



Addendum 1: RFP #298-RFPSEP2017-19

Date: January 21, 2016
To: Proposers of 2017-2019 Strategic Event Partnerships
Re: Questions & Answers (Due by 1/18/16)

Q1. RFP Stakeholder Review – Who are the stakeholders?

The stakeholder group will be comprised of citizens that serve on Council-appointed boards and commissions. The stakeholder group will be confirmed *after* the RFP responses are received to assure fair and equitable consideration.

Q2. RFP Special Event Team Review – Who are the team members?

Chris Daniels – Public Works Department
Ted Williams – Transportation Department
Harry Brown – Parking Services
Yuri Koslen – Transit
Marsha Stickford – Community Relations (CAPE)
Mark Halstead – Parks & Recreation Department
Sgt. David Romick – Asheville Police Department
Jeff Payne – Asheville Fire Department
Brad Stein – Risk Management

Q3. Provide an example of how special events can efficiently leverage City resources.

Efficiency relates to a process that generates the greatest output with the least input. City resources consist of staff time including police and permit review, costs for facility use and equipment rentals, etc. An example of an event that efficiently utilizes permit review would be one that submits an accurate, well-planned, descriptive and clear site diagram that includes all required measurements and components, limiting staff time needed for follow-up and revision. In any meeting with staff to review the site diagram, the event will be prepared with copies of the diagram for presentation. As a result, staff time for permit review is minimized and the event is best prepared for execution according to the diagram on the day of the event. An accurate site diagram reduces staff time during on-site inspection by the City fire marshal's office.

Q4. Provide an example of how special events generate financial benefits to the City.

Increased spending, sales tax collected as a result of events generate direct financial benefits. Funds raised to support City projects, such as constructing greenways provide direct financial benefits. Funds raised for organizations that serve to improve public health and welfare can provide indirect financial benefits. Events that attract interest from entrepreneurs and companies with the capacity to establish new business in Asheville can generate direct and indirect financial benefits through property taxes and jobs created.

Q5. Who are some of the City partners special events could help generate revenue for?

Children First, Homeward Bound/AHOPE, YWCA, Asheville Greenworks, Green Opportunities, Project Lighten Up, Read to Succeed, WNC Communities/Blue Ridge Food Ventures, Pisgah Legal Services, Friends of the WNC Nature Center, Asheville Downtown Association, YMI Cultural Center, Community Betterment Foundation/Folk Heritage Committee, Asheville Area Arts Council, Appalachian Sustainable Agriculture Project (ASAP), LEAF Schools & Streets, and many more.

Q6. How can events support or promote projects under the Capital Improvement Program?

The RFP is asking organizations to creatively consider whether the scope of work proposed includes opportunities for activities or cross-promotions designed to attract attention and highlight the City's ongoing investment and progress on projects classified under the Capital Improvement Program.

Q7. How can events decrease the City's legal liability?

Demonstrating proper reporting, documentation and when needed, delegation to vetted, competent sources would provide an advantage to the City in resolving a legal matter over one that does not.

Q8. How do we list revenue streams by associated profit margin?

Profit margin is net income divided by net sales (revenue). Listing estimated revenues for the scope of work proposed by associated profit margin would appear as an itemized list of planned revenue sources in the order of their anticipated profitability.

Q9. Should the Budget Narrative (Section 5) be provided in budget numbers or narrative?

Within Section 5, items #1 and #3 should be sufficiently answered by providing budget numbers. Item #2 would likely require a combination of numbers and narrative.

Q10. What does asset aging refer to?

Asset aging can sometimes refer to fixed assets but this question refers to accounts receivable. If a large portion of total assets on a balance sheet is accounts receivable, the age of the receivables is an important consideration. The older they are, the less likely they will be collected; therefore, the value is less assured than what is showing on the balance sheet. In other words, if there is low cash, but large receivable balances, it indicates there will shortly be cash available when the receivables are paid. However, if the receivables are old, the potential for payment is less likely and that indicates a different state of financial health.

Q11. What specific steps must be taken to show compliance with the City's Minority Business Program and Drug-Free Workplace Policies?

For the purpose of the proposal, a written statement to comply is sufficient.

Q12. What documentation is required to verify an organization's non-profit status?

The City will accept any authorized government document that provides sufficient information for verification with state and/or federal agencies.

Q13. What is the format or type of financial statements required?

There is not a specific format or document style requirement.

Q 14. Provide clarification on the automobile and workers' compensation insurance requirements.

No evidence of Auto Liability insurance is required from organizations that do not utilize vehicles owned by their respective organization to support the scope of work proposed. Organizations are required to provide evidence of Auto Liability insurance if the organization owns fleet vehicles for driving tours, community projects such as beautification services, or hauling equipment for special events such as trailers and stage set-up, etc.

No evidence of workers' compensation insurance is required if all labor utilized for the scope of work proposed is subcontracted and organization's staff are not on the organization's payroll. However, in North Carolina, employers with 3+ Full Time employees are required to carry workers' compensation insurance. Also, some organizations utilizing volunteers carry workers' compensation coverage for volunteers.

Q15. Does the City need to be listed as an additional insured on our organization's event insurance policy per event or for the entire year? Do our vendors and sponsors need to list the City as additional insured?

Special event policies cover the specific period of an event, typically 1-3 days at a time and cover general liability not auto liability. For the purpose of this RFP, organizations must provide evidence of an annual commercial general liability policy with a minimum limit of \$1 million per occurrence. Said policy shall be endorsed to list the City of Asheville as an additional insured under the policy.

The following vendors are required to provide evidence of at least \$1 million of commercial general liability insurance and possibly auto liability and workers' compensation insurance depending on the specific service provided in relation to the specific event: All food and beverage vendors, electricians and sound engineers, stage and construction contractors, all safety-sensitive service providers including sanitation services and security companies. Vendors of art, clothing, crafts, merchandise and low-risk contracted services associated with the scope of work proposed under the RFP will generally not be required to provide evidence of insurance or waivers.

Q16. Is support for City partners limited to the in-kind services listed in the table of special event fees?

The City's existing event partnership agreements only include in-kind services as itemized on the table of special event fees. For proposals that require an investment beyond those services, including cash reimbursement, use of indoor City facilities, or waivers for other fees and charges, each item should be listed as "other" at the bottom of the fees table. The proposed value may be in an equal amount per year, or varying per year, not to exceed 25% of annual production costs per year over a three-year term. Any unused value of support provided to existing event partners expires at the end of each calendar year – does not rollover. Organizations are encouraged to submit proposals for a projected scope of work that is cost-efficient and provides taxpayers with the greatest return on investment.

Q17. What kind of outputs and outcomes are requested or in what terms and context should they be described? Would these include revenue projections and organizational development goals and city partnership goals?

The proposal must include projected outputs (activities, services, methods, approaches) and outcomes (results, impact, accomplishments). The outputs describe what the organization intends to do. The outcomes describe what will occur as a result of the organization's efforts. Measuring data and research-based projections is critical to determining the appropriate outputs to attain the intended outcomes. The context is in reference to a proposal in which an organization seeks to establish a partnership with the City of Asheville to benefit the citizens of Asheville and Buncombe County economically, socially and culturally. Generally revenue projections could be listed as outcomes. Goals are neither outputs nor outcomes.

Q18. In disclaimer #9, does this imply that the contract between city and partner requires specifics of all contents of the event, and that there would be possible "editorializing" of programming?

This disclaimer simply states that what is proposed by the proposer may become an obligation as part of any contract that is executed between the City and the proposer. The City will verify whether the events meet the requirements and goals of the agreement at the time of application for each special event produced under partnership with the City.

Q19. How will riverfront redevelopment impact special event programming decisions for the River Arts District?

The City of Asheville is interested in programming underutilized spaces in and around the River Arts District; however, with \$60M in construction projects planned over the next 4 years, programming proposals for the area will be carefully examined and will need to be coordinated with future construction schedules as they're made available.

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