

Park City Municipal Corporation

REQUEST FOR PROPOSALS (RFP) FOR *Fourth of July Event Planner* *For the 2019, 2020 and 2021 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
2019, 2020 and 2021 Park City Fourth of July Celebration

PROPOSALS DUE: By 10:00 a.m. MST, Monday 29, 2019

PROJECT NAME: Fourth of July Event Planner for the 2019, 2020 and 2021 Park City Fourth of July Celebration

RFP AVAILABLE: Wednesday, April 24, 2019, 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 with the planning, logistics, and operations of the Park City Fourth of July Celebration, for 2019, 2020, and 2021. Experience in organizing large scale public events is desired. This is a one (1) year agreement, which may be renewed for an additional two (2) years for 2020 and 2021,

PROJECT DEADLINES:

Complete Proposals Due: By 10:00 a.m. MST, Monday, April 29, 2019

Project completion: Wednesday, July 31, 2019

Questions: All questions shall be submitted in writing via email to chris.phinney@parkcity.org by 10:00 a.m. MST, Friday, April 26, 2019. Responses will be returned and posted by 5:00 p.m. MST, Friday, April 26, 2019.

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. Proposals lacking required information will not be considered.

In the absence of the project manager, proposals should be dropped off to the City Recorder, located at 445 Marsac Avenue, Third Floor – Executive Department, Park City, UT 84060.

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, for the years 2019, 2020 and 2021. 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. The total project maximum funds available are Twenty Thousand Dollars (\$20,000.00) annually.

II. 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.

III. FUNDING

The total project maximum funds available are Twenty Thousand Dollars (\$20,000.00) annually. 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.

IV. 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 required.
- Experience in obtaining Utah Department of Alcoholic Beverage Control permits, interactions, enforcement and compliance is required.
- The Special Event will take place on July 4th. The project will require working late and early hours for event preparations and breakdown, in addition to planning and meeting requirements between May 1 and July 31. It is the responsibility of the Event Planner to coordinate and manage vendors, entertainment, labor, and 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, 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 annual 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 provisions) 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 submitted in writing 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 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

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.

V. 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 the Selection Committee. The Selection Committee will recommend one finalist for the project. Proposals will be evaluated on the factors listed in Section IV, Content 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 Friday, April 26, 2019, at City Hall, 445 Marsac Avenue, Park City. Those who are interested in attending or participating must RSVP to Chris Phinney, no later than Thursday, April 24, 2019, 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 10:00 a.m. MST, Monday, April 29, 2019**, at the Special Events Office located at 445 Marsac Avenue, 3rd Floor, Park City, UT 84060. An electronic copy **must also** be submitted to chris.phinney@parkcity.org as a single PDF by 10:00 a.m. MST, Monday, April 29, 2019. 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 April 29, 2019.
- D. The Selection Committee may find it necessary to conduct interviews. All interviews for selection process will be conducted no later than April 29, 2019.
- 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 2, 2019.
- 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 Wednesday, July 31, annually.

VI. PARK CITY MUNICIPAL STANDARD SERVICE PROVIDER 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.

VII. 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.

VIII. 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) annually. 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 10:00 a.m. MST, Monday, April 29, 2019.

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, Friday, April 26, 2019.

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 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. 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 10:00 a.m. MST, Monday, April 29, 2019.

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 10:00 a.m. MST, Friday, April 26, 2019 Responses will be returned and posted by 5:00 p.m. MST, , Friday, April 26, 2019.

IX. 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.

X. 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.

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EXHIBIT “A”

SCOPE OF SERVICES

The Fourth of July Event Planner Scope of Service includes providing the following tasks:

Vendor Coordination – Under the supervision of the Special Events Department, the Event Planner is responsible for coordinating vendors for City Park activities, including, but not limited to:

- Soliciting Event Sponsors;
- Vendor Coordination Meetings;
- Mandatory Vendor Final Pre-Event Meeting;
- Coordination of all Activity Providers – Rugby, 5K Run, Parade, Volleyball, Breakfast, BBQ, Kids & Family Games, Fireworks etc.
- Securing Entertainment for Park and Parade;
- First Aid/Lost and Found, Park Access/Security;
- Public Services such as temporary trash, recycling, and restrooms, in coordination with environmental sustainability standards, as well as other utility, power and stage/temporary material or structure set up;
- Residential and Parking Mitigation in coordination with Transportation Planning; and
- Park Activity Volunteer Coordination.

Parade & Participant Coordination – Under the supervision of the Special Events Department, the Event Planner is responsible for coordinating the 4th of July Parade, including, but not limited to:

- Mandatory Parade Participant Pre-Event Meeting;
- Managing parade application entries;
- Securing parade entertainment (including musical entertainment & flyover);
- Participating in the parade selection/coordination committee;
- Organizing parade entrant line up (order of parade applicants);
- Coordination of Parade volunteers;
- Coordinating with other activities or events that may be political in nature (first amendment activities);
- Coordinating with other activities or events that may be permitted within City or County jurisdictions to ensure the best possible outcome for transportation planning;
- Managing parade course including coordination of emcee/public relations, street closures, drop off, pick up, and parking, in coordination with transportation planning and community engagement; and
- Participating in parade safety and security planning.

Fireworks & Evening Event Coordination – Under the supervision of the Special Events Department, the Event Planner is responsible for coordinating the 4th of July fireworks and evening events, including but not limited to:

- Coordinating with other activities or events that may be permitted within City or County jurisdictions to ensure the best possible outcome for transportation planning;
- Coordinating the event with transportation planning – both for traffic ingress and egress, bus, bike, and walk promotions, transit and taxi/rideshare coordination; and
- Afternoon/ evening activities and firework coordination at Park City Mountain Resort Base.

Volunteer Coordination - Under the supervision of the Special Events Department, the Event Planner is responsible for coordinating the 4th of July volunteers, including, but not limited to:

- PR and outreach for volunteers;
- Mandatory Volunteer Pre-Event/Appreciation Meeting;
- City Park Vendor Activities;
- Parade Course and Participants;
- Post Event Clean Up; and
- PR and outreach.

An anticipated schedule of work requirements for the Event Planner is outlined below.

Weekly Schedule	Hours of Work Expected	Days of the week Work Expected	Expected Work Requirements
Week of May 5	10	Regular Work Week and Business Hours	Review of parade, volunteer and vendor applications
Week of May 12	10	Regular Work Week and Business Hours	Coordination Meetings, Release Parade Float & Volunteer Application
Week of May 19	10	Regular Work Week and Business Hours	Final Fee Reduction Announced, Coordination Meetings, Draft site plans, Draft 4th of July Transportation & Communications Plans Due
Week of May 26	10	Regular Work Week and Business Hours	Finalize all City Park Vendors
Week of June 2	10	Regular Work Week and Business Hours	Final DRAFT Site Plans, Parade Applications Due, Final DRAFT Transportation and Communication Plans Due
Week of June 8	20	Regular Work Week and Business Hours	Late Parade Applications Due, Finalize Volunteer Positions, FINAL Transportation and Communications Plans Due
Week of June 16	20	Regular Work Week as well as possible work on weekend and outside of normal business hours	Finalize parade line up, vendor and volunteer logistics, coordination meetings, ongoing city park and volunteer and event coordination, Transportation & Communications DRAFT Docx
Week of June 23	25	Regular Work Week as well as possible work on weekend and outside of normal business hours	Finalize all parade, and city park operations and logistics. This includes separate volunteer, parade and vendor information meetings. Full execution of Communications and Transportation
Week of June 30	40	Regular Work Week as well as possible work on weekend and outside of normal business hours	Event execution Sunday through Wednesday, Fourth of July requires up to 15 hours of work; this week includes event set up, execution and clean up. A Majority of the work is done outside of meetings and requires physical labor.
Week of July 7	20	Regular Work Week and Business Hours	Summary and debrief meetings
Week of July 14	10	Regular Work Week and Business Hours	Summary and debrief meetings
Week of July 21	5	Regular Work Week and Business Hours	Final debrief meetings
Week of July 28	5	Regular Work Week and Business Hours	Final wrap of event
Total Hours for the Project	195		

Additionally:

- Applicants must meet all Park City Municipal insurance requirements.
- Application must meet all Federal and State employer requirements.
- Applicants must include all expected equipment costs to perform the work in bid.
- Applicants must include what type of training hired employees receive, as well as a summary of training given to applicant's employees.
- Applicants must include all costs for personnel hourly rates.
- Applicants must include overtime rates and miscellaneous costs in bid.
- Applicants must include all costs and explanations of costs of any management or administrative fees.
- Applicant must include a statement of experience providing these services including the size of other events.

- A 2-hour mandatory pre-event meeting and training is required for volunteers, parade participants, and vendors and is required as part of the scope with PCMC staff, as included in scope above.

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EXHIBIT "B"
PARK CITY MUNICIPAL CORPORATION
SERVICE PROVIDER/PROFESSIONAL SERVICES AGREEMENT

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