



REQUEST FOR APPLICATIONS - ANNUAL SPECIAL EVENT Information Packet

The City of Austin (The City) Parks and Recreation Department (PAR) is seeking responses to a Request for Applications (RFA) from experienced event organizers and producers to host an Annual Special Event at Fiesta Gardens – West End. The area is within Edward Rendon Senior Metropolitan Park at Festival Beach and includes the Johnny Degollado pavilion located at 2015 Jesse E. Segovia Street Austin, TX 78702 (**Exhibit A Site Map**). Applications will be reviewed by an evaluation committee and a date for an annual event will be awarded based on the compatibility of a family-friendly and diverse community-oriented Special Event.

APPLICATIONS SUBMITTALS:

The submission of an application shall be deemed a representation and certification that Applicant(s):

- Have carefully read and fully understand the information that was provided by the City to serve as the basis for submission of this application.
- Have the capability to successfully undertake and complete the responsibilities and obligations of the application being submitted.
- Represent that all information contained in the application is true and correct.
- Acknowledge that the City has the right to make any inquiry it deems appropriate to substantiate or supplement information supplied by Applicant, and Applicant hereby grants the City permission to make these inquiries, and to provide any and all related documentation in a timely manner.
- Application should be organized and detailed within the format of the Request for Application Response Document on [Office of Special Events Website](#).
- This RFA does not commit the City to enter into a contract, and the City shall not pay for any costs incurred in preparation and submission of applications or in anticipation of a contract.

DEADLINE FOR APPLICATION SUBMISSION

If interested in participating, please complete and submit the [Response Document](#) and ensure submittal guidelines are met. Applications must be:

- Submitted on or before November 1, 2019
- Received no later than 4:30 p.m. - No late submittals will be accepted.

SUBMIT APPLICATIONS IN PERSON, BY MAIL, OR EMAIL TO:

City of Austin - Parks and Recreation Department
200 South Lamar Blvd.
Austin, Texas 78704-1046
Attn: Gergo Perlaky
Gergo.Perlaky@austintexas.gov



QUESTIONS:

- If you have any questions regarding this opportunity, please contact:
 - Gergo Perlaky
 - Phone: 512-974-6515
 - Email: Gergo.perlaky@austintexas.gov

Should discrepancies or omissions be found in this RFA or should there be a need to clarify this RFA, questions or comments regarding this RFA must be put in writing. Responses from the City will be communicated in writing to all recipients of this RFA. The City shall not be responsible for nor be bound by any oral instructions, interpretations or explanations.

TIMELINE, EVALUATION, AND SELECTION COMMITTEE

Timeline:

Request for Applications - Released and advertised	September 30, 2019
Request For Applications – public submittals	5 weeks – Applications Deadline Nov. 1, 2019
Evaluations – selection by committee	3 weeks after RFA closing – Nov. 22, 2019
Event Date – selection of an annual event date	14 days after award
Austin Center for Events Application submitted	14 days after date selection
Event Contract Preparation	2 weeks after ACE Application submitted

EVALUATION CRITERIA:

- Executive Summary _5_ Points
- Site Plan _5_ Points
- Proposed Activations _5_ Points
- Operating Plan _20_ Points
- Management Plan _20_ Points
- Financial Plan _20_ Points
- Qualifications and Experience _20_ Points
- Local Business Presence _5_ Points
- Selection Committee may request a presentation to the committee _15_ Points*

EVALUATION COMMITTEE MEMBERS:

- 2 members PARD Special Events
- 1 member PARD Community Engagement and Marketing
- 1 members PARD Operations
- 1 member Austin Center for Events
- 2 members Parkland Events Task Force

EXHIBITS:

- Exhibit A: Map of Location
- Exhibit B: Sample Special Event Matrix
- Exhibit C: Current Event Schedule
- Exhibit D: [Park Rules](#)
- Exhibit E: [Insurance Requirements](#)



PURPOSE AND BACKGROUND

PURPOSE:

The City seeks applications for an annual Special Event permit in response to this RFA from an individual or company qualified and experienced to organize and produce Special Events hosting greater than 1,000 attendees and working with the Austin Center for Events (ACE), an interdepartmental group within the City. A successful applicant shall demonstrate experience and understanding of the Special Events Ordinance, ACE Office, PARD policies, and Parkland Events Taskforce Recommendations.

[Special Events Ordinance](https://austintexas.gov/sites/default/files/files/SEO-Executed-5-28-18.pdf): <https://austintexas.gov/sites/default/files/files/SEO-Executed-5-28-18.pdf>

BACKGROUND:

The City's festivals, road races, and other special events contribute to the unique character and vitality of the City. The City's parks are home to events, festivals, and concerts which serve approximately one million attendees annually.

Special Event Requirements are substantial, and require extensive planning, budgeting and preparation with the expectation for the highest quality experience for attendees. Large-scale event planning requires careful and deliberate consideration of many details, including park protection, scheduling, safety and security planning, insurance coverage, road closures, special needs access, temporary permits, transportation and shuttle services, waste management and environmental measures, and much more. Minimally, extensive planning begins 6 - 12 months in advance.

Resources are available to aid in planning.

- [Austin Center for Events](#)
- [Parks and Recreation Department policies](#)

The proposed event shall be aligned with projects within the Holly Shores and Edward Rendon Sr. Park at Festival Beach [Masterplan](#)

The proposed event shall to be aligned with the City Council adopted recommendations of the [Parkland Events Task Force](#).



SCOPE OF WORK

OBJECTIVE AND PREFERENCE:

Event Organizer shall produce a dynamic cultural and/or music experience within Fiesta Gardens – West End to be recreated in substantially the same form year after year as a contracted Annual Special Event.

Permits Issued under this RFA:

- 2 Set Up Days
 - Additional take days will be considered
- 1 Event Day
 - Event to end by 10 pm
 - No additional event days are allowed
- 2 Take Down Days
 - Additional days will be considered

Preference of Special Event:

- Family Friendly – Engaging activities and/or activations for toddlers to adults
- Affordable – Free or financially accessible in consideration of attendees of varied income levels
- Ideal programming to include a wide range of entertainment genres
- Appealing to the diverse City of Austin population
- If sport or fitness oriented, the event should completely remain within the park boundaries

EVALUATION CRITERIA AND PREFERENCES:

Applications will be evaluated based on the detailed responses to the following preferred requirements.

Executive Summary

In the Response Document, Summarize how the event will meet the Purpose, Background Requirements, Objectives and Preferences of this Request for Applications in three (3) pages or less.

Summary should minimally include:

- How the proposed event will fit the requested dynamic cultural festival and/or music event
- Plans to engage entire families – toddlers to adults
- Plans to appeal to the diverse City of Austin population
- Plans for Affordability to Public – Free or financially accessible in consideration of attendees of varied income levels
- Planned Date, Time, and Estimated Amount of Attendees
- Logistical and operational plans for set up, event day, take down
- Description regarding the event’s mitigation of negative impacts to the park and surrounding neighborhood



Site Map

Site map should be legible, items labeled, and clearly identify minimally but not limited to:

- Fencing, entry, exits, stages, tents, food vendors, drink vendors, other vendor booths, activations, restrooms, dumpsters, vendor access route, crowd flow
- Consideration should be given to park and neighborhood impact within layout design

Site Activations

- Upload images or sample images of proposed activations into the response document -
- Collectively the proposed activations should:
 - Enhance an atmosphere of a family friendly event
 - Engage a diverse audience
 - Meaningfully add to the patron experience
 - Planned to prevent park damage

Operating Plan

- Desired months of Event June through July and December through January
- Describe the event in detail and how it will meet City of Austin event operation requirements. Description should include:
 - Type of Park Use – “Open / In Use / Partially Open / Minimally Open / Closed”
[Definition Link](#)
 - Expected Run of Show, Programming Features, and Event Hours
 - Amount of Expected Attendees
 - Length of Park Use (include Set Up, Event, Take Down)
 - Specific Month Requested for Event
 - Park Protection Plan
 - Community Giving
 - Green Initiatives
 - Transportation Impact
 - Public Notification Plan

Management Plan

- Describe in detail how you intend to meet the requirements of Austin Center for Events (ACE) and Parks and Recreation Department. Details should include:
 - Event Staffing showing key personnel with organizational chart
 - ACE Application
 - ACE Meetings
 - ACE Department Requirements
 - Understanding of ACE website planning section

Financial Plan

- The City will not consider event applications with co-sponsorships or fee waivers as part of this Annual Special Event.
- Describe in detail how you intend to make this event a financially viable venture.
- Details should include:



- Plans for Affordability to Public – Free or financially accessible in consideration of attendees of varied income levels
- Evidence of ability to produce a financially sustainable event without City Cosponsorship dependency
- Listing of all City funding expected
- Listing of all grants expected
- Expected Ticket Manifest and Remittance forecast
- Projections of sponsorship funds to be raised

- Additionally, this section shall include a listing of any lawsuit or litigation and the result of that action resulting from:
 - any public project undertaken by your company or your subcontractors where litigation is still pending or has occurred within the last five years
 - any type of project where claims or settlements were paid by your company or your insurers within the last five years.

Qualifications and Experience

- Organizers must have a minimum of three (3) years of experience in large Special Event production and operations with greater than 1,000 event attendees.
 - Describe in detail knowledge, qualifications, expertise, and relevant experience in producing family friendly Special Events with greater than 1,000 expected attendees.
 - Please detail the following:
 - History of your company
 - How your company will address the City of Austin’s need regarding family friendly cultural Special Event.
 - Expected programming to appeal to the diverse City of Austin population
 - How your company will exceed the performance of others, if selected

Local Business Presence:

- The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City Contracts. A business is considered to have a Local Business Presence if the business is headquartered in the Austin Corporate City Limits or has a branch office located in the Austin Corporate City Limits in operation for, at least, the last five years.
 - The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located.
 - The City defines branch office as a smaller, remotely located office that is separate from a firm’s headquarters that offers the services requested and required under this RFA.

GENERAL:

- In addition to applicable fees from City departments, the cost of the Special Event permit may include:
 - \$2,000.00 damage deposit
 - \$500.00 per set up day fee



- \$2,500.00 per event day fee
- \$500.00 per take down day fee
- \$500.00 maintenance fee – per event day
- \$250.00 electrical utility fee – per event day
- \$30.00 alcohol permit fee
- \$30.00 sound permit fee
- \$10.00 moonwalk fee
- \$1.00 per ticket fee and ticket manifest

[Event Site User Fees](#) may be found on the Office of Special Events website

Note: Fees at the time of RFA – Fees are subject to change

Mandatory Annual Review - Trial Period:

If awarded, the event will be permitted under two (2) one-year trial periods.

- After the first year of the event, a quantitative review using the Special Event Matrix (**Exhibit B**) will be conducted for impacts.
- If permitted to proceed for a second year, the event will undergo the same quantitative review to assess event performance compared to itself year over year.

Organizer(s) shall begin operational planning immediately after permit award and produce the event no sooner than 8 months after the notification of the award of permit.

Events will need to work within the current annual event schedule at Fiesta Gardens – West End

- Set Up, Event days, Take Down should not include Holidays

STANDARD CONDITIONS

- Organizer(s) shall comply with all local, state, and federal laws pertaining to business operation of a Special Event.
- Organizer(s) shall be responsible for all event planning to protect life and property.
- Organizer(s) shall produce the event with minimal impact to the park and surrounding neighborhood by following [Special Event best practices](#) and complying with Park Rules as applicable (**Exhibit D – Park Rules**)
- All Special Event regulations will be applicable to include but not limited to:
 - Submission of an Austin Center for Events Application
 - Creation of a professional quality Site Map
 - Agreement to sign a contract with the Austin Parks and Recreation Department
 - Representation at an Austin Center for Events meeting
 - Agreement to follow access and use guidelines
 - Safety Plan
 - Transportation Plan
 - Waste Management Plan
 - Installation of Neighborhood Notifications



Insurance:

- An Insurance Certificate **is not required to be purchased and/or submitted unless awarded a permit through this RFA process.**
- Approved Organizer(s) shall provide a Certificate of Insurance naming the City of Austin as an additional insured party. Vendors are required to show proof of comprehensive general liability insurance with a combined single limit of \$500,000 per occurrence. Additional vehicle and statutory workers' compensation insurance may be required.
- Insurance Requirements may be found in this document **(Exhibit E – Insurance Requirements)**

Lobbying:

- All lobbyists must follow [Ordinance No. 20160922-005](#), which amended [Chapter 4-8 \(Regulation of Lobbyists\) of the City Code](#). City Code Chapter 4-8 requires a person to register as a lobbyist if the person meets the requirements outlined in §4-8-3. In addition, a person who meets the registration requirements must file quarterly activity reports, pay the appropriate registration fee(s), and file a Notice of Termination upon termination of lobbying activities.
- <http://www.austintexas.gov/department/lobbyists>

Public Nature of Materials:

- Responses to this RFA become the exclusive property of the City and, therefore, become a matter of public record and shall be regarded as public records, with the exception of those elements in each application which are defined by the Organizer as business or trade secrets and plainly marked as “Confidential”, “Trade Secret”, or “Proprietary”.
- The City shall not in any way be liable or responsible for the disclosure of any such application or portions thereof, if they are not plainly marked as “Confidential”, “Trade Secret”, or “Proprietary” or if disclosure is required under the Texas Public Information Act, Chapter 552, Texas Government Code.
- If a request is made for information marked “Confidential,” “Trade Secret,” or “Proprietary,” the City shall provide the Applicant who submitted the information with reasonable notice to allow the Applicant to seek protection from disclosure by a court of competent jurisdiction.

Non-Discrimination and Non-Retaliation:

- Organizer must comply with City of Austin Code Section 5-4-2
- Organizer will not discriminate or retaliate against any applicant or employee based on race, creed, color, religion, national origin, sex, age, religion, veteran status, gender identity, disability, or sexual orientation.

Disqualification:

Factors such as, but not limited to, any of the following may be considered just cause to disqualify an application without further consideration:

- Any attempt to improperly influence any member of the evaluation team;
- Existence of any lawsuit, unresolved contractual claim or dispute between Organizer and the City;
- Evidence of incorrect information submitted as part of the application;



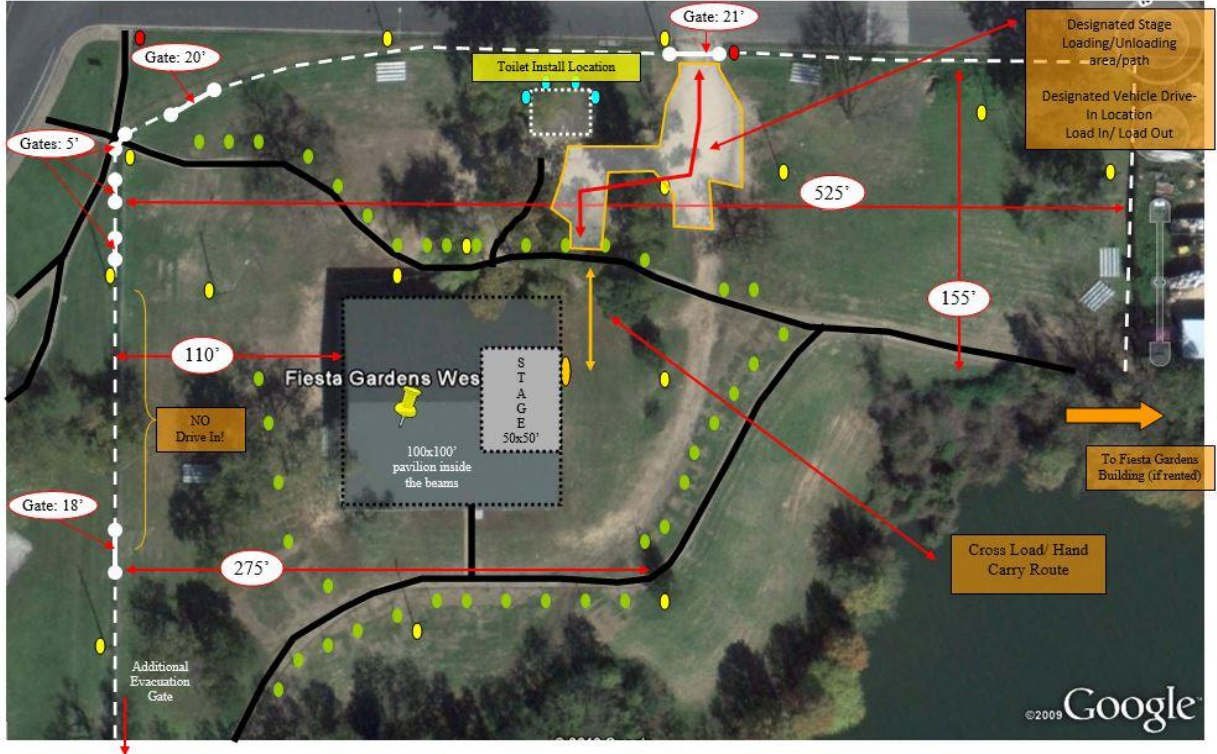
- Evidence of Organizer’s inability to successfully complete the responsibilities and obligation of the application; and
- Organizer’s default under any previous agreement with the City, which resulted in termination of the Agreement

The City reserves the right to:

- Make the selection based on its sole discretion;
- Reject any and all applications;
- Issue subsequent Requests for Applications;
- Postpone RFA selection for its own convenience;
- Remedy technical errors in the Request for Applications process;
- Approve or disapprove the use of particular subconsultants or subcontractors;
- Negotiate with any, all or none of the Organizers;
- Waive obvious typographical errors in the applications;
- Enter into an agreement with another Organizer in the event the originally selected Organizer defaults or fails to execute as required by an agreement with the City.

An agreement shall not be binding or valid with the City unless and until it is executed by authorized representatives of the City and of the Organizer.

Exhibit A – Site Map



Note: Current perimeter fence is scheduled for removal within Holly Shores/Edward Rendon Sr. Metro Park at Festival Beach Master Plan.



Exhibit B – Special Event Matrix
Used during first and second year review

Event Evaluation		Impact Value	Pre Event	Post Event
Park Use and Impact	Range of possible responses			
Type of Park Use <i>(choose one)</i>	In Use	4		
	Partially Open	3		
	Minimally Open	2		
	Closed	1		
Length of Park Use <i>(choose one)</i>	All activities conducted on 1 day	3		
	Up to 3 days of use	2		
	Up to 5 days of use	1		
	More than 5 days of use	0		
	More than 10 days use	-1		
	More than 15 days use	-2		
	0	days per application		
			<i>last year</i>	<i>this year</i>
Days of ADDITIONAL Post Event Recovery <i>(choose one)</i> <small>(clean up, unremoved items, fencing, etc., call backs only)</small>	0 call back days	1		
	1 call back day	-1		
	2 call back days	-2		
	3 call back days	-3		
	More than 3 call back days	-4		
	Multi-year call back multiplier. Current year score X years of consecutive call backs.	x years of consecutive call backs		
			<i>last year</i>	<i>this year</i>
Cost of Post Event Repairs <i>(choose one)</i> <small>(based on combined organizer and PARD costs) (excludes unintentional/weather related damage while adhering to City directives)</small>	None (expected performance)	4		
	Billable/cost of damage under \$500	0		
	Billable/cost of damage under \$1000	-1		
	Billable/cost of damage over \$1000	-2		
	Greater than \$5000	-3		
Time of Year <i>(choose one)</i>	January - February	2		
	November	1		
	June - August, December	-1		
	March - May, September - October	-2		



Exhibit B – Special Event Matrix – Continued

Event Evaluation		Impact Value	Pre Event	Post Event
Economic Impact & Tourism		Range of possible responses		
Local Service Providers <i>(choose one)</i>	Only Austin vendors.	2		
	Greater than 50% Austin vendors	0		
	Less than 50% Austin vendors.	-1		
Economic Impact <i>(choose one)</i>	Austin participation greater than 50% total attendees.	0		
	Texas (outside Austin) participation greater than 30% total attendees.	2		
	US (outside Texas) participation greater than 10% total attendees. <small>(measured by an address based ticket manifest)</small>	4		
	Multi-day significant outside attendance in Texas or US categories.	6		
Community		Range of possible responses		
Number of years of event <i>(choose one)</i>	1st Year	0	0	0
	2 - 5 years	1		
	5 - 7 years	2		
	7 - 10 years	3		
	More than 10 years	4		
	Cost <i>(Choose all that apply)</i>	Free	3	0
Youth/Seniors Free		2	0	0
Community Giving Component <i>(in addition to youth/seniors - complimentary access provided to members of the public? (may not be event staff, family)</i>		1	0	0
<i>(choose one)</i> Admission \$1-\$25 per day		-1		
Admission \$25 - \$50 per day		-2		
	Admission \$51 - \$99 per day	-3		
	Admission greater than \$100 per day	-4		
Community Enhancement				
<i>(choose one)</i>	Awareness/education inclusion of a Austin non-profit	0		
	Awareness/education inclusion of more than 1 Austin non-profit	1		
<i>(choose one)</i>	Charitable donation <\$5000	2		
	Charitable donation \$5000 - \$10,000	3		
	Charitable donation >\$10,000	4		



Exhibit B – Special Event Matrix – Continued

Event Evaluation		Impact Value	Pre Event	Post Event
Citizen Engagement				
<i>(Choose all that apply)</i>	No direct focus.	-1		
	Post event public survey including area stakeholders feedback.	1		
	Collaborative and inclusive stakeholder involvement (surrounding neighborhood) - attends City coordinated engagement meetings.	2		
Green Initiatives				
Range of possible responses				
Trash and Recycling	Trash and recycling provided		Required	Required
Additional greening efforts:	1 category achieved	-3	Not scored	
	2 categories achieved	-2		
	3 categories achieved	-1		
	4 categories achieved	0		
	5 categories achieved	1		
	more than 5 achieved	2		
	The works..... (all 10 items achieved)	3		
	Menu	Yes/No		
	composting	No		
	reusable signage	No		
	water refill stations	No		
	reward based recycling	No		
	public transit/bike and trail prominent	No		
	all mass transit to event	No		
	event recycling rebate	No		
	carbon offset credits	No		
	solar power incorporation	No		
	event attendee educational component	No		
	TOTAL	0		
Transportation				
Range of possible responses				
Roads and Parking	Weekend Road Closures (Friday - Sunday, or Holiday)	-1		
<i>(Choose all that apply)</i>	Weekend Road Closures Peak Hours (Friday - Sunday, or Holiday)	-2		
	Weekday Road Closures (Monday - Thursday)	-3		
	Weekday Road Closures Peak Hours (Monday - Thursday)	-4		
	No closures.	0		

Exhibit B – Special Event Matrix – Continued

Other Parking Items	Parking on parkland.	-1		
<i>(Choose all that apply)</i>	City approved parking restrictions enacted.	1		
	Additional parking enforcement patrols secured by event organizer.	2		
	Organizer contracted/provided shuttles.	4		
Quality of Life Impact	Range of possible responses			
Amplified Sound	None	1		
<i>(choose one)</i>	PA, recorded rebroadcast	0		
	All other amplified - Ends by noon	-1		
	All other amplified - Ends by 5 pm	-2		
	All other amplified - Ends by 8 pm	-3		
	All other amplified - Ends by 10 pm	-4		
<i>(Choose all that apply)</i>	Sound Impact Plan procured.	2		
	Additional City of Austin sound enforcement officers secured by event organizer.	2		
	TOTAL - PRE-EVENT SCORE		0	
	TOTAL - POST-EVENT SCORE			0



Exhibit C – Fiesta Gardens Annual Special Event Schedule

Heart of Texas Regatta – 2 event days
Texas VegFest – 1 event day
Bengali New Year Celebration – 1 event day
Texas Rowing Championship – 2 event days
Dragon Boat Races – 2 event days
Cinco de Mayo – 2 event days
Hot Sauce Festival – 1 event day
Pride Festival – 1 event day
Diez y Seis – 2 event Days
Craft Brewer’s Festival – 1 event day
Head of the Colorado – 1 event day