

The City of Powder Springs

## **Request for Proposal: Planning & Production of July**

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October 14, 2021

TO WHOM IT MAY CONCERN:

Please find below a Request for Proposal to produce the Independence Day Celebration for The City of Powder Springs, with details about the procurement process, contracting, and statement of work. All proposals must be submitted in accordance to this RFP by November 15, 2021 at 10:00 am.

Contact: Kelly Axt  
City Clerk  
City of Powder Springs  
4484 Marietta Street  
Powder Springs, GA 30127

770-943-1666  
[kaxt@cityofpowdersprings.org](mailto:kaxt@cityofpowdersprings.org)

The City of Powder Springs

**Request for Proposal: Planning & Production of July**

---

Table of Contents

Summary .....3

Scope.....3

Schedule .....3

Background .....4

Procurement Process and Information .....5

    City.....5

    Problem Statement.....5

    Type of Contract .....5

    Rejection of Proposals.....5

    Incurring Costs .....5

    Questions and Answers.....5

    Proposal Submission and Response Date.....6

    Proposals.....6

    Discussions for Clarification .....6

    Prime Vendor Responsibilities .....7

    Proposal Contents .....7

    News Releases.....7

    Restriction of Contact .....7

    City Participation.....7

    Term of Contract.....8

    Vendor’s Representations and Authorizations .....8

    Notification of Selection .....9

Proposals Requirements .....9

Criteria for Selection .....10

    Evaluation .....10

    Evaluation Criteria .....10

    Final Ranking and Award .....10

    Best and Final Offers.....11

Statement of Work.....12

    Vision .....12

    Project Scope .....12

    Project Activities and Preferred Deliverables .....12

    City Event Assets, Assistance and Limitations .....13

    Secondary Event Assets .....13

Point of Contact.....14

The City of Powder Springs

**Request for Proposal: Planning & Production of July**

---

Summary

The City of Powder Springs (City) issues this Request for Proposal (RFP) for all qualified vendors to submit a proposal for July 4 planning and production.

Scope

This RFP contains instructions governing the requested proposals, including the requirements for the information and material to be included; a description of the service to be provided; requirements which vendors must meet to be eligible for consideration; general evaluation criteria; and other requirements specific to this RFP. The City strongly recommends that the lead producer work with local companies and firms, especially those physically located within the boundaries of Powder Springs in both planning and production.

Schedule

<b>Deliverable Task</b>	<b>Date</b>
RFP release	October 8, 2021
Mandatory Pre-Proposal Meeting	November 5, 2021 at 10:00 am
Vendors must submit all questions regarding project	November 10, 2021 by 10:00 am
City answers questions and issues addenda	November 12, 2021 by 5:00pm
Vendors submit written and electronic proposals	November 15, 2021 before 12 noon
CITY interviews qualified and high scoring vendors, if needed	November 23, 2021 beginning at 9:00 am
CITY selects Vendor	December 6, 2021 City Council Hearing
Selected vendor begins work	January 3, 2022
Independence Day Festival	July 4, 2022

The City of Powder Springs

## **Request for Proposal: Planning & Production of July**

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### *Background*

The City is known for producing a quality, family-oriented Independence Day Celebration with fireworks, a children's area, food court, and musical entertainment. The City's Independence Day celebration has been known to draw over five thousand attendees to the downtown.

The City of Powder Springs

## **Request for Proposal: Production of July 4 Celebration**

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### Procurement Process and Information

#### *City*

The City (hereafter "City") has issued this RFP. The sole point of contact in the City for this RFP is shown below. Please refer all inquiries to the City.

#### *Problem Statement*

The City is seeking to partner with an outside agency/vendor (hereafter "Vendor") to plan and produce the July 4 event.

#### *Type of Contract*

If the City enters into a contract as a result of this RFP, it may be with negotiated subsidies and benefits given, and negotiated rent and fees to be remitted, in order to cultivate an environment to produce an event worthy of the City. The City, in its sole discretion, may undertake negotiations with vendors whose proposals, in the judgment of the City, show them to be qualified, responsible and capable of performing the project.

#### *Rejection of Proposals*

The City reserves the right, in its sole and complete discretion, to reject any and all proposal received as a result of this RFP.

#### *Incurring Costs*

The City is not liable for any costs the Vendor incurs in preparation and submission of its proposal, in participating in the RFP process or in anticipation of award of the contract.

#### *Questions and Answers*

If a vendor has any questions regarding this RFP, the vendor may submit the questions by email to Kelly Axt at [kaxt@cityofpowdersprings.org](mailto:kaxt@cityofpowdersprings.org) no later than the date indicated on the Schedule. The City shall post questions and answers to all prospective bidders by the date stated on the schedule as addenda.

All questions and responses, as emailed, are considered as a formal addendum to, and part of, this RFP. Each vendor shall be responsible to monitor their contact email addresses for new or revised RFP information. The City shall not be bound by any verbal information nor shall it be bound by any written information that is not either contained within the RFP or formally issued as an addendum by the City.

## The City of Powder Springs

# Request for Proposal: Production of July 4 Celebration

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### *Proposal Submission & Response Date*

To be considered for selection, five (5) hard copies of the proposal and (1) identical electronic version (email, thumb drive, CD, or link to a Dropbox or other cloud program) must arrive at the City on or before the time and date specified in the RFP schedule. Vendors who send proposals by mail or other delivery service should allow sufficient delivery time to ensure timely receipt of their proposals. If, due to inclement weather, natural disaster, or any other cause, the City office location to which proposals are to be returned is closed on the proposal response date, the deadline for submission will be automatically extended until the next City business day on which the office is open, unless the City otherwise notifies vendors. The City will reject, unopened, any late proposals.

### *Proposals*

To be considered, vendors must submit a complete response to this RFP to the City. Each proposal page should be numbered for ease of reference. An official, authorized to bind the vendor to its provisions, must sign the proposal. If the official signs the Proposal Cover Sheet and the Proposal Cover Sheet is attached to the Vendor's proposal, the requirement will be met. For this RFP, the proposal must remain valid for 60 days or until a contract is fully executed. If the City selects the vendor's proposal for award, the contents of the selected vendor's proposal will become, except to the extent the contents are changed through Best and Final Offers or negotiations, contractual obligations.

Each vendor submitting a proposal specifically waives any right to withdraw or modify it, except that the vendor may withdraw its proposal by written notice received at the City's address for proposal delivery prior to the exact hour and date specified for proposal receipt. A vendor, or its authorized representative, may withdraw its proposal in person prior to the exact hour and date set for proposal receipt, provided the withdrawing person provides appropriate identification and signs a receipt for the proposal. A vendor may modify its submitted proposal prior to the exact hour and date set for proposal receipt only by submitting a new sealed proposal or sealed modification, which complies with the RFP requirements. One proposal per applicant is allowed.

Upon opening and meeting with desired vendors, the City reserves the right to negotiate fully, the project scope/deliverables/and fees, as best suits the City and Vendor

### *Discussion for Clarification*

Vendors may be required to make an oral or written clarification of their proposals to the City to ensure there exists a thorough mutual understanding and vendor responsiveness to the solicitation requirements. The City will initiate requests for clarification. Clarifications may occur at any stage of the evaluation and selection process prior to contract execution.

## The City of Powder Springs

# Request for Proposal: Production of July 4 Celebration

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### *Prime Vendor Responsibilities*

The contract will require the selected vendor to assume responsibility for all planning, sponsorship procurement, entertainment procurement, sub-contractor management, volunteer development, pre, day-of, and post event public/media relations, pre, day-of, post event production and management, and all other facets of event productions and management, not negotiated out of this contract, nor unforeseen and unmentioned in the contract.

The City will consider the selected vendor to be the sole point of contact with regard to contractual matters.

### *Proposal Contents*

*Confidential Information.* The City is not requesting, and does not require, confidential proprietary information or trade secrets to be included as part of vendors' submissions in order to evaluate proposals submitted in response to this RFP. Accordingly, except as provided herein, vendors should not label proposal submissions as confidential or proprietary or trade secret protected.

*City Use.* All material submitted with the proposal shall be considered the property of the City and may be returned only at the City's option. The City has the right to use any or all ideas not protected by intellectual property rights that are presented in any proposal regardless of whether the proposal becomes part of a contract. Notwithstanding any vendor copyright designations contained on proposals, the City shall have the right to make copies and distribute proposals internally.

### *News Release*

Vendors shall not issue news releases, internet postings, advertisements or any other public communications pertaining to this RFP, without prior written approval of the City, and then only in coordination with the City.

### *Restrictions of Content*

From the issue date of this RFP until the City selects a proposal for award, the City is the sole point of contact concerning this RFP. Any violation of this condition may be cause for the City to reject the offending vendor's proposal. If the City later discovers that the vendor has engaged in any violations of this condition, the City may reject the offending Vendor's proposal or rescind its contract award. Vendors must agree not to distribute any part of their proposals beyond the City. A vendor who shares information contained in its proposal with other City personnel and/or competing vendor personnel may be disqualified.

### *City Participation*

Vendors shall provide all services, supplies, facilities, and other support necessary to complete the identified work, except that upon mutual agreement the City will provide reproduction facilities or other event logistical support.

The City of Powder Springs

## **Request for Proposal: Production of July 4 Celebration**

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### *Terms of Contract*

The term of the contract will commence on the date shown in the Schedule. The selected vendor shall not start the performance of any work prior to the effective date of the contract and the City shall not be liable to pay the selected vendor for any service or work performed or expenses incurred before the effective date of the contract.

### *Vendor's Representations and Authorizations*

By submitting its proposal, each vendor understands, represents, and acknowledges that:

1. All of the vendor's information and representations in the proposal are material and important, and the City may rely upon the contents of the proposal in awarding the contract.
2. The Vendor has arrived at the price(s) and amounts in its proposal independently and without consultation, communication, or agreement with any other vendor or potential vendor other than any sub-contractors identified in the proposal.
3. The vendor has not attempted, nor will it attempt, to induce any firm or person to refrain from submitting a proposal on this contract.
4. The vendor makes its proposal in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive proposal.
5. To the best knowledge of the person signing the proposal for the vendor, the vendor, its affiliates, subcontractors, subsidiaries, officers, directors, and employees are not currently under investigation by any governmental agency and have not in the last four years been convicted or found liable for any act prohibited by State or Federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding or proposing on any public contract, except as the vendor has disclosed in its proposal.
6. The vendor has not made, under separate contract with the City, any recommendations to the City concerning the need for the services described in its proposal or the specifications for the services described in the proposal.
7. Until the selected vendor receives a fully executed and approved written contract from the City, there is no legal and valid contract, in law or in equity, and the vendor shall not begin to perform.
8. No vendor in a position of debarment will be awarded a contract.
9. No vendor shall have any personal or business relationship with any official of the City at the time of this award.
10. Vendor shall address the following items in the proposal, which will be included as contract terms:
  - a. advertising responsibilities,
  - b. ATM or cash availability during event,
  - c. requirements and methods to ensure vendor participation during entire event,
  - d. parking assistance with shuttles or agreements with neighboring property owners,
  - e. establishment of and security for VIP parking area,
  - f. establishment of VIP seating and communication with VIP at least 30 days in advance of event,
  - g. development of an event map and/or wayfinding information for attendees,
  - h. experienced food vendors and guarantee of a minimum number of local vendors
  - i. provision of ice for vendors during event,
  - j. provision and security for adult beverage area,
  - k. provision for and implementation of event space cleaning during and after the event, including restroom facilities.

## The City of Powder Springs

# Request for Proposal: Production of July 4 Celebration

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### *Notification of Selection*

*Contract Negotiations.* The City will notify all vendors in writing of the vendor selected for contract negotiations after the City has determined, taking into consideration all of the evaluation factors, the proposal that is the most advantageous to the City.

*Award.* Vendors whose proposals are not selected will be notified when contract negotiations have been successfully completed and the City has received the final negotiated contract signed by the selected vendor.

### Proposal Requirements

The vendor proposal shall include both technical and cost information, as noted in the Project Scope, as part of the submittal.

The City reserves the right to request additional information which, in the City's opinion, is necessary to assure that the vendor's competence, business organization, and financial resources are adequate to perform according to the RFP.

The City may make investigations as deemed necessary to determine the ability of the vendor to perform the project, and the vendor shall furnish to the City all requested information and data. The City reserves the right to reject any proposal if the evidence submitted by, or investigation of, such vendor fails to satisfy the City that such vendor is properly qualified to carry out the obligations of the RFP and to complete the project as specified.

Proposals will contain:

1. Proposal Cover Sheet - One page cover letter briefing the vendor's intent to achieve City's goals
2. Proposal - Descriptions of plans to produce the events given in the Project Scope section of this RFP.
3. Cost Information - Draft budget outline using the enclosed information and revenue goals to fully complete the project.
4. Leadership Profile - Profile page(s) of the vendor's leadership team who will be a part of the project.

## The City of Powder Springs

# Request for Proposal: Production of July 4 Celebration

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### Criteria for Selection

#### *Evaluation*

The City has selected a committee of qualified personnel to review and evaluate timely submitted proposals. The City will notify in writing of its selection for negotiation with the responsible vendor whose proposal is determined to be the most advantageous to the City as determined by the City after taking into consideration all of the evaluation factors.

#### *Evaluation Criteria*

The following criteria will be used in evaluating each proposal:

1. Proposal: The City will award to each proposal a maximum of 55 points of the total number of 100 Points for approach and comprehensiveness of proposal.
2. Cost Information: The City will award to each proposal a maximum of 25 points of the total number of 100 points for proposals with mutually beneficial costs structures.
3. Leadership Profile: The City will award to each proposal a maximum of 15 points of the total number of 100 points based on the previous experience of the vendor.
4. Additional Points: The City will award 5-10 additional points for each event it deems beneficial under the Project Activities and Preferred Deliverables.

#### *Final Ranking and Award*

1. The City will combine the evaluation committee's final technical, RFP and cost scores for a final score.
2. The City will rank responsible vendors according to the total overall score assigned to each in descending order.
3. The City has the discretion to reject all proposals or cancel the Request for Proposal at any time prior to the time a contract is fully executed when it is in the best interests of the City. The reasons for the rejection or cancellation shall be made part of the contract file.

## **Request for Proposal: Production of July 4 Celebration**

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### *Best and Final Offers*

While not required, the City reserves the right to conduct discussions with vendors for the purpose of obtaining "best and final offers" following the evaluation and scoring of all vendor proposals. To obtain best and final offers from vendors, the City may do one or more of the following, in any combination and order:

1. Require a vendor oral presentation;
2. Request revised proposals; or
3. Enter into pre-selection negotiations.

The following vendors will not be invited by the City to submit a Best and Final Offer:

1. Vendors whom the City has determined to be not responsible or whose proposals the City has determined to be not responsive.
2. Vendors whom the City has determined from the submitted and gathered financial and other information, do not possess the financial capability, experience, or qualifications to assure good faith performance of the contract.

## Request for Proposal: Production of July 4 Celebration

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### Statement of Work

#### *Vision*

As the steward of a recognized and valued event, The City believes the event not only provides an invaluable promotional vehicle for the City, but also provides an environment for family fun, an enriched business environment for sponsors, and other intangible benefits of community and economic development.

#### *Project Scope*

The City is awarding this contract to a vendor whose team will professionally produce the Independence Day Festival for 2022. Working in tandem with the City, the event producer will procure food, music, audio-visual and entertainment attractions while further developing the relationship with current institutional event partners.

#### *Project Activities and Preferred Deliverables*

The City would like vendors to explain their capacity in completing the following planning activities and event deliverables:

1. Work with the City's contact person to ensure an open line of communication for discussion on event planning, budgeting needs and public relations opportunities.
2. Develop a reasonable event plan and layout to, not only support the vision of the City, but provide a critical mass of entertainment and event services.
  - a. Minimum contracted event activities should include food vendors (with a preference including local businesses), 1 stage with 2 musical entertainment acts, a children's area not to be less than 1.5 blocks.
3. Develop a budget based on the event plan and negotiated fee structure that ensures the economic viability and value to all parties. Bonus points would be given for any monies going back to the city as revenue outside of negotiated fees.
4. Develop a sponsor partnership and acquisition plan to fund the proposed event with profit built in for Vendor.
5. Demonstrated Volunteer and paid staffing plan to successfully manage the event.
6. Develop a marketing and public relations plan that not only promotes the event, but equally provides a positive light of community engagement for city elected officials.
7. Develop a plan for addressing the following minimum required contract terms:
  - l. advertising responsibilities,
  - m. ATM or cash availability during event,
  - n. requirements and methods to ensure vendor participation during entire event,
  - o. parking assistance with shuttles or agreements with neighboring property owners,
  - p. establishment of and security for VIP parking area,
  - q. establishment of VIP seating and communication with VIP at least 30 days in advance of event,
  - r. development of an event map and/or wayfinding information for attendees,
  - s. experienced food vendors and guarantee of a minimum number of local vendors,
  - t. provision of ice for vendors during event,
  - u. provision and security for adult beverage area,
  - v. provision for and implementation of event space cleaning during and after the event, including restroom facilities.

## The City of Powder Springs

# Request for Proposal: Production of July 4 Celebration

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### *City Event Assets, Assistance and Limitations*

The following items will be institutional projects, contacts and event facts that cannot be negotiated unless otherwise noted.

1. Public Works –Vendor will submit an "Operations Plan" to the City Contact person within 120 days of the event as a request for assistance in production of the City's event. The Operations Plan should be as detailed as possible to include all of the vendor's needs. Reimbursement for Public Works staff time will be negotiated in final contract.
2. EMT-Emergency Medical Team-Vendor and City will agree upon scope of required EMT or other similar services.
3. City equipment-Vendor will have access to any/all city equipment within the project scope of the events as agreed upon in advance. Hourly rates may apply to city employees for use of equipment, as negotiated. Operation/access to the equipment will be done by a city employee unless otherwise agreed upon.
4. The City will allow vendor to request equipment or materials at pricing obtained through the City, through any annual procurement or contractual agreement. (i.e., sand, rentals, etc.)
5. The City will provide access to their most recent food, entertainment, other vendor contact lists.
6. The City will subsidize the production of the fireworks, including the fireworks, production and safety materials, fire apparatus and safety personnel that is required under local, state or federal law, or as required by the fireworks vendor.
7. The City will retain 50% of any sponsorship secured by city designee. City and Vendor will agree upon "exclusive" sponsorship categories.
8. The City will offer assistance with press relations and provide access to the Mayor for announcements and meet & greets as they relate to event public relations.
9. The City will offer postal services for production related correspondence up to a cost to be negotiated. Vendor will be responsible for all office supplies, assembly of correspondence. A capped amount will be negotiated.
10. Vendor will be solely responsible for the sponsorship development and/or revenue generation needed to cover any contracts written/secured by Vendor as it pertains to fulfilling the minimum requirements as stated by this RFP. The City will not be responsible for any invoices, payments or payables outside of the fireworks and their production.
11. Vendor agrees to provide an event budget to the City at least 150 days prior to the event.
12. Vendor is a contractor for the length of this project. At no times should Vendor, or their employees/designees/volunteers, be considered employees of the City.
13. Vendor shall submit monthly financial reports of expenses and revenues to the City and a final financial report and profit/loss statement at project close out.

## Point of Contact

Following contract approval and execution, unless otherwise modified, all submissions and contacts concerning the Event must be sent to or made with this sole point of contact:

The City of Powder Springs  
Sherry Garner, [sgamer@cityofpowdersprings.org](mailto:sgamer@cityofpowdersprings.org)  
770-943-1666