KC CREATES REQUEST FOR PROPOSALS (RFP)
FOR EVENT MANAGEMENT AND PRODUCTION OF A CITY ARTS FESTIVAL

I. OVERVIEW

KC Creates Inc., a Missouri Not for Profit Corporation (“Organizer”), seeks an Event Producer (“Producer”) experienced in producing large public events to submit a proposal to implement a new community arts and cultural festival in fall 2017. The Producer will plan and execute an inaugural festival, working closely with KC Creates and the City of Kansas City, MO, to implement branding, marketing, fundraising, promotion, ticketing and providing festival infrastructure to support programming (see Section IV, 4.). The Producer will also work closely with an Artistic Curator (“Curator”), who will be selected through a separate solicitation process and who will be responsible for finalizing the artistic vision and project criteria, and other local curators, as identified; however, the Producer will have an important role and opportunity to contribute to the overall experience and character of the festival in its first year.

The Producer will be responsible for developing, executing and monitoring a master event logistical plan and timeline; manage all vendor services, talent contracts and volunteers; oversee the marketing and communication strategies with sponsors, stakeholders, public and media; coordinate with City departments for all required permits and public safety services; and evaluate, analyze and report results for the event.

See Section III for Major Responsibilities and Tasks; Section III for Submission Requirements and Instructions prior to completion of the Application and submission of materials.

Deadline for submission of proposal is no later than 5:00 pm on Wednesday, February 15, 2017.

II. EVENT SUMMARY

The purpose of the event is to connect PEOPLE, PLACES and IDEAS through a series of curated and community works of art that showcase innovation in artistic practice, collaborations, and engaging local, regional and national audiences in critical conversations around contemporary social, civic and cultural issues. By its nature the arts play a significant role in bringing people of diverse backgrounds and cultures together, transforming physical places and inspiring creative solutions to difficult problems. Central to these transformative arts experiences are the expert and passionate arts practitioners. This project will demonstrate the value of the arts in our personal and community lives and serve as a tangible expression for why it is critical for cities to invest in creativity in all aspects of civic life.

Programming will comprise of installations, performances and educational activities of multiple and cross-disciplines such as music, dance, visual arts, literary, digital and film. A high priority of artistic investment will be collaborative projects (cross-discipline and cross-sector), community inclusion, and/or historic reflection.
Activation of spaces may include, but is not limited to:

- Temporary public art and architectural installations
- 3 Stages: KC Culture Stage; KC World Stage; KC Legacy Stage
- Vignettes of literary, theater, performance, poetry
- Youth arts showcase
- Outdoor Film Lounge
- Educational + interactive forums (i.e. panel sessions; guest speakers; presentations)
- Children’s workshops (potential theme: Imagine the Future of Cities)
- Local Culinary & Beverage Vendors
- KC Marketplace (Made in KC vendors)

The event is tentatively scheduled to occur for three days over the weekend of September 16th - 17th, 2017 in Swope Park, in the vicinity of 63rd Street and The Paseo, Kansas City Missouri. Additional days before or after the weekend may be utilized for special events and/or sponsorship activities. The event is expected to attract an audience of approximately 50,000 attendees over the course of the entire event. Should that timeline be unrealistic or unwise in the professional opinion of the Producer, the Organizer will accept alternative proposals as it pertains to the date of the event. The location of the event is fixed.

EVENT GOALS:
- Drive cultural attendance through presentation of multi-disciplinary arts (visual and performing arts, music, theatre, literary arts) across multiple genres (i.e. jazz, blues, contemporary and folk)
- Produce new and engaging arts experiences in contemporary arts and industry-specific educational forums that connect people, places and ideas
- Showcase innovations in the arts through cross-sector and/or cross-discipline collaborations
- Inspire conversation about contemporary social and civic issues through the arts
- Reveal and reflect the place, history, identity(ies) of Kansas City and the Midwest
- Build communities through inclusion, creation and participation in the arts
- Increase neighborhood vitality through integration of art and design in public and civic spaces
- Increase the national and international visibility of Kansas City as the premier arts destination

III. MINIMAL QUALIFICATIONS
- Producer must demonstrate a 5 year history of successful event production for a minimum of 10,000 attendees.
- Producer must have community contacts / vendors to support an event of 10,000 + attendees.
- Producer must demonstrate ability to develop a comprehensive event budget, fundraising strategy, and communications and outreach plan.
IV. MAJOR RESPONSIBILITIES AND TASKS (Scope of Work)

1. Work Plan and Budget

A. Within ten (10) business days of contract execution, Producer shall meet with Organizer to finalize a work plan for the management and execution of the event.

B. Producer shall work with the Organizer to finalize an event budget, estimated to be approximately $1.5 million.

1. Producer shall be responsible for hiring/procurement, coordination and payment of performers, vendor services and support costs, and marketing and publicity costs from its contract budget. The target budget for paid performers is approximately $500,000.00, subject to sponsorship dollars secured.

2. Producer shall convene an Executive Advisory Committee on a regular basis to provide updates and seek input on fundraising resources and marketing/outreach strategies. Producer may recommend individuals and organizational representatives to serve on the advisory committee; advisory members are subject to final approval by the City.

3. Producer shall develop a sponsorship packet and seek funding sponsors and in-kind sponsorships to supplement the event's budget. The target revenue goal inclusive of sponsorships, ticket sales, food and beverage sales and booth fees is $1,250,000.
   a. The Producer shall work with Organizer to develop a prospective sponsor list; The City must review and provide a written approval of all proposed sponsorships prior to solicitations.
   b. Selling, distributing, promoting and/or advertising tobacco and adult-oriented companies, products or organizations in any manner are strictly prohibited.
   c. Working with staff, Producer shall submit a post-event report detailing the sources and uses of in-kind sponsorships. Any unused sponsorships remaining after all production costs shall be remitted or reassigned to KC Creates by the Producer prior to release of the final contract payment.

4. Producer shall include ticket sales prices as part of the revenue and shall be responsible for procuring ticket sales services in coordination with KC Creates.

5. Producer shall determine booth fees for food vendor, beverage sales and KC Marketplace to be factored into event revenue.

2. Logistics and Coordination:

A. Producer must carry the insurance and provide a Certificate of Insurance as verification of coverages as required at the time of contract execution.
   1. General and Product Liability: Per Occurrence (Claims made policies are not acceptable)
      i. $ 2 Million Each Occurrence
ii. $2 Million General Aggregate
iii. $2 Million Products-Completed Operations Aggregate
iv. Independent Contractors, Contractual Liability Coverage
v. Broad Form Property Damage

2. Umbrella Liability:
   i. $5 Million Each Occurrence
   ii. Coverage under the Umbrella policy at least as broad as underlying policies and no more restrictive

3. Auto Liability Insurance:
   i. $1 Million Each Accident – Combined Single Limit (Bodily Injury and Property Damage)

4. Workers Compensation:
   i. Evidence Statutory Requirements

5. Employers Liability
   i. $1 Million Bodily Injury per Accident- Each Accident
   ii. $1 Million Bodily Injury per Disease- Each Employee
   iii. $1 Million Bodily Injury by Disease- Policy Limit

B. Producer shall meet M/WBE goals set by the City of Kansas City.

C. Producer shall work with the Organizer and City departments to develop the preliminary event site map. The site map may change subject to mutual approval.

1. Site map shall include designated spaces for three (3) stages for musical, dance or theater performances or other types of entertainment.
2. Site map shall include spaces for interactive children’s installation activity area(s).
3. Site map shall include locations of public art installations to be selected by the Curator.
4. Site map shall include space for the film screening lounge area.
5. Site map shall include an interior location(s) for industry-specific speaker/panel forums.
6. Site map shall include a designated space for the food and beverage vendors and community tables.
7. Site map shall include an area for the KC marketplace.
8. Site map shall identify all logistical and production elements necessary to support the event, including but not limited to:
   - Permits required.
   - Gray and potable water containment and supplies needed.
   - Lighting, sound and electrical equipment required.
   - Stages for performances.
- Seating and tables.
- Signage.
- Fencing.
- Tents.
- First aid and security stations.
- Traffic control barriers and cones.
- Port-a-pottys.
- EMS/Safety/Medical location(s).
- Trailers for production staff and artists.
- Anything else needed to support the event.

The Producer shall provide all logistical support items and prepare sites identified in the site map. Producer may seek in-kind sponsorships to supplement the logistics budget, and should assume the full support of the City of Kansas City and the Parks and Recreation Board of Commissioners in terms of municipal-related in-kind services such as trash removal.

D. Coordinate logistics and production with City departments, including but not limited to public safety, street closures, waste removal, and permitting.

E. Produce a traffic plan.

F. Provide a fireworks display or an equivalent event celebration activity.

G. Direct and manage on-site event set up and clean-up.

H. The Organizer shall have the following logistical responsibilities:

1. Work with the City to assemble a cross departmental team to work with the Producer. City Team contact information shall be provided to the Producer within ten (10) business days of contract execution.

I. Producer and Organizer shall share the following joint responsibilities:

1. Jointly producing, coordinating, and hosting no less than two (2) briefings to inform volunteers, City staff and performers about the event’s logistics, timing, and inclement weather considerations.

2. Providing notice and information to affected parties, organizations and businesses.

3. Collaborating on a transportation provision plan, and identifying and promoting parking facilities and alternative transportation options.

4. Volunteer recruitment:
   a. Obtain potential volunteers based on needs related to producing the event. Producer may work with KC Creates and the City to identify additional volunteers, as needed.
b. Train, assign and manage volunteers.

3. Marketing, Branding and Publicity Campaign

A. Within thirty (30) business days of contract execution, Producer shall provide no more than three (3) options for festival name and brand.

1. Producer shall convene a focus group to seek ideas from the advertising, marketing and branding experts.

2. The Organizer and a City representative shall be present and provide any materials necessary to conduct the focus group such as storyboards and visuals.

B. Producer shall work with Organizer and the City’s Public Information Office (PIO) to coordinate a publicity and marketing campaign for the event.

C. Producer shall submit a written plan for the publicity and marketing campaign to the Organizer and the City Public Information Office (PIO) for approval. The plan shall include at a minimum:

   1. Strategies for identifying and obtaining media sponsorships in the form of reduced-rate advertising, free Public Service Announcements (PSA’s) and news features.
   2. A schedule and proposed content for a social media campaign and schedule.
   3. Producer may seek in-kind sponsorships to supplement advertising budget.
   4. Any other suggestions the Producer may have for publicizing the event.

D. Following the Organizer’s and the City’s PIO’s approval of the publicity and marketing campaign plan, Producer shall:

   1. Create paid advertisements and place them in the planned venues according to the approved schedule.
   2. Use of the City of Kansas City, MO and KC Creates logo is hereby granted for use in marketing material advertising the event to the public; confirmed sponsor logos or recognition must also be included in all print and radio advertisements.
   3. Producer shall be responsible for all publicity and marketing costs. Producer may seek in-kind sponsorships to supplement marketing budget.
4. Programming

A. Producer shall work with the Organizer and institutional partners to identify music performances.
   1. No contracts or binding commitments should be made between Producer and performers and activities providers until Organizer approves the final performance list.
   2. Following approval by the Organizer, Producer shall hire the approved music, dance and theater entertainers (bands, groups or individuals) and interactive activities providers.

B. Producer shall work with the Curator to provide the staging and infrastructure needs for the public art installations and fine arts performances.

C. Producer shall work with the Organizer and to identify performers and non-profit providers for interactive children’s installation activities.
   1. Performers and activities shall be suitable for a family-friendly event.
   2. Performers and activities shall appeal to a diverse range of age groups, reflect a range of cultural genres that reflect the diversity of Kansas City’s population.
   3. Recruitment of unpaid performers and non-profit organizations willing to participate in the event in exchange for free publicity is encouraged.

D. Producer shall be responsible for the planning, scheduling and room logistics for the industry-specific, educational speaker and panel sessions.

E. Producer shall be responsible for scheduling and assigning performers and activities providers to the appropriate stages/areas and time slots.

F. Paid performers and activities providers shall be considered subcontractors of the Producer, and shall not have a contractual relationship with the Organizer or City.
   1. Producer shall be responsible for paid performers and activities providers as subcontractors, as per Part II of the City’s Contracts for Services.
   2. Producer shall be responsible for payment of paid performers and activities providers.
   3. Producer may seek in-kind sponsorships to supplement the contract budget for performers.
5. **Food and Beverage Court**

A. Producer shall arrange for up to ten (10) food trucks/trailers for the food court.

1. Producer shall provide Organizer with the names of the selected food vendors for approval.

2. Selected food vendors shall reflect a diversity of cuisines; priority shall be given to Kansas City, MO vendors.

3. Producer shall be responsible for ensuring that the food vendors’ support needs, such as electricity, water, grey water, etc., are included in the site map and are provided on site.

B. Food vendors shall not be compensated by the Producer or the City for participating in the event.

1. As a part of its response to this RFP, the Producer may propose a fee charged to the selected food vendors, payable to KC Creates.

2. As a part of its response to this RFP, the Producer may propose a percentage of all food sales that would be payable to KC Creates.

3. No financial guarantees shall be provided to vendors by the Producer or the City.

4. Vendors shall be responsible for their own costs associated with participation.

5. To avoid disrupting the festivities, food vendors shall not be allowed to leave until the event ends each day.

6. **KC Marketplace**

A. Producer shall conceptualize and design a space for the KC Marketplace, where regional arts, design and creative businesses can showcase and sell their goods.

B. Producer shall solicit and recruit arts, design and creative businesses to participate in the KC Marketplace.

1. Producer shall provide Organizer with the names of the selected KC Marketplace vendors for approval.

2. Selected marketplace vendors shall reflect a variety of businesses.

3. Producer shall be responsible for ensuring that the KC Marketplace vendors’ support needs, such as electricity, water, grey water, etc., are included in the site map and provided on site.

4. Marketplace vendors shall not be compensated by the Producer or the City for participating in the event.

5. As a part of its response to this RFP, the Producer may propose a fee charged to the selected food vendors, payable to KC Creates.
6. As a part of its response to this RFP, the Producer may propose a percentage of all food sales that would be payable to KC Creates.

7. No financial guarantees shall be provided to vendors by the Producer or the City.

7. **Event Day**

   A. The Producer’s exact role on event-day and during the event will be refined during the event planning process, but shall include at a minimum:

   1. Supervising setup of stages, sound and lighting equipment.
   2. Supervising setup on food trucks in the designated food area.
   3. Coordinating performers and activities providers.
   4. Coordinating volunteers.
   5. Coordinating with City staff as needed.
   6. Assisting PIO with media coverage as necessary.

V. **SUBMISSION REQUIREMENTS + INSTRUCTIONS**

Please provide a clear and concise explanation of your experience, proposed services for the event and a project budget signed by an individual or individuals legally authorized to commit your organization or company. Use application and format instructions found at the end of this solicitation.

The following should be included in the proposal submission:

1. Business Organization, principal staff and resumes, and number of employees
2. Description of business services offered
3. Past Experience: List of similar events in the scope and industry, including clients, venues, and vendors with whom you have worked in events produced in the past five (5) years.
4. Concept and Solutions
5. Work Plan
6. Cost Proposal **s (exclude fees for performers and artists).
7. Three (3) Industry references

**Alternate cost proposals are welcome, including innovative cost and risk sharing proposals that elevate the risk and reward potential for the Producer.**

All requests for explanations or clarifications must be submitted in writing by email to KC Creates no later than 11:00 am CST one (1) business day prior to the submission deadline date of February 15, 2017 to:

Cheryl Kimmi, Producing Director
cheryl@kccreates.org
**Bid Information Meeting**: There will be an optional meeting to allow potential respondents to this RFP to be briefed on the scope and motivation of this process, and to ask questions in person. This meeting is scheduled for **February 3rd; 9:00 - 10:30 am at the Regus Conference Room, 2300 Main Suite 900.**

All required materials must be submitted to KC Creates office no later than **5:00 pm on Wednesday, February 15, 2017.** Applications may be submitted as follows:

**Email**: Cheryl Kimmi, Executive Producer, KC Creates: cheryl@kccreates.org

**Hand-delivery** (*office is open M-F 9:00am – 5:00pm*)

KC Creates  
Attn: Lance Loewenstein, Board President  
2300 Main Suite 900  
Kansas City, Missouri 64171

**Mail** (*postmarked no later than February 15, 2017*)

KC Creates  
Attn: Event Producer RFP  
P.O. Box 415001  
Kansas City, MO 64141-5001

**VI. Evaluation Factors for Award**

The factors used to evaluate proposing sponsors include the follow:

- Meeting the minimal qualifications as stated in Section III
- The vendor’s experience and record of past performance for similar services
- Project understanding and proposed approach
- Quality of Execution of prior events and outcomes including media impressions and references
- Proposal cost
- Schedule for completing the project

**VII. Selection Process**

Selection of proposals will be at the discretion of the Organizer. The Organizer will consider all parts of the proposal collectively, but place an emphasis on evaluation factors as outlined in Section VI.

The Organizer will select the respondent that best satisfies the requirements in the RFP and provides best value and innovative approach for a Kansas City festival. Selection may not be the proposal with the lowest cost. KC Creates reserves the right to refuse any and all proposals and respondents may not contest for any reason the selection by the Organizer. **The selection process may include an interview session. Please hold Friday, February 24th for an interview should you be selected as a finalist.**

Selection does not guarantee a contract. After selection, the contractor and the Organizer will discuss and agree on final scope of work and final contract amount and terms of the contract. If the contractor and Organizer fail to reach an agreement, the Organizer is free to select from remaining available respondents, cancel the RFP, or issue a new Request for Proposals.
APPLICATION FORM & FORMAT INSTRUCTIONS

The Proposer shall submit six (6) copies of the application packet. The packet shall be organized in the following format and informational sequence:

1. BUSINESS ORGANIZATION

A. State the full name and address of your organization and identify the parent company if you are a subsidiary. Specify the branch office or other subordinate element which will perform, or assist in performing, work herein.

B. On a separate sheet, list of principal staff, titles and resumes. Include the names and qualifications of all personnel who will be assigned to this event. Include the staff of sub-consultant firms, if applicable. Identify key persons by name and title. Evaluation of Proposals will be based on the experience and qualifications of the professional staff that will be assigned to perform the Scopes of Work.

Business Name: _________________________________________________________________

Business Address: _______________________________________________________________

Parent Company, if applicable: _____________________________________________________

City, State, Zip: __________________________________________________________________

Federal Tax ID No.: _______________________________________________________________

Printed Name of Officer or Authorized Representative: _________________________________

Title: ________________________________________________

Signature of Officer or Authorized Representative: _________________________________

Date: __________________________________

Email Address: ___________________________________________________________________

Phone Number: _________________________________________________________________

Number of Employees: ___________________________
2. DESCRIPTION OF BUSINESS SERVICES

On a separate sheet, provide a brief description of the company’s services (one-page max)

3. PAST EXPERIENCES

On a separate sheet, provide a list of no less than three (3) similar events in the scope and industry, including clients, venues, and vendors with whom you have worked in events produced in the past five (5) years. Proposer’s experience will be evaluated based on planning and coordinating large public events that are comparable to the event described in this solicitation. Please include the following information and format for each entry:

- Event Name
- Name of Proposer’s key personnel and their role
- Event Description
- Final Project Budget
- Months/Years worked on event
- Total dollars raised through sponsorships / type of sponsors
- Attendance and any notable results from the event
- Website
- Client Name
- Client Address
- Contact Name, Title and current phone number for principal contact person for whom each prior event was accomplished.

4. CONCEPT AND SOLUTION

State your understanding of the requirement presented in the Scope of Work of this RFP and describe in detail your proposed solution. Provide all details as required in the Scope of Work and any additional information you deem necessary to evaluate your proposal. Describe how you will ensure event goals will be met.

5. WORK PLAN

On a separate sheet, describe your Work Plan for achieving the RFP’s Scope of Work by September 2017. If this date appears unreasonable, applicant may propose an alternate work plan and alternative proposals as it pertains to the date of the event. Include a deliverable schedule that identifies the approximate amount of time needed to complete each major task. Include any time-related displays, graphs, and charts as necessary to show tasks, milestones, and decision points.
related to the Scope of Work and your plan for accomplishment. The Organizer will meet with the successful Proposer following award and execution of the contract to finalize the project schedule.

6. COST PROPOSAL

Provide an itemized budget of the proposed cost. You may create a budget form on a separate sheet or use the template below. The proposed cost should include all expenses necessary to perform the scope of work including management fees and vendor costs (do not include costs for performing and artistic talent). Please also include your recommendations for fees and percentage of sales payable to Organizers from food and merchandise vendors in this section.

This is an estimated budget only and it is understood that final costs are subject to change based on contract requirements, changes to scope of work and total sponsorships secured.

Cost will be an evaluation factor used to select the successful Proposer, so the cost should reflect the Proposer’s “best offer”. A firm fixed price or not-to-exceed contract is requested, with progress payments as mutually determined to be appropriate.

As previously stated, the Producer may seek in-kind sponsorships to supplement the event’s budget.
**Responding Business Name:**

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### **Cost Proposal Form**

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7. THREE (3) INDUSTRY REFERENCES

List three (3) non-City references using this form or a separate sheet that can verify experience in working with your firm and substantiate your success in planning and coordinating the event, and completing all deliverables within budget and schedule.

| Event Name: | ____________________________________________ |
| Client Name: | ____________________________________________ |
| Client Address: | ____________________________________________ |
| Contact Name: | ____________________________________________ |
| Contact Email: | ____________________________________________ |
| Contact Phone: | ____________________________________________ |

| Event Name: | ____________________________________________ |
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