

REQUEST FOR PROPOSAL



Event Production for Tacoma's Annual Fourth of July Celebration

PROPOSAL INFORMATION

Proposal Name:

Event Production for Tacoma's Annual Fourth of July Celebration

Date Issued: June 20, 2019

Contact Person: Phedra Redifer

E-Mail Address: PhedraR@tacomaparks.com

Telephone Number: 253.592.8019

Proposals Accepted Until: Monday, July 29, 2019

SUBMIT PROPOSALS TO:

Phedra Redifer
Regional Parks Manager
Metro Parks Tacoma
4702 South 19th Street
Tacoma, WA 98405

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Metro Parks Tacoma ("MPT") and the City of Tacoma ("COT") are seeking requests for proposal to provide event planning, coordination, and leadership for Tacoma's annual Fourth of July Celebration. The selected applicant will manage the execution of all aspects of the Fourth of July Celebration. The celebration will be held on July 4th along portions of Ruston Way and at Dune Peninsula at Point Defiance Park.

BACKGROUND

The COT has directly and indirectly supported an annual July 4th event since 1982 held annually on July 4th along portions of Ruston Way. With the recent construction and growth at Point Ruston and the opening of Dune Peninsula at Point Defiance Park, the footprint of the event must evolve. The desire is to present a first-class annual celebration that includes such elements as traditional fireworks, intentional celebration of diversity of cultures in Tacoma, family oriented activities and entertainment. The celebration activities and vendors should demonstrate a direct correlation with the rich diversity of Tacoma's cultural ethnicity.

SCOPE OF WORK

In order to bring an enhanced and more enriching experience to the celebration, MPT and COT are requesting the following programmable activities and production elements within the scope of Tacoma's Annual Fourth of July Celebration.

A comprehensive event production proposal should include:

- Event oversight, management and production
- All recruitment and production aspects for performances on a mainstage/s
- A first-class fireworks display over Commencement Bay
- Recruitment and organization of non-profit and commercial vendor booths/activities
- Recruitment and organization of all food and beverage
- Responsibility to secure all permits and other regulatory compliances required for the event
- Marketing and advertising plans and implementation schedule
- Programming and production of a Kids Zone area and/or children's activities
- Recruitment and management of volunteers
- Plan for sponsorship procurement, implementation and retention
- Strategies for enhancing Diversity, Equity and Inclusion (DEI) within all aspects of the celebration

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Shared Vision, Mission and Values of MPT and the COT

- Vision:
A vibrant, active and engaged community; Tacoma is a livable, progressive city, regarded for its richness of diversity and its natural setting.
- Mission:
Creating healthy opportunities to play, learn, and grow; we strive to deliver services that enhance the lives of our citizens.
- Core Values:
 - ***Integrity***
 - ***Innovation***
 - ***Inclusiveness***
 - ***Sustainability***
 - ***Safety***
 - ***Service***
 - ***Excellence***
 - ***Equity***
 - ***Accountability***
 - ***Fun***
- The population in the MPT service area is estimated to be approximately 220,000, and the Fourth of July Celebration is expected to serve up to 75,000 festival goers.

Timeline:

July 29, 2019 - Proposals Due

July 30 – August 1, 2019 – RFP review panel reviews submissions

August 2, 2019 – RFP review panel meets, discusses, selects and notifies which proposers advance to interviews

August 8 – 9, 2019 – Proposer/s interview

QUALIFICATIONS

Organization must have experience in all aspects of large-scale event production and proven financial stability. Organization must have the ability to demonstrate program success through increased year over year attendance, community involvement, collaboration, and the ability to stay within a defined budget. A quality assurance methodology or system must also be demonstrated as to how the organization is accountable for delivering expected celebration results.

PROPOSAL PACKAGES

Five complete sets of complete proposal packages must be received by 5pm on July 29, 2019 and addressed to:

Phedra Redifer

Metropolitan Park District of Tacoma

Attn: Regional Parks Manager, 4702 South 19th Street

Tacoma WA 98405-1175

Failure to comply with the proposal submission timeline will result in disqualification.

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This is a Request for Proposal. **Your submittal should not exceed 12 pages in length.** Included in the submittal should be the following:

1. Organizational profile that includes producing at least four large-scale regional festivals or events, an annual celebration not less than 5 years running, leadership structure, and proposed management team assigned to this project.
2. Profile of the celebration production that specifically outlines delivery of the components as set forth in the Scope of Work, with the target of serving up to 75,000 during the course of the day-long event.
3. Proposal for determining community wants/needs and for measuring visitor satisfaction and the overall success of the celebration.
4. Proposed list and types of creative and unique programming activities and required celebration space within the pre-defined footprint of Ruston Way and *Dune Peninsula at Point Defiance Park. Programming activities shall address the core values listed above.

Dune Peninsula at Point Defiance Park:

This particular waterfront park is a former ASARCO Superfund site and has been transformed into a major urban waterfront attraction scheduled to open July 6, 2019. This project remediates contaminated soil and creates 11-acres of new recreation space on the shoreline of Commencement Bay with unobstructed views of Puget Sound, Mount Rainier and Vashon Island. The park is nestled between and easily accessed from Point Defiance Park and downtown Tacoma while sitting adjacent to Point Ruston, Tacoma's new urban waterfront residential development.

The park's significant improvements and site features include a sloped event lawn that functions as an informal amphitheater that can accommodate events that draw up to 3,500 spectators depending on event equipment components such as vendor/food tents, fencing, seating, etc. The expansiveness and flexibility of the event lawn is such that regardless of the size and scale of the event the quality and intimacy of the urban park experience is preserved. Metro Parks strongly supports programming in this park that requires a ticketed admission and generates additional revenue back to Metro Parks from a variety of sources to include: food and beverage, merchandise, and sponsorship sales.

5. A detailed budget showing revenue, expense, and profit/loss.
6. Short, mid and long-term strategy for reducing organization's dependency on MPT and COT direct contribution.
7. Comprehensive marketing strategy.
8. Communication plan with vendors, community members, performers, businesses, MPT staff and volunteers, CoT staff.
9. Plan for overall sustainable practices and social responsibility and apply for, secure and comply with CoT's Green Events Program.

Sustainable Practices and Social Responsibility

Metro Parks strives to be an ethical and responsible steward of Tacoma's financial, physical, natural, environmental, historical and cultural park resources. We are continually working to improve the sustainability of the Park District's operations by reducing adverse impacts to the environment, protecting the ecological function of natural areas, and providing for the health, safety and comfort of park visitors. For example, Metro Parks has committed to eliminating single-use plastics throughout the District. Metro Parks seeks relationships with business and organizations that share our

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commitment to sustainable and environmentally responsible practices and demonstrate sustainable and environmentally responsible food service operations. Examples of sustainable practices include water conservation, recycling or composting of solid waste, maximizing the use of biodegradable disposables (paper and cardboard; bioplastics are not acceptable substitutes) and using sustainable, "green" cleaning products.

10. Proposed Transportation and Parking Plan to include use of alternative transportation to and from the celebration for all festival goers including event staff, volunteers, sponsors, vendors, entertainers, service providers, local business employees. Past examples required.
11. Proposed Safety and Security Plan to be reviewed and approved by MPT and City of Tacoma Police and Fire Department staff. Past examples required.

Please provide **5 copies** of the above information for use by members of our consultant selection committee. An email submission, in addition to the **5 copies** of the proposal will be accepted up until 5pm on July 29, 2019 at 5pm. Following an evaluation of the RFPs received, the firm(s) considered to have submitted the best proposal(s) may be requested to participate in an interview and final selection process. No further action beyond submission of the above information is required at this time.

EVALUATION CRITERIA:

Criterion	Weight	Rating Scale	
Overall Submission	40%	1	Poor
Attention to Values	15%	2	Good Very
Detailed Deliverables	20%	3	Good
Budget	15%	4	Excellent
Past History	10%		

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- **QUESTIONS:** Questions regarding this Request for Proposal may be directed in email to phedrar@tacomaparks.com.
- **REJECTION OF PROPOSALS:** Metro Parks Tacoma reserves the right to reject any and all proposals and to waive irregularities and informalities in the submittal and evaluation process. This Request for Proposal does not obligate Metro Parks to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the Request for Proposals does not obligate Metro Parks Tacoma to accept or contract for any expressed or implied services.
- **CONTRACT AWARD:** Metro Parks Tacoma reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted on the most favorable terms the firm can offer. Metro Parks shall not be bound or in any way obligated until both parties have executed a vendor contract. The firm selected will be expected to enter into a contract with Metro Parks Tacoma.
- **PAYMENT:** All invoices shall be paid by mailing a Metro Parks Tacoma warrant within 30 days of receipt of a proper invoice after approval of the firm's completed tasks/deliverables to the date of the invoice or monthly report, as appropriate.
- **EQUAL OPPORTUNITY EMPLOYMENT:** The successful firm must comply with the Metro Parks Tacoma equal opportunity requirements. Metro Parks Tacoma is committed to a program of equal employment opportunity regardless of race, color, creed, sex, age, nationality or disability.
- **INSURANCE REQUIREMENTS:** The Firm shall maintain insurance that is sufficient to protect the Firm's business against all applicable risks.
- **BUSINESS REGISTRATION AND TAXATION:** The firm awarded the Contract will be subject to City of Tacoma Business Registration and Business Taxation.
- **NON-ENDORSEMENT:** As a result of the selection of a vendor to supply products and/or services to Metro Parks Tacoma, Firm agrees to make no reference to Metro Parks in any literature, promotional material, brochures, sales presentation or the like without the express written consent of Metro Parks.
- **NON-COLLUSION:** Submittal and signature of this Proposal swears that the Proposal is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the Firm has not induced or solicited others to submit a sham offer, or to refrain from proposing.
- **COMPLIANCE WITH LAWS AND REGULATIONS:** In addition to nondiscrimination and affirmative action compliance requirements previously listed, the Firm awarded the Contract shall comply with federal, state and local laws, statutes and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.
- **PUBLIC RECORDS:** Under Washington state law, the documents (including but not limited to written, printed, graphic, electronic, photographic or voice mail materials and/or transcriptions, recordings or reproductions thereof) submitted in response to this RFP (the "documents") become a public record upon submission to Metro Parks Tacoma, subject to mandatory disclosure upon request by any person, unless the documents are exempted from public disclosure by a specific provision of law. If Metro Parks receives a request for inspection or copying of any such documents it will promptly notify the person submitting the documents to Metro Parks (by U.S. mail and by fax if the person has provided a fax number) and upon the written request of such person, received by Metro Parks within five (5) days of the mailing of such notice, will

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postpone disclosure of the documents for a reasonable period of time as permitted by law to enable such person to seek a court order prohibiting or conditioning the release of the documents. Metro Parks Tacoma assumes no contractual obligation to enforce any exemption.

• **MPT AND COT CONTRIBUTIONS**

Cash contribution

The planned COT 2020 contribution provided to the selected organization is an amount not to exceed \$30,000 in direct cash to produce the traditional free-to-the-public elements of the 2020 celebration, including the fireworks show, upon MPT's receipt of a post-event provisional report which contains the following items: Estimated event attendance; number and types of vendors, performers and volunteers; summary of income and expenses from sponsorships, vendor fees, donations, fireworks costs and performer costs; and feedback from event attendees and participants, if collected.

Final reports of sales accounting and event detail applicable to the celebration shall be provided to MPT by an agreed upon date but no later than September 30 whichever date is first.

Additional in-kind services' values will be estimated as needed from the following City departments

- Police, including Command Center
- Fire, including onsite Emergency Medical services
- Public Works/Traffic Engineering, including Traffic Control Plan review
- Public Works/Street Operations, including right of way maintenance, traffic control device placement
- Public Works/Real Property Services, including Right of Way use and review
- Environmental Services, including Green Event Certification and Support which includes portable restrooms, trash and recycling, and grey water storage
- Tacoma Venues & Events, including event logistics oversight and coordination with other City departments
- Media and Communications Office/TV Tacoma, including appearance(s) on CityLine, PSAs and on screen text information

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Draft footprint map
Dune Peninsula Park
And Ruston Way Right of Way



Draft map of Cummings Park

