

1. What is the existing AV/power source, lighting, video, etc. equipment that would be accessible for events?

There are electrical outlets throughout the Town Green, and four 20-amp outlets under the non-elevated entertainment pavilion with general lighting. There is a large, Nanolumens video screen adjacent to the pavilion. Currently, there are no speakers or special lighting. Here's the link to the Town Green construction drawings: <https://www.peachtreecornersga.gov/home/showdocument?id=6986>  
The electrical pages are numbered SE1 – 5.

2. Would the city prefer to purchase or rent any equipment in advance of events, ex. Pop-up tents, folding tables, chairs, parking cones, lawn games, larger tents, event fencings/gates, etc.? If purchasing, does the city have storage? Is that an additional cost to be factored in to budget?

Tents, tables and chairs will be rented by the Town Green Management Firm. Lawn games will be purchased by the city. The city does have storage space. Other event-related items, such as traffic cones, portalets, and fencing will be rented for the firm.

3. For marketing/print materials--should an estimate of design and printing costs be included? Or does the city have its own internal marketing staff and budget?

Please include an estimate for marketing materials.

4. Sponsorships: is the applicant responsible for pre-event and on-site donor/partner stewardship and management, this is in reference to item 11 pg. 8 of the document. Are there any in-kind sponsors that have already been secured and are there any specific deliverables for sponsors that we should factor in, ex. stage banners, specific signage, video, etc?

No sponsors are currently secured. However, no fundraising is associated with this project.

5. Should costs for licensing & permitting be built into our costs? or will be the city be handling those issues, same for security needs--will the City's police handle or will private security be needed? I don't see security mentioned in the scope

There are no costs for licensing and permitting. However, the city does not have its own police department. Security will be needed from Gwinnett Police or possibly a private security company, or combination of the two. Please include security costs in the proposal.

6. How many events should we plan for alcohol sales/licensing?

We will have a number of restaurants in the Town Center already licensed and selling alcoholic beverages. Open intoxicants are allowed in the Town Center, so patrons may take beverages to the Town Green. There is currently no plan for stand-alone vendors of alcohol. Most of the concerts are expected to be BYOB.

7. Similar to security--for janitorial services, can that extra service be contracted through the city's department or should be we plan hiring a contractor?

The firm that is hired will need to provide this service.

8. Do you already have any partners or businesses identified: ex. farmer's market, yoga instructor? Any or are we establishing all relationships?

The city does not have established relationships so the firm will need to establish these relationships.

9. Ice Skating: only anticipated cost listed on pg. 13 for this item is 2 contract workers. The rental of that set-up will be significant. How is that being anticipated?

The city will purchase a portable ice-skating rink.

10. Just want to confirm that for any of the festival-type events: Mother's Day Craft Sale, PC Festival, Maker Fair and Harvest Festival, Holiday Festival--would individual vendor solicitation be a part of the scope of work (meaning individual artists, markers, products, etc to set up booth for pay), would accounts receivable activities for these vendors be the responsibility of the applicant?

Yes, we are looking for the firm to negotiate costs and subcontractor services.

11. Confirming that sponsor solicitation is not part of the scope?

Fundraising is not a part of the scope of work for this project.

12. Have you established a clear budget?

Yes

13. Who is funding the program?

The City of Peachtree Corners is funding the programming and activity.

14. Is it a single award or multiple awards?

We would like this to be handled similarly to a general contractor, where one award is made and the firm handles its subcontractors.

15. Is this a Master Contract? (also called Indefinite Delivery/ Indefinite Quantity (ID/IQ); blanket, period or panel contract; task order or basic ordering agreements; or Government Wide Acquisition Contracts (GWACs)

This is an annual, renewable contract for Professional Services.

16. What are your critical "deal breakers" when selecting a management company?

A deal breaker would involve a company that did not have sufficient, comparable experience, staffing or resources to allow city staff to feel comfortable that the firm can carry out the scope of work successfully.

17. Are there any special circumstances or "hot buttons" of which we should be aware?

This is a brand new, untested venue. It is the only aspect that could be problematic, as we will have to learn as we go.

18. For the subcontractors and vendors, the management company hires will the cost be pass-through expenses to the City of Peachtree Corners?

The city expects the firm who is hired to manage the relationship with their subcontractors.

19. #5 - manage the production of all invitations, tickets, signage and necessary printed materials ... Does the City of Peachtree Corners have a marketing team that will be supply the content to the management company for production of the collateral only? Or is creative/design services required?

The Town Green Management Firm needs to manage and produce marketing materials.

20. #9 - can you provide more details around proper care and maintenance for facilities, equipment, grounds and natural resource areas to ensure public safety and compliance with regulatory standards? As a contractor for the city, the Town Green Management Firm must provide a safe venue for users within its control and bring any safety issues to the attention of the city. Activity that adversely impacts businesses, the environment, city residents, or venue users should be avoided. The Town Green Management Firm is expected to contract with clean-up crews after special events and perform crowd control.

21. Do you all provide security for the events or will the management company be responsible?

The management company will be responsible for organizing security at events.

22. Do you have a maintenance company that will maintain the grounds after the events conclude - clean-up, remove trash, etc.?

No, this service must be included in the contract.

23. What resources within the City of Peachtree Corners will be available to the event management company during events held in the Town Center?

The city can assist during large events by providing some traffic control devices, such as cones, barrels, etc.

24. What is the role of the managing agency? Just to handle events during the calendar year and manage vendors/suppliers that work on the event?

The role is to plan, organize, direct and carry-out events, from start to finish, at the Town Green. This firm will implement the city's vision for events at the Town Green.

25. Do you have Rules & Regulations for use of the space? Who will oversee these items? City of Peachtree Corners or the Town Center Event Management Agency?

Yes, rules and regulations will be adopted for the use of the Town Green, and will be enforced by the firm and its subcontractors depending on the specific events.

26. How many providers are being considered?

The city would like to contract with one agency to provide the services in the scope of the RFQ.

27. How many will be invited in? Or to the interview process?

Short-listed firms will be limited to those who meet the requirements.

28. Who will influence the source selection?

An ad hoc committee will be reviewing applications and setting up interviews.

29. For the 2019 events where you have anticipated contract workers, are you looking for the agency to hire, manage and pay the contract workers out of the City of Peachtree budget. Or will this be a pass-through expense each event?

The Town Green Management Firm is expected to carry out events, coordinate with other agencies, perform hiring duties, and prepare detailed budgets which will be shared with city staff. Vendor feedback and program evaluation are also expected. The cost of these activities and contract workers should be included in the responding firm's budget.

30. Are the events listed for the remainder of 2018 going to be repeated for 2019? Are their additional events being considered at this time as part of the planning for 2019?

More than likely, we will have a similar calendar for the following year.

31. How will scope changes be managed? Who will be the decision maker on these?

City staff will manage scope change requests.

32. For the Grand Opening, what type of event design concepts are required and what is the budget for this event? Are you looking for the agency to manage the Grand Opening?

The Town Green Management Firm is expected to manage the Grand Opening in partnership with city staff. We anticipate that the timing will coincide with St. Patrick's Day and that following the initial speeches, the theme will be consistent with holiday activities.