



REQUEST FOR PROPOSALS

FOR EVENT PRODUCTION AND MANAGEMENT OF THE SAND CITY WEST END CELEBRATION



Proposals due by 12 PM Noon on November 14, 2024

**Contact: Shannon Norton, Administrative Services
City of Sand City
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SUMMARY:

The City of Sand City, California, is seeking proposals from qualified individuals and/or organizations with experience in producing special events and concerts to oversee the planning, coordination, and execution of the City's beloved annual West End Celebration ("WEC" or "event").

The WEC is an art and music festival traditionally held over two days on the third weekend of August on the streets of Sand City. The selected individual or firm will be responsible for all aspects of the event to ensure a successful and memorable festival. The successful proposal will result in a one-year contract to produce the 2025 Sand City West End Celebration in August of 2025, renewable annually at the discretion of the City Council.

Specific services to be included in this project, as detailed below, include the promotion and marketing, production from start to finish, talent acquisition, staffing, and food and beverage management of the event. The successful proposal will present a strong and detailed plan representing the variety of services necessary to produce the event both short-term and ideally include a longer-term vision for the event. The coordinator will work closely with the City's West End committee and other City Staff to ensure the final event aligns with the City's vision. The resulting plan should support all goals and needs of the City, and include the following areas:

- The acquisition of a diverse array of excellent music and artistic talent
- The management of all contracts and coordination of all vendor agreements
- The incorporation of local musicians, artists and artisans
- The marketing and advertisement of the event
- Staffing and logistics management
- Safety and security of the event
- A plan for parking and transport to and from the event
- A plan for waste management
- Food and beverage services management
- The coordination of the event including any plan for volunteer assistance
- Plans to seek sponsorships from the community.
- A proposed budget

SAND CITY:

Sand City is a coastal city in Monterey County, California located on the Monterey Peninsula, approximately 120 miles south of San Francisco. It is a former industrial area in transition and is recognized as a community of artists and artisans. The City hosts several arts and community events throughout the year including an annual mural festival, a monthly music and food festival in the art park, and the much loved West End Celebration. The City has received an abundance of local, regional and even national press coverage of its artistic events.

THE WEST END CELEBRATION:

For the last 22 years, Sand City has proudly hosted the music and art event named the West End Celebration after the area of the City known as the ‘West End.’ For two days in August, usually the third weekend in August, the community opens its doors with music, dance, street performances, local restaurateurs and food producers against the backdrop of the beautiful murals that adorn the City’s buildings. The family-friendly event is free to the public.

The West End Celebration showcases over a hundred local artists, artisans, and makers and features open studio tours, pop-up art exhibits, continuous live entertainment, food, craft beer, wine tasting, and many other activities. Six blocks within Sand City are closed off to traffic and the streets are transformed into pedestrian galleries and sidewalk theaters for the visual and performing artists. Live music is performed on multiple stages showcasing local and regional acts. In 2024, the City budgeted \$95,000 for the event, not including revenue offset from donations, sponsorships and other sources such as vendor fees. Between 10,000-15,000 people from Monterey County and beyond attend the event, which was recently named the Best Local Festival on the Monterey Peninsula by readers of the local newspaper.



COORDINATOR QUALIFICATIONS

The proposal should convey an understanding of the unique qualities of Sand City and past West End Celebrations. It should describe who you are and your vision for the festival. The goal is to showcase local artistic talent as well as to engage our residents, business community, and visitors and give them a reason to choose the WEC as the way to spend their weekend in August.

The City desires a contractor with extensive experience in concert and overall event management who will create an entertaining, intimate, and memorable community experience with a variety of highly talented musicians and artists, while retaining the local flavor of the event. The chosen contractor will have the proven track record of managing larger music

and/or arts events, and understand long-term planning, fiscal management, and marketing practices to ensure a successful event. Demonstrated experience working with a public agency or governmental entity and local knowledge is a plus. The contractor will provide all services from beginning to end and be responsible for staying within the budget approved by the City Council.

The City expects the operator to work independently; however, the City's West End committee and City staff will participate in the planning and coordination process. It is the intent of this RFP to identify a contractor that will independently organize and manage the overall festival. The City reserves the right to have input on the overall strategy and may assist in targeted outreach, as necessary, to build a successful event. Successful operations will have clear and consistent communication with the City through a City-designated employee for all event operations ("the City Coordinator"). The City Coordinator will act as the main point of contact for the event and work closely with the WEC Committee made up of City staff and two councilmembers.

ANTICIPATED SCOPE OF SERVICES:

The selected contractor will work independently to ensure operational accountability of the event. The contractor will be responsible for the administration, financial management, marketing, sponsorships, contracting for venue event operations, production, support services, and coordination with City services. The selected contractor will be expected to provide all services necessary to create a successful event from start to finish, including more generally:

- Deliver a high-quality art and music festival that attracts diverse audiences.
- Showcase musicians and artists in a unique urban environment.
- Enhance the artistic culture within Sand City.
- Ensure a safe and enjoyable experience for all attendees.

The selected contractor's services will include the following:

- Acquiring a diverse array of excellent music and artistic talent
- Develop a detailed event plan and timeline.
- Coordinate and work collaboratively with the Sand City West End Committee, City Staff, City Police Department and the local community as appropriate for festival planning and execution
- Locating, organizing and coordinating volunteers, as needed
- Managing all contracts and coordination of all vendor agreements
- Marketing and promoting the event
- Managing the event during its execution including overseeing all staffing and logistics management
- Providing for a safe and secure event, including coordinating closely with the City's Chief of Police
- Maximizing parking possibilities and coordinating transport to and from the event

- Providing for all waste management, coordinating closely with the City’s public works Manager
- Food & beverage services management- managing and operating all aspects of food and beverage operations for event. The contractor will contract with all food and beverage vendors, including alcohol, and comply with all applicable state and federal laws as well as City policies
- Coordinating with all necessary public agencies including the City’s Fire Department and the County health department
- Seek sponsorships from the community.
- Prepare a draft budget and schedule for festival, to be approved by the City Manager

Talent Booking and Management

The selected contractor will acquire a diverse array of excellent music and artistic talent, such as street performers. This includes:

- Identifying and securing artistic and musical acts.
- Negotiating all contracts and managing all aspects of performer relations, including hospitality and technical requirements.
- Managing the entire booking process, such as vetting artists, and providing regionally, nationally, locally recognizable talent for a wide variety of tastes and interest for the community and visitors of all ages.
- A successful candidate should thoughtfully incorporate an array of talent across programming for the event.
- The contractor shall be responsible for contracting with, and making payment to, performers for each event, and shall pay all hard costs associated with providing backline for such performers’ performance, as well as any costs associated with performers’ rider or rider requirements.
- The City reserves the right of final approval on all talent and event content.

Deliverables:

- Proposed event strategy to maximize the success of the event
- A genre and entertainment variety proposal
- Examples of potential performers that the contractor thinks are appropriate for the event and that are realistically attainable. (Contractor will not be expected to present specific artists listed in the provided example.)

Production of the festival

The contractor shall be responsible for the production of the event along with all financial obligations for same. The contractor’s responsibility includes, but is not limited to, the following:

- Providing sound and lighting (if needed) equipment for each act suitable to accommodate the artists
- Hiring, directing, and paying all necessary staff and labor adequate for the operation of sound equipment before, during, and after each act

- Set-up and break-down periods associated with the event
- Design and layout the event space, including stages, vendor areas, and attendee flow.
- Coordinate with vendors to provide best layout of the festival
- Ensure all venue preparations meet safety and accessibility standards.

Deliverables:

- Sample event summary timeline
- Sample conceptual event map

Vendor and Sponsor Coordination

The contractor shall be responsible for identifying and securing event sponsors and selecting and processing applications for vendors. The City will assist with the contact information of prior event sponsors and contact information as available. Specifically, the contractor will:

- Identify and secure event sponsors.
- Manage vendor applications, selection, business licenses, fees and placement
- Coordinate vendor setup and teardown.

Deliverables:

- Submit a plan for event sponsorship outreach
- Submit a plan for vendor management and selection

Marketing and Promotion

The contractor shall create a marketing plan to promote the 2025 event. The contractor shall be responsible for all advertisement and promotion of each event and shall utilize various channels, including social media, local media, and community outreach.

Deliverables:

- Submit an outline of the marketing plan for the 2025 festival, including a list of media partners
- Submit samples of marketing and promotional materials including a draft press release/media kit

Logistics and Operations

The contractor shall oversee all event setup and breakdown, including coordinating with security personnel to ensure the safety of attendees, performers, and staff and managing on-site operations during the event, including volunteers.

Deliverables:

- Staffing plan that details onsite personnel.
- Plan for all waste management
- Contracted proposal for any outside staffing assistance
- Emergency Action Plan, developed in coordination with Chief of Police
- Security Staffing Proposal

Finance and Budget Management

The Contractor will be responsible for developing and managing the event budget. Contractor will be required to:

- Prepare a detailed budget to be approved by the City Manager
- Provide regular financial reports as requested by the City.
- Ensure all expenses are documented and within budget.
- Collect fees up-front and finalize settlements with users, vendors, and contractors following each event.
- Provide the City with a financial accounting of the event and provide any other documentation or terms pursuant to the agreement.

Deliverables

- Detailed event budget
- Financial accountability and reporting

City Services

Selected contractor will work directly with City to plan and coordinate with the City and local agencies, as needed, for event services including, but not limited to:

- Police
- Fire
- EMS
- Permits/Licenses
- Logistics – event set up/clean up
- Site control – barricades, gates
- Noise Control and Monitoring

Post-Event Evaluation

- Conduct a post-event evaluation, including feedback from City, attendees, vendors, and stakeholders.
- Provide a detailed report summarizing the event's success, challenges, and areas for improvement.

TERM:

The professional services agreement will be for one year for the August 2025 festival. The City Council may choose to extend the contract for future years at its discretion.

The City anticipates the contract will be executed by the end of December 2025 and initial operations and management to begin at the time the contract is executed. Initial meetings with the City Coordinator would occur no later than early January to develop a timeline and strategy for achieving all event goals.

PROPOSAL REQUIREMENTS:

Companies submitting proposals are expected to supply adequate information that demonstrates the contractor's ability to meet all deliverables and expectations as outlined in this document. This may be demonstrated through actual or example documentation and /or narratives, timelines or other materials that will provide the City with a thorough understanding of your qualifications.

Contractor's Profile

Proposals should provide:

A complete and concise description of the contractor's ability to meet the requirements of the RFP.

A description of the contractor's background, including bios of principals for the company.

A short bio of key staff members who will be contributing to the project, including their areas of responsibility and anticipated interactions with the City.

Location of the business and office from where the work will be conducted.

Contractor's vision for the event

Proposals should provide a summary of the proposed approach and methodology for producing and managing the event – your vision.

References & Experience

Proposals should provide 5 references, within the past five years, that your company has worked with, including any combination of talent/artists, booking agents, venues, municipalities, and sponsors.

Proposals should include 3-5 examples of prior work within the last 5 years where services have been performed that are comparable in quality and scope to that specified within this RFP, such as, musical and other types of performances, municipal events, and outdoor events.

The reference for each event should include the date, location, capacity, attendance, budget, photos, synopsis of the event, names, addresses, and telephone numbers for whom the prior work was performed.

Project Understanding

The organization or individual submitting the proposal should be knowledgeable about Sand City and passionate about helping the City.

Project Approach/Discovery Process/Scope of Work

Describe how you will successfully complete each task and the format of key deliverables and any additional value or services that your company offers. This includes examples of artistic and musical talent that are reasonably attainable by the contractor.

Proposed Budget

Include a summary of estimated costs and fees based on the tasks noted above. Provide sufficient detail that would allow staff to understand cost impacts if modifications to tasks are necessary. All costs should be included in the basic fee. Optional services recommended by the contractor may be included but should be priced separately.

Organizational Input/Responsiveness

Define the process to engage City staff and the community, including residents, business owners and others in the areas affected by this proposal.

Project Schedule

Include a proposed schedule for the product delivery. Provide a statement of time commitment by the contractor to this project which supports the contractor's ability to complete the events on schedule and on budget.

Contract

The contract for this RFP will be negotiated post-award between the contractor and the City.

Insurance Requirements

Evidence of adequate general liability, professional liability, automotive, and workers' compensation insurance will be required to be provided to the City under the contract.

MISCELLANEOUS PROVISIONS:

- Selected contractor will be required to obtain a one-time Sand City business license
- The City is not responsible for any costs incurred by the proposers in responding to this Request for Proposals.
- The ultimate award of this event shall not be final until the City Council has officially awarded this proposal to a prospective contractor

PROPOSAL EVALUATION CRITERIA:

Proposals received will be evaluated according to the following criteria.

- Ability to produce an exciting event that resonates with the region’s diverse audience and builds on the foundation of past events.
- Demonstrated ability to deliver the services requested
- Quality and completeness of the proposal.
- Project approach and ability to produce deliverables within anticipated timeline.
- Qualifications, demonstrated experience with similar projects, and references.
- Project understanding
- Specialized experience and technical competence
- Competitive budget proposal

The City reserves the right to award the contract generated from this RFP to the respondent presenting a proposal that best meets the specifications as listed, and represents the most beneficial partnership as determined by the City. Although financial considerations are an important component of the selection process, the award will also be based on a combination of factors including the respondent’s qualifications and criteria as noted above. The City reserves the right to waive any minor deviation in proposal responses received and reserves the right to modify any requirements, terms or conditions as outlined in this RFP when such modification is in the best interest of the City. The City reserves the right to reject any proposals deemed nonresponsive at the discretion of City

TIMELINE:

- RFP Release Date: 10/23/24
- Proposal Submission Deadline: 11/14/24 (noon)
- Reviews and Interviews: 11/18-21, 2024
- Recommendation to Council: 12/3/24
- Project Start date: December 2024-January 2025

CONTACT INFORMATION & SUBMISSION:

Questions regarding the West End Celebration or this RFP shall be submitted in writing to: Shannon Norton, either in hard copy or via email at: snorton@sandcityca.org.

Proposals are due via email (preferred), mail or hand delivered by noon on November 14, 2024. If submitting hard copies, please provide 4 complete sets.

Please send proposals to City Hall:

Attn: Shannon Norton, Administrative Services
City of Sand City
1 Pendergrass Way
Sand City, CA 93955
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