unique cultural system that provides a comprehensive and varied history experience across three locations. Golden History Center is home to GHM's permanent and changing exhibits, public program space, and staff offices. Astor House once served as one of Golden's first hotels and boarding houses. Built in 1867, Astor House offers visitors an immersive hands-on experience that tells the story of the building's residents. Clear Creek History Park is a three-acre landscape that's home to a half dozen historic structures from nearby Golden Gate Canyon. The park tells the story of the hearty individuals who eked out a living in this inhospitable area and illustrates the important role the canyons played in linking the gold mining districts to Golden and the world beyond.

As part of its fundraising tradition and as a beloved service to museum members, residents, and visitors GHM has been producing a bluegrass music festival for the past 19 years and is now seeking to outsource the production, promotion, logistics, sponsorship, solicitations and all functions required to produce future festivals ("Festival" hereafter).

#### 1.2 Mission

Mission of Golden History Museums

The mission of GHM is to engage and inspire visitors by preserving and sharing Golden's history.

#### 1.3 The Golden Demographic

Candidates when applying should consider that the Festival needs to a greater extent speak to the Golden and Denver Metro populations.

According to a demographic profile published at http://datausa.io/profile/geo/golden-co, Golden attracts a young, active, affluent audience with a median age of 30.8. The 2014 median household income is \$58,630, which is above the national average. The largest share of property values for owner-RFP Festival/Event/Concert Production Firm

occupied housing units in Golden, CO fall within the \$500k-\$750k range, while the median property value is \$353,600, far above the national, state, and county figures. United States Census Bureau data indicate that 53.5% of Golden residents have a bachelor's degree or higher.

Our own survey data from a recent Golden Music Festival indicate that 60% of attendees have at least a college or technical degree, with an additional 35% of attendees holding a post-graduate degree. The same survey indicates that 39% of festival-goers are from Golden, and 44% are from the Denver metro area. A little more than a third of GMF attendees are age 18-35, with about the same percentage aged 36-55.

#### Section 2.0 RFP OVERVIEW

#### 2.1 RFP Objective

The City of Golden, Colorado, (the "City") through GHM, is seeking a qualified festival/event/concert production firm to further develop, grow, manage, and produce the Festival.

The main objectives of this RFP are to:

- increase sponsorship contribution and aim to make the Festival financially self-sustainable,
- completely outsource all event-related logistics, tasks, marketing, promotion, and labor,
- increase overall attendance of residents and visitors alike, and
- increase recognition of and affinity for Golden History Museums.

GHM will consider proposals of collaborative efforts between multiple companies as long as there is one lead contact.

#### 2.2 Golden Music Festival

#### History

RFP Festival/Event/Concert Production Firm

Page **4** of **17** 

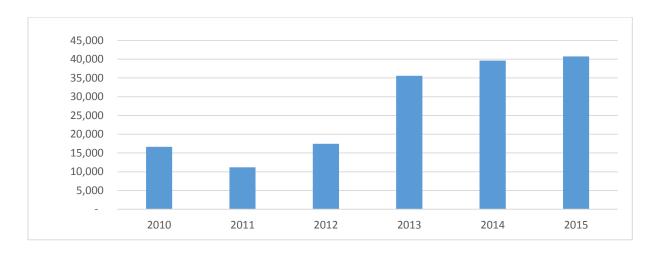
The Golden Music Festival started as a free single-day concert in June 1997 called Summer Solstice Celebration. It has grown in popularity and stature and is now a three-day bluegrass festival that raises much-needed funds for Golden History Museums. 2016 will be the 20<sup>th</sup> year of the event. As many as 1,700 concert-goers have attended over an entire weekend.

Since becoming a three-day event in 2013, three bands have performed on Friday and Saturday evenings beginning at 6 pm, with a final three bands performing on Sunday morning starting at 11 am. Each band's performance lasts about an hour. As many as 1,200 have been in attendance on Saturday alone. Tickets range from \$10 in advance for members to \$15 in advance for non-members to \$20 at the gate. A three-day pass has been \$30 for the last two years.

Performances are on a rustic, permanent, 15.5-square-foot stage with electrical outlets. Neither sound nor lighting equipment are owned by the City or GHM or installed at the stage. Performers routinely rave about the unique creek-side setting and the energy of the crowd. Many acts have played for two or more years, and requests to perform outnumber the actual number of selected bands by as many as five-fold.

As an outdoor event, robust attendance relies on good weather. As such, two-thirds of tickets are purchased at the gate. The remaining tickets are sold up to five weeks in advance. In 2015, ticket sales accounted for over half of the gross revenue, while about one-fourth of gross revenue was from beer sales. The remainder came from corporate sponsorships, vendor and booth fees, and ad sales in the printed festival program. In-kind contributions of printing, marketing and advertising support were valued at nearly \$30,000 in that same year, not including the significant value of 185 hours donated by a total of 53 volunteers (in exchange for Festival tickets).

#### Attendance and gross revenue history



2015—1,065, \$40,725 (full potential not reached due to weather)

2014-1,404, \$39,608

2013-1,712, \$35,570

2012-948, \$17,444

2011-580, \$11,199

2010-350, \$16,635

#### **Moving forward**

While the Festival has always been held in June and has become an expected and beloved part of a Golden summer for many attendees, it need not necessarily remain as it has been. Additionally, expansion of the event to additional weekends in the same month or other months in the form of a series may be possible. Also, while the duration of music has always been between three and five hours on each day, depending on the year, it may be possible to increase (or shorten) the length of the event on one or more days.

RFP Festival/Event/Concert Production Firm

Page **6** of **17** 

GHM has secured an arrangement for reduced pricing on beer from local brewery MillerCoors for a three-year period ending in 2017. The agreement is potentially renewable beyond that year and also has a cash sponsorship component. A new partnership with the *Golden Transcript* newspaper was implemented in 2016 to outsource ad sales and program printing and distribution. This is valued at over \$10,000 with a wide distribution of full-color printed programs to thousands of subscribers in both Golden and Wheat Ridge, as well as 5,000 copies for GHM to distribute to targeted locations, including the actual festival. This partnership will be evaluated at the conclusion of the 2016 Festival.

#### 2.3 Needs Assessment

- GHM seeks a strategic, creative and passionate firm for this partnership.
- GHM further desires a firm that has broad event experience, not just with concerts, but also with community events, to be able to create a wholesome, family-oriented experience surrounding the Festival. The best firm would be future-thinking in regard to leveraging the appeal of all GHM properties to potentially propose future events that would serve the GHM mission.
- The winning candidate will have a proven ability to grow an event, an understanding of long-term planning, and the ability to raise sponsorship funds and attract new and returning sponsors.
- Experience of working with a public agency or governmental entity is a plus.

#### 2.4 Timeframe

The Successful Proposer will take over the Festival in 2016 for the 2017 season.

#### Section 3.0 SCOPE OF WORK

The Successful Proposer will provide all services necessary to create a successful Festival. GHM expects the Successful Proposer to execute the Festival independently with no reliance on GHM for labor. However, GHM reserves the right to have input on the overall strategy and will assist in outreach to stakeholders as may be necessary. Additionally, GHM reserves the right to refuse to work with any partners, vendors, or sponsors that may reflect negatively on the organization or the Festival. Finally,

GHM expects a written progress report in the form of an executive summary by the close of each month.

- 1) Create an overall strategy for the Festival, including:
- o Ticket sales plan, including possible pricing changes, for both advance and gate sales
- o Strategic talent selection that speaks to the Golden demographic
- o A marketing and promotion outreach plan, taking into consideration new media as well as traditional methods, including website (GoldenMusicFestival.org), social media, television, radio, print, apps, etc.
- o Vendor services plan, including, but not limited to providing food, alcoholic beverages, non-alcoholic beverages, retail goods, and community services
- o Guest safety plan, including provisions for crowd control, park capacity, emergency services, severe weather, etc...
- o Event enhancements/additions such as gateway experiences, pre-post show events; educational and instrument-playing clinics as are found at similar festivals; and possible coordination with community groups
- 2) Develop a budget for the Festival.
- 3) Create a sponsorship package and solicitation program.
- 4) Coordinate all aspects of Festival, including, but not limited to:
- o Talent identification, booking, contracting and coordination as required
- o Full-service on-site presence (e.g. guest safety, logistics, volunteers, artist management)
- o Coordination and contracting of food vendors, beverage vendors, retailers, etc.

o Coordination of actual performance production (stage, sound, lights, artist riders, sponsor signage, etc.)

o Coordinate venue load-in and load-out, event set-up and breakdown

o Coordination of proper permitting with City of Golden and Jefferson County

o Engaging of staff/personnel/volunteers/security/police/fire as may be required for the event

o Creation of all promotional and advertising materials

#### Section 4.0 RESPONSE SUBMITTAL / REQUIREMENTS

GHM requests three copies of a Proposal (See Section 6.0 "Instructions to Proposers" for details). Please include the following information with your response.

#### 4.1 Letter of Interest

Attach a letter of interest that explains your firm's interest in working for GHM.

#### 4.2 Proposer's Profile

Provide the following information regarding your firm. If you intend to subcontract some of the proposed work to another firm, similar information should be provided for each subcontractor/subconsultant or participant in the RFP.

- Provide a brief history of your firm, including the year it was established.
- Provide the names and resumes of your firm's principals. Indicate the amount of involvement the principal(s) will have on this account.
- Provide the resume of the team leader that will have the primary responsibility of managing the day-to-day oversight of this account.

- Provide an organizational chart.
- 4.3 Proposer's Past Performance and Experience

Provide the following information regarding your firm:

- Past Performance:
- 1. Describe the firm's past performance and experience in the development and management of concert events for community in the local area and nationally.
- 2. Describe the firm's past experience in developing a sponsorship program and obtaining sponsors for events
- 3. Describe the firm's past experience in working with public agencies such as local governments, DDAs, CRAs, etc., if applicable
- Comparable Project:

Provide a detailed case study of at least one comparable project (similar in scope of services to those requested herein) which the Proposer has either ongoing or completed within the past three years. Make sure to include relevant details such as the challenges the Proposer faced and how those were overcome. Please also relate what impact the event had on the community. The description should identify for each project:

- 1. Client requirements
- 2. Challenge, goal and objectives
- 3. Strategy development
- 4. Value delivered against chosen metrics
- 5. Roster of artists and attendance numbers

- 6. Commentary on how sponsorship opportunities were identified and sold
- 7. Contact person and phone number for reference

#### 4.4 Approach

Please provide us with an outline strategy brief for the Festival starting as of August 2016. This brief should include Proposer's approach, strategy, planning process, and should address the greater goal of making the Festival self-sustainable. Proposers will be invited to present this outline to the Selection Committee.

#### 4.5 References

Current Clients: Please provide name, address, and phone number of up to three references that would be capable of explaining and confirming your firm's capacity to successfully complete the scope of work outlined herein.

#### Section 5.0 RFP GENERAL CONDITIONS

#### 5.1 Acceptance/Rejection

GHM reserves the right to accept or reject any or all Responses or to select the Proposer(s) that, in the opinion of GHM, will be in the best interest of and/or the most advantageous to GHM. GHM also reserves the right to reject the Response of any Proposer(s) who has previously failed to properly perform under the terms and conditions of a contract, to deliver on time contracts of a similar nature, and who is not in a position to perform the requirements defined in this RFP. GHM reserves the right to waive any irregularities and technicalities and may, at its discretion, withdraw and/or re-advertise the RFP.

#### 5.2 GHM Not Liable for Delays

It is further expressly agreed that in no event shall the City or GHM be liable for, or responsible to, the Proposer, any sub-contractor, or to any other firm or person for, or on account of, any stoppages or RFP Festival/Event/Concert Production Firm

delay in the work herein provided for by injunction or other legal or equitable proceedings or on account of any delay for any cause over which GHM has no control. This provision, and a no damage for delay clause, shall be included in any agreement resulting from this RFP.

#### 5.3 Contract Award and GHM's Rights

The Successful Proposer(s) evaluated and ranked in accordance with the requirements of this RFP, applicable City regulations and State Statute shall be awarded an opportunity to negotiate a contract ("Contract") with the City. The Contract form will be furnished by GHM and may be executed for groups of projects or on a project by project basis. The Contract will include several provisions, including but not limited to, indemnification, insurance requirements, audit rights, open records compliance, and no discrimination. GHM reserves the right to make specific task assignments for individual project(s) by subsequent Work Order(s) issued pursuant to the awarded Contract(s).

#### 5.4 Cost Incurred By Proposers

All expenses involved with the preparation and submission of Responses to GHM, or any work performed in connection therewith shall be borne by the Proposer(s).

#### 5.5 Legal Requirements

This RFP is subject to all applicable federal, state, county and local laws, ordinances, rules and regulations that in any manner affect any and all of the services covered herein. Lack of knowledge by the Proposer shall in no way be cause for relief from responsibility.

#### 5.6 Non-Appropriation of Funds

In the event no funds or insufficient funds are appropriated and budgeted or funding is otherwise unavailable in any fiscal period for payments due under the Contract, then the City, upon written notice to the Successful Proposer or his/her assignee of such occurrence, shall have the unqualified right to terminate the Contract without any penalty or expense to the City. No guarantee, warranty, or representation is made that any particular or any project(s) will be awarded to any firm(s).

5.7 Minimum Qualification RequirementsRFP Festival/Event/Concert Production Firm

Each firm interested in responding to this RFP must provide the information on the firm's qualifications and experience, qualifications of the project team, Project Manager's experience, and previous similar projects. Submittals that do not respond completely to all requirements as stated in Section 4.0 of this document may be considered non-responsive and eliminated from the process.

5.8 Intellectual Property

The Successful Proposer will be required to certify that all materials, including but not limited to reports, raw data, and graphics it develops under this procurement become the property, in perpetuity, of the City.

#### Section 6.0 INSTRUCTIONS TO PROPOSERS

#### 6.1 Communications

GHM staff will communicate with potential Proposers regarding this RFP only with regard to matters of process and procedure already contained in this RFP document. Except for scheduled presentations, contact with GHM regarding this RFP or any aspect of a proposal by Proposers or any representative of Proposers shall be limited to written communications until such time that the consultants have been selected by the Selection Committee. All questions or requests for additional information must be asked and answered in writing. You may e-mail your questions to info@GoldenHistory.org. To ensure that your request or question has been received, contact Doug Skiba at 303-277-8718 only to verify that GHM is in receipt of your request. The request must contain the RFP title, Proposer's name, contact person name, address, and phone number. GHM will respond within five (5) business days. Responses to such questions or requests shall be furnished to all Proposers in the form of an addendum to this RFP.

Questions should be directed to:

Doug Skiba

Development and Communications Coordinator Golden History Museums 923 10th Street, Golden, CO 80401

#### 6.2 Submittal Format

All submittals must be on 8 1/2" X 11" paper, neatly typed, with normal margins, and spacing. Handwritten responses will not be accepted. Three (3) copies of the complete submittal must be received by the deadline specified in this RFP Timetable. All copies must be submitted in a sealed envelope or container stating on the outside the Respondent's name, address, telephone number:

Nathan Richie

Director

**Golden History Museums** 

923 10th Street, Golden, CO 80401

#### 6.3 Delivery and Deadline

Hand carried submittals may be delivered to the above address ONLY between the hours of 10:00 a.m. and 4:00 p.m., Wednesday through Friday. Note that submittals are due at above address detailed in Section 6.3 on the date and at the time indicated in the timetable below. Proposers are responsible for informing any commercial delivery service, if used, of all delivery requirements and for ensuring that the required address information appears on the outer wrapper or envelope used by such service. All submittals must be delivered to GHM by 5:00 p.m. on the deadline date. Late and misdelivered submittals shall not be considered.

6.4 RFP Timetable

Schedule is subject to change.

May 15, 2016 – RFP open to public

June 10-12, 2016—Golden Music Festival

June 15, 2016 – Deadline for receipt of questions

June 30, 2016 - RFP submittal deadline

July 2016 – Evaluation of proposals

July 18 – 22, 2016 – Oral presentations (if required)

July 29, 2016 - Firm selection

RFP Festival/Event/Concert Production Firm

Page **14** of **17** 

Section 7.0 EVALUATION / SELECTION PROCESS

7.1 Introduction

Following the opening of the proposal packages, the proposals will be evaluated by an

Evaluation/Selection Committee, consisting of 3 or more members, appointed by the Director of GHM.

The committee will be comprised of appropriate GHM Board members, staff and/or members of the

community. Please note that proposals will be inspected by GHM staff for responsiveness prior to

evaluation. A proposal may be deemed non-responsive if it is not submitted in the required format or is

not complete. Only those proposals deemed responsive will receive further consideration.

GHM reserves the right to accept or reject, any or all submittals. It also reserves the right to investigate

the financial capability, reputation, integrity, skill, and quality of performance under similar operations

of each respondent.

7.2 Proposal Evaluation

The Evaluation/Selection Committee will first evaluate and rank responsive proposals on the criteria

listed below. The maximum score per proposal is 100 points. Each Evaluation Committee member shall

award up to 100 points per proposal. The final score will be an average (mean) of the scores awarded by

all Evaluation Committee members. A Proposer may receive the maximum points or a portion of this

score depending on the merit of its proposal as judged by the Evaluation/Selection Committee.

The factors outlined below shall be applied to all eligible proposals. Additional evidence of unique skills

or relevant experience will also be considered. All references will be subject to appropriate evaluation.

**CRITERIA POINTS** 

Quality and Completeness of Submittal 10

Company Experience 20

Past Performance 20

Comparable Project Case Study 25

RFP Festival/Event/Concert Production Firm

Page **15** of **17** 

#### Strategy Brief 25

#### **TOTAL POINTS 100**

Upon completion of the evaluation, rating and ranking, the Committee may choose to conduct oral presentation(s) with the Proposer(s) which the Evaluation/Selection Committee deems to warrant further consideration based on the best rated proposal providing the highest quality of service to GHM; scores in clusters; significant breaks in scoring; and/or maintaining competition. Upon completion of the oral presentation(s), the Committee will re-evaluate and re-rank the proposals remaining in consideration based upon the written documents submitted and any clarifications offered in the oral presentation.

## Section 8.0 RFP COVER SHEET

### 8.1 COVER SHEET

Please make this the first sheet of your application.	
Firm Name:	
Contact Person:	_
Address:	
Telephone:	
E-Mail:	
Website:	
I certify that any and all information contained in this RFP is true; and I further ce made without prior understanding, agreement, or connections with any corporat	•
submitting a RFP for the same materials, supplies, equipment, or services and is i	
without collusion or fraud. I agree to abide by all terms and conditions of the RFP	, and certify that I am
authorized to sign for the Proposer firm. Please print the following and sign your	name:
Signature	
Print Name/Title	
Date	