



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

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 department engaged this type of service agreement last year for the execution of Celebrate Coppel, with slight modifications proposed for 2018. Last year, an individual was contracted to assist with idea generation and bringing together of the appropriate persons and businesses for the city to contract with for each aspect of the event. The method used in 2017 caused the city to create numerous purchase orders for the various services needed. The method being proposed for 2018 is that the contractor will be responsible for bidding, procuring and paying for the various elements to create a successful event, which will then be billed to the city under one agreement and one purchase order, thus streamlining the process. To offer examples of the services that this contract will allow and the pricing associated with each, below is a listing of the elements and costs from the 2017 Celebrate event. These are only examples from last year and are not necessarily indicative of the pricing for desired elements for 2018. Also, this listing is not inclusive of all costs associated with execution of the event, but gives an idea of the major elements involved.

Main Stage Talent (World Classic Rockers)	\$49,000
Tent Rentals, amenities	\$32,200
Hotel stay for talent	\$2,400
Stage rental	\$33,100
Stage management (2 stages)	\$17,000
Sponsorship procurement	\$3,500
Road barricades	\$9,500
Shuttle Service	\$8,500
Site Amenities	\$22,000
Security/site and restroom cleaning	\$16,000

The Parks and Recreation Department coordinated with the Purchasing Division in the preparation and bidding of this proposal, which will result in an agreement similar to agreements that the city currently maintains for services such as Landscape Maintenance and Tree Trimming and Removal Services, whereby staff determines the services needed and the contractor executes to expected standards.

The evaluation criteria for this RFP included qualifications and past performance, the proposed plan, and purchase price. Please note that the contracted company (B-Weiss) will be coordinated with extensively prior to and during the event to ensure that all elements supplied will meet the standard established. B-Weiss Entertainment Group has worked with the Parks and Recreation Department to provide day-of event production services for both Celebrate Coppel 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 Coppel, 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.