



## MEMORANDUM

**To:** Mayor and City Council

**From:** Brad Reid, Director of Parks and Recreation

**Date:** February 27, 2018

**Reference:** Consider approval of a proposal from B-Weiss Entertainment Group for Special Event Production Services, in an amount not to exceed \$250,000 for services including talent buying, equipment rental, stage production and logistics and other event services, as budgeted, and authorizing the City Manager to execute all necessary documents.

**2030:** Sense of Community: Successful Community Events and Festivals  
Sustainable City Government: Excellent City Services with High Level of Customer Satisfaction

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### Introduction:

On February 2, 2018, the Parks and Recreation Department solicited proposals for Special Event Production Services. On February 19, 2018 three (3) special event production and marketing firms turned in proposals for consideration. B-Weiss Entertainment Group was chosen as the preferred vendor with weighted evaluation criteria.

- RFP #153 for Special Event Production Services opened February 19, 2018. Contract includes pre, post and day-of event planning and production services, equipment rental including stage, sound and lighting, tents, as well as other services.
- Three (3) proposals were received (bid tabulation attached)
- The proposals were evaluated utilizing “Best Value” weighted criteria
- Budgeted amount of \$250,000
- The resulting agreement will be for one year with options to renew four (4) additional one-year terms.

### Analysis:

In order to consistently provide first-rate community special events that citizens of Coppell enjoy, especially those that take place at the newly redeveloped Andrew Brown Park East, the Parks and Recreation Department would like to utilize procurement and production services provided by a

special event production company. The contract allows the department to secure the best possible prices through negotiated pricing terms with vendors, as well as utilize experience and relationships that the production firm possesses. Potential services provided could include: talent buying, stage, sound and lighting procurement, equipment rental including tents, tables and chairs, linens and golf carts, as well as other specialty décor, signage, portable restrooms and trash disposal services.

The Parks and Recreation Department has worked with the Purchasing Division in the preparation and bidding of this proposal. The evaluation criteria included qualifications and past performance, the proposed plan, and purchase price.

B-Weiss Entertainment Group has worked with the Parks and Recreation Department to provide day-of event production services for both Celebrate Coppell and Kaleidoscope in 2017. The department was very satisfied with the service, quality of work, and professionalism that B-Weiss Entertainment Group provided.

Based on previous work history in 2017 with the City of Coppell, cost, technical expertise and strong references, it is recommended that B-Weiss Entertainment Group be awarded RFP #153 for Special Event Production Services.

**Legal Review:**

The Purchasing Department has reviewed the documents and determined that this is an appropriate method of contracting with this firm. Legal counsel will be sought in the preparation of the resulting agreement with B. Weiss E.G.

**Fiscal Impact:**

The total fiscal impact is \$250,000, if all estimated services are deemed necessary. The Parks and Recreation Department budget includes funding for this agreement.

**Recommendation:**

The Parks and Recreation Department recommends approval of this item.