



Request for Qualifications

Town Green Management Firm

Proposals Due: 10:00AM, Friday, August 3, 2018 in hard copy

Electronic submissions via email will not be accepted.

Questions should be directed in writing to:

The Economic Development Office, via email at:

Jhoward@peachtreecornersga.gov

Submit Proposals to:

City of Peachtree Corners

Office of Economic Development

310 Technology Parkway

Peachtree Corners, GA 30092

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PROPOSAL LETTER

FAILURE TO INCLUDE THIS SIGNED PROPOSAL LETTER AND PROPOSAL CERTIFICATION MAY RESULT IN THE REJECTION OF YOUR PROPOSAL

We propose to furnish and deliver any and all of the deliverables and services named in the attached Request for Qualifications (“RFQ”) for the City of Peachtree Corners (“City”) for which prices have been set. The price(s) offered herein shall apply for the period of time stated in the RFQ.

It is understood and agreed that this proposal constitutes a good faith offer. As such, if it is accepted in writing by the City of Peachtree Corners, then a contract will be negotiated by the two parties in accordance with the terms and conditions outlined in the proposal.

It is understood and agreed that we have read the City’s specifications shown or referenced in the RFQ and that this proposal is made in accordance with the provisions of such specifications. By our written signature on this proposal, we guarantee and certify that all items included in this proposal meet or exceed any and all such City specifications described in this RFQ. We further agree, if awarded a contract, to deliver goods and services which meet or exceed the specifications. The City reserves the right to reject any or all proposals, waive technicalities, and informalities, and to make an award in the best interest of the City.

PROPOSAL SIGNATURE AND CERTIFICATION

I certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal ("Applicant") for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards. I agree to abide by all conditions of the proposal and certify that I am authorized to sign this proposal for the Applicant.

Authorized Signature for Applicant _____

Date _____

Print/Type Name _____

Applicant /Company Name _____

SCHEDULE OF EVENTS

EVENT	DATE
RFQ Issue Date	July 3, 2018
Deadline for Receipt of Written Questions	July 27, 2018
Deadline for Posting of Written Answers to City’s Website	July 31, 2018
RFQ Response Due Date	August 3, 2018
Interviews	Aug. 13-15, 2018
Anticipated Award Date	Aug. 28, 2018

BACKGROUND AND PURPOSE OF RFQ

Gwinnett County’s newest and largest city, Peachtree Corners, was founded July 1, 2012 and is located along the shores of the Chattahoochee River in the southwest corner of the County. The City is home to more than 40,000 residents and over 2,300 businesses. By this Request for Qualifications (“RFQ”), the City of Peachtree Corners (“City”) is seeking proposals from experienced teams or firms, partnerships, joint ventures, (“Applicant”) to manage activities and events at the city's new Town Center that will include programming and managing small- to large-scale events at the city's 2-acre park known as the Town Green. The Town Green includes a one-acre, oval shaped lawn, a performance stage, a large-screen outdoor tv, a veterans’ monument, two shade structures, a small children’s play area, an interactive fountain, and outdoor seating areas. (For more information about the Town Center, including renderings, see:

<https://www.peachtreecornersga.gov/about/town-center>)

The City desires to enter into a professional services contract with a qualified team, including a dedicated point person, who can demonstrate competency and experience in planning, organizing, and coordinating a wide variety of special programs and events, such as concerts in the park, community festivals, farmers market, and other musical, cultural, seasonal and club events. For general information about the City of Peachtree Corners, the Mayor and City Council, City Projects, and other city departments, please visit the City’s website at

<http://www.peachtreecornersga.gov>

Section 1: RFQ Instructions

1.1 Point of Contact

From the date of this request, applicants should communicate with designated staff only. See the contact(s) below. Unauthorized contact with other city staff or elected officials may disqualify the applicant from consideration.

Point of Contact:

a. Jennifer Howard, Economic Developer

Address: 310 Technology Parkway
Peachtree Corners, GA 30092

Telephone: 470-395-7028

Email: jhoward@peachtreecornersga.gov

1.2 Addenda: The city may add or revise this RFQ by issuing an addendum prior to opening. The addendum will be posted on the city's website alongside the posting of the RFQ at <https://www.peachtreecornersga.gov/businesses/doing-business-with-the-city/rfp-bidding>

1.3 Questions—Applicants with questions or requiring clarification should email jhoward@peachtreecornersga.gov by July 27, 2018 at 5 p.m. Responses will be posted on the city's website alongside the RFQ.

1.4 Submitting a Proposal

Organization of Proposal: Each proposal should be prepared simply, providing straight-forward, concise delineation of the Applicant's capabilities to satisfy the requirements of this RFQ. Fancy bindings are unnecessary and an orderly, logical presentation is preferred.

Applicants must organize their proposals in the following format with tabs separating each section:

1. The Proposal Letter attached earlier in this RFQ must be signed and returned.
2. Applicant Qualifications and Expertise. Please state the Applicant's specific experience and describe the scope and extent of experience as it relates to:
 - Previous Events managed (including size and type of event, number of participants, and event budget)
 - Hiring and managing vendors
 - Governmental experience
 - Coordination with Public Safety
3. Please provide the type of company ownership, and disclose any parent companies, including a statement about any pending litigation against these entities. In addition to team qualifications and experience, please submit individual resumes of key team members.
4. Scope of Work- Applicant shall respond clearly to the requirements listed in the Scope of Work for this RFQ. The responses may be numbered in accordance to the paragraphs of the RFQ to provide clarification.
5. References- Applicant must provide descriptions of other work, its role in that work, and at least three references.
6. Availability to meet time requirements of this work – identify other projects and commitments through 2019 and indicate the Applicant's available resources (hours per week, staffing, etc.) to manage the work outlined in this RFQ
7. Fee- Applicant must submit a fee proposal or proposed rate of compensation in association with the Scope of Work. The fee should include the cost of securing all the equipment, supplies, staffing and all other provisions necessary to produce successful events including retaining all the required entertainment, with one exception: The City shall separately retain the talent for the 4 summer concerts. The Applicant shall still be responsible for managing the talent and those concert events; however, the cost for the talent at the 4 summer concerts should not be included in the Applicant's fee proposal.

8. Addenda—if any addenda have been issued, please print name and sign the document and return it with the proposal.

1.5 Cost of submitting proposal

The costs for developing and delivering responses to this RFQ and any subsequent presentations as requested by the city are entirely the responsibility of the Applicant. The city is not responsible for any expense incurred by the Applicant in the preparation and presentation of its proposal.

1.6 Copies Required

Applicant must submit three hard copies marked “Original” with signatures and one electronic copy. The electronic copy must be submitted by USB flash drive in PDF format and organized in the same manner as the original submission.

1.8 Late Proposals

Late proposals will not be accepted.

Section 2: Scope of Work

2.1 The City of Peachtree Corners expects the following from the project: At the direction of the Community Development Director, and in accordance with the highest legal, ethical and professional standards, the successful applicant will:

1. Plan, organize and carry out 4 large-scale events (approximately 5,000 participants), 5 moderate-scale events (approximately 2,000 participants) and 30 small-scale events (up to 300 participants).
2. Provide, perform and organize all necessary projects, including management and labor, traffic control, signage, set-up and clean-up scheduling, coordinating, and administration, and ensure timely set-up and break-down of events.
3. Negotiate costs and services with subcontractors and vendors; manage event space; arrange food and beverage, order all supplies, decorations, coordinate audiovisual equipment and operations.

4. Manage the timeline, program, and task list for all Town Green events.
5. Manage the production of all invitations, tickets, signage and necessary printed materials.
6. Collaborate with economic development and marketing and communication staff on events, graphic design/production/printing, and event marketing.
7. Schedule and coordinate the use of Town Green facilities and equipment by outside groups.
8. Prepare detailed budgets and provide program evaluation, and vendor feedback to the Point of Contact(s) following events.
9. Ensure proper care and maintenance for facilities, equipment, grounds and natural resource areas to ensure public safety and compliance with regulatory standards.
10. Carry out events with special attention to customer satisfaction, and the safety and welfare of event attendees and Town Green users.
11. Manage the follow-up with vendors, sponsors, and staff members following each event.
12. Coordinate with other agencies and obtain required licenses, permits, certificates of registration, or other approvals necessary or required by law or necessary to provide the services; and
13. Furnish supervision of labor, PPE, and provide chain-of-command, with events staff easily identifiable to the public.

2.2 Events

This list of services is intended as a general guide and is not intended to be a complete list of all work necessary to provide the requested services. The successful Applicant shall have a demonstrated knowledge and expertise to serve the unique needs of the City of Peachtree Corners. Events are expected to include some of the following:

- Grand Opening Celebration
- St. Patrick's Day Celebration
- Children's storytelling
- Yoga on the Town Green
- Farmers Market and cooking demonstrations
- Games on the Town Green (frisbee, hula hoop, ring toss, corn hole).
- Dog show and pet parade
- Spring Fling – musical performance on stage
- Cinco de Mayo celebration and lantern parade
- Karaoke night
- Mother's Day Flower and Craft Sale
- Ice cream social
- Concerts on the Green (monthly events during season)
- Memorial Day program at Veterans Monument
- Bubblepalooza – children's outdoor party
- Father's Day Field Day (obstacle course, races)
- Local bands on stage (monthly event during season)
- Community picnic, movie on the Green (monthly event during season)
- Scavenger Hunt
- Comedy Improv show on stage
- Children's fashion show
- Community Health Fair
- Maker Faire
- Founders Day festival
- Octoberfest and pumpkin painting -costume parade and candy give-away
- Art on the Green
- Swap Shop
- Veteran's Day program

** A Possible Events Calendar is included at the end of this RFQ for reference in order to offer some guidance in understanding the scope of the work.

contemplated by the City. However, Applicants should base their proposals, including fees, on their experience and judgement.

Section 3: Evaluation of Proposals

3.1 Instructions-Applicants who fail to comply with these instructions may be subject to scoring reductions or disqualification. An Evaluation Committee designated by the City will evaluate the remaining proposals and recommend the highest-scoring Applicant.

3.2 Review and Discussion

Selection and award will be based on the Applicant's proposal and other items outlined in this RFQ. Applicants may be required to make an oral presentation to clarify their RFQ responses. Submitted responses may not include links to information located elsewhere, such as Internet websites.

3.3 Negotiation

Upon recommendation from the Evaluation Committee, the Point of Contact may begin negotiations with the selected Applicant. If negotiation is unsuccessful or the highest-scoring applicant fails to provide the necessary documents in a timely manner, or fails to negotiate in good faith, the city may terminate negotiations and begin negotiations with the next highest-scoring applicant.

3.4 Investigations

The city may make such investigations as deemed necessary to determine the ability of the Applicant to perform the services specified.

3.5 Contract Award

While the city has every intention to make an award as a result of this RFQ, issuance of the RFQ in no way constitutes a contract. It is understood and agreed that the Applicant's proposal constitutes a good faith offer.

Town Green (Possible)Events - Logistics 2019

Month/Yr	Event	Description	Primary Expenses Anticipated	Occurrence Annually
3/19	Grand Opening and St. Patrick's Day festival	Ribbon cutting, plaque dedication, Karaoke on stage, food, lawn games	8 contract workers, karaoke machine, lawn games, portolet rental, dumpster rental, extra clean-up and trash cans	1
3/19	Battle of the High School Bands	Bands on stage, food carts	3 contract workers	1
4/19 - 8/19	Green Yoga		Yoga instructor	5
4/19 - 8/19	Nite Market	Thursday night Farmers Market	2 contract workers; 4 tents, equipment, instructor for cooking demonstrations.	5
4/19 - 8/19	Games on the Green	Friday morning lawn games	2 contract workers	5
	Dog Show-off pet parade	Pet costume contest with prizes	3 contract workers; prizes; balloon artist	1
	Spring Fling	First Concert	8 contract workers; professional band, extra clean-up and trash cans; portolet rental; dumpster rental	1
5/19	Cinco de Mayo and light parade	Food, music, prizes	8 contract workers; band; giveaways, prizes, portolet rental; extra clean-up and trash cans, dumpster rental	1
	Karaoke night on stage		2 contract workers	3 (May, June, Aug.)
	Mothers Day Flower and Craft Sale		6 contract workers; tent rental	1
	Ice Cream Social	Ice cream vendors, croquet on the lawn. Local performers on stage	6 contract workers; tent rental; trash cans	1
	May Concert	Second Concert	8 contract workers; professional band, extra clean-up and trash cans; portolet rental	1
6/19	Bubblepalooza Dance Party	Bubble demonstrations; music; dance contest; prizes	8 contract workers; Bubble bottle giveaways; Bubble demonstration; DJ; prizes	

Town Green (Possible)Events - Logistics 2019

	Community Picnic +Movie on the Green	participants bring their own blanket and picnic basket to watch movie on screen	2 contract workers	3
	PC Festival		6 contract workers; extra cleanup and trash removal; portolet rental; dumpster	1
	Local Band on stage		2 contract workers; local musicians	3
	Father's Day Field Day	Dads and Kids outdoor games on the green	8 contract workers; rent climbing wall; rent obstacle course; games; prizes	1
7/19	Scavenger Hunt + open mic night on stage	Clues and prizes placed around Town Center	6 contract workers; clues and prizes	1
	Comedy Improv and/or magic show on Stage		2 contract workers; professional theater or comedy group; professional magician	1
	July Concert	Third Concert	8 contract workers; professional band, extra clean-up and trash cans; portolet rental	1
8/18	Last Blast	Fourth Concert	8 contract workers; professional band, extra clean-up and trash cans; portolet rental	1
9/19	Children's Fashion Show	Forum tie-in event	2 contract workers	1
	Community Health Fair	Health assessment stations (in partnership with Gwinnett Medical)	8 contract workers	1
	Maker Faire	Innovation and crafts festival	8 contract workers; tent, table and chair rental	1
	Founder's Day	Paul Duke birthday celebration	8 contract workers; jazz band; cake and ice cream; balloons	1
10/18	October/HarvestFest	German inspired food and drink, pumpkin painting, singalong	8 contract workers, karaoke machine, lawn games, portolet rental, dumpster rental, extra clean-up and trash cans	1
	Art on the Green	Art show ; beverage / snack carts	6 contract workers; Tent rental	1
	Swap Shop	Community garage sale (small items)	6 contract workers; Table and chair rental	1
	Halloween	Costume parade and candy giveaway	6 contract workers; candy; prizes	1

Town Green (Possible)Events - Logistics 2019

11/18	Veterans Day	Program at Veterans Monument	2 contract workers	1
12/18	Pearl Harbor Remembrance	Morning Program at Veterans Monument	2 contract workers	1
	Holiday Festival	Tree lighting; Santa visit; caroling on stage and singalong	4 contract workers; Santa visit; giveaways; singers in costume; hot chocolate; spiced cider	1
	Ice Skating on the Lawn		2 contract workers	11