



Virginia City Tourism Commission (VCTC)

REQUEST FOR QUALIFICATIONS TO PROVIDE EVENT MANAGEMENT AND GENERAL EVENT SERVICES

FOR

EVENTS HELD IN VIRGINIA CITY

RFQ VCTC2023-002

ISSUE DATE: November 10, 2023

DUE DATE: December 8, 2023

INTRODUCTION

The purpose of this Request for Qualifications (RFQ) is to select a firm that is qualified and capable of providing Event Management, Staffing, Set-Up, Reporting, Sponsorships, Accounting, Permitting, Media Coordination, and Ticket Management for the Virginia City Tourism Commission (VCTC) events held in Virginia City, Nevada.

Services and deliverables, which may be included in a Contract for Event Management (Contract), if awarded, are identified in Scope of Services (SOS) below.

This will be a qualifications-based selection process. No pricing or cost information is to be provided to the VCTC in conjunction with the selection process. Compensation will be negotiated with the most qualified Firm subsequent to conclusion of the evaluation process. The interview evaluation and selection process shall in no way constitute a commitment by the VCTC to execute a contract.

Firms submitting are solely responsible for any costs incurred during this process.

Firms shall be licensed to practice business in the State of Nevada. The selected firm must be appropriately licensed, (active, and in good standing) by the Office of the Secretary of State, pursuant to NRS 76.100. Nevada State Business Licenses must only be included in an Appendix to the Evaluation Criteria Items response section of this RFQ.

EVENT DESCRIPTIONS AND BACKGROUND

The Virginia City Tourism Commission sponsors eight (8) events in and around Virginia City, Nevada. These events are an integral part of the identity of the city and are key to attracting visitors to the area. Attendance at these events range from 150 to 15,000 people. Current Events include:

The Devil Made Me Do It Saloon Crawl

Time of Year: February, the Saturday before Valentine's Day

Attendance: 200-250

Number of Days: 1 (usually lasting 4 to 5 hours)

Brief Description: A sampling tour of Virginia City's historic saloons and confectioners. This annual event usually takes place on the second weekend in February, coinciding with Valentine's Day. Participants go on a tasty journey throughout the town sipping signature-themed drinks and enjoying sweet treats along the way. Participants (Crawlers) purchase tickets in advance or on-site. Upon arrival the crawler must check-in at a designated location, receive credentials in the form of a wristband, drinking cup, and/or lanyard. The crawler then travels from one saloon or confectionary to another where participating Virginia City merchants provide an alcoholic beverage, mocktail or food item. Crawlers may vote on a favorite drink or location. Prizes are often offered for challenges during the event.

The Rocky Mountain Oyster Fry

Time of Year: March, the Saturday before Saint Patrick's Day

Attendance: 1500-2000

Number of Days: 1

Brief Description: A 33-year tradition, The Rocky Mountain Oyster Fry takes place the Saturday before Saint Patrick's Day. Chefs from all over the region go head-to-head for a single day cook-off of land oysters (bull testicles). Along with the cook-off competition there is Irish music, a parade, and a costume contest.

Father-Daughter Day and Dance

Time of Year: Mid-April

Attendance: 350-400

Number of Days: 1

Brief Description: In its 10th year, the Father-Daughter Day & Dance is an event set aside for fathers and daughters to enjoy the day together. The event, usually held in mid-April, includes a dance at Piper's Opera House, group photo opportunity, and a treat package. Participants purchase tickets in advance or on-site. There are 3 dance times to choose from, each lasting about an hour. Upon arrival, father and daughter(s) check-in at a designated location and receive appropriate credentials in the form of a small corsage and boutonniere. Father and daughter then visit participating Virginia City merchants for confectionaries and photo opportunities. Upon the selected reservation time, they return to Piper's Opera House for the dance party.

Chili on the Comstock

Time of Year: May, usually the weekend before Memorial Day

Attendance: 3000-3500

Number of Days: 2

Brief Description: Over forty years of Chili Cooking, this contest/special event is a spring-time mainstay. Top chili cooks from around the region come to partake in what has become a Comstock tradition. There are local participants along with official entries from the International Chili Society. Along with the Chili consumption there is also a Craft Beer Tour. This event has traditionally been held on the third weekend in May.

International Camel and Ostrich Races

Time of Year: September, usually the weekend following Labor Day

Attendance: 15,000+

Number of Days: 3

International Camel and Ostrich Races (cont)

Brief Description: An event that has brought Virginia City worldwide recognition. People come from all over the world to watch an event that has been held in Virginia City for 64 years. The event is held at the Virginia City Fairgrounds and involves 3 days of racing. The fairgrounds are transformed to house support vendors, VIP seating, and stock corrals for the various animals. Current activities include camels, ostriches, zebras, and ducks. An outside supplier is used to provide the stock during this event.

World Championship Outhouse Races

Time of Year: October, usually the first or second weekend

Attendance: 2,500-3000

Number of Days: 2

Brief Description: Teams have competed for 34 years in this unique fan favorite. Competitors construct an outhouse on wheels and then race against other teams for prizes on the main street (C St.) of Virginia City. The event begins with a parade down C Street to the designated pit area. C Street is closed off for the race area. Once a double elimination bracket format is determined races begin in a head-to-head competition.

The Spirits Made Me Do It Saloon Crawl

Time of Year: October, usually the last Saturday

Attendance: 200-250

Number of Days: 1

Brief Description: Held on a Saturday near Halloween, this sampling tour of Virginia City saloons and confectioners lead attendees on a scavenger hunt for spirits (ghosts and drinks) around the Comstock. The event follows much the same format as The Devil Made Me Do It Saloon Crawl.

The Grinch Made Me Do It Saloon Crawl

Time of Year: December, usually the first weekend

Attendance: 200-250

Number of Days: 1

Brief Description: The event takes participants through town to some of Virginia City’s historic saloons, restaurants and stores. Saloons participate with holiday themed libations. The event follows much the same format as The Devil Made Me Do It Saloon Crawl.

More details of the events can be found on the VCTC’s Website at www.VisitVirginiaCityNV.com.

ANTICIPATED SELECTION SCHEDULE

The VCTC anticipates the following general timeline for its selection process. The VCTC reserves the right to modify any of the dates or times shown below, (if this occurs, the VCTC will notify all Firms of the issued addenda/clarifications; Firms will be required to confirm receipt of the change(s) via email):

RFQ Release Date	November 10, 2023
Requests for Information (RFI) Due	November 28, 2023
County Response to RFIs	December 1, 2023
RFQ Responses Due	December 8, 2023
Evaluation Process	December 14, 2023
Qualified Firm Review and Potential Contract Award at VCTC	January 11, 2024
Board of Commissioners’ Meeting	
Contract Negotiations	

RULES OF CONTACT

Firms solicited shall only correspond with the VCTC regarding the Event Descriptions and Background, Scope of Services, Interview Evaluation Criteria and/or selection process through the VCTC designated representative. The designated representative's contact information is:

Todd Tuttle
Director of Tourism
P.O. Box 920, 86 South C Street
Virginia City, NV 89440
Ph: (775) 847-7500 Email: ttuttle@storeycounty.org

Firms shall not contact the VCTC's employees, including VCTC heads, members of the VCTC staff and/or any official who will participate in the selection and/or award process, except through the process specified herein. Any communications determined to be improper may result in disqualification at the discretion of the VCTC.

Firms may inquire about, protest any aspect, and/or may request a change to any provision, specification, or term of this RFQ and/or evaluation criteria no later than the RFI deadline date specified above. Any protest or request for change must be made in writing and addressed to the individual identified in this section. All correspondence must include reference to the RFQ VCTC2023-002, and documentation in question. The VCTC will not consider any inquiry, protest or request for change that is submitted after this deadline. Only requests submitted per the process outlined herein will be considered.

The VCTC will respond to all inquiries, requests and/or protests no later than the VCTC Response Date specified herein. If applicable, the VCTC will notify all Firms of the issued addenda/clarification. Any VCTC response to an inquiry, protest, or request which interprets the language of the RFQ will be posted on the VCTC's website. Firms will be required to confirm receipt of the change(s) via email.

RESERVATION OF RIGHTS

The VCTC reserves the right to: 1) seek clarifications from each Firm; 2) negotiate a final contract that is in the best interest of the VCTC and the public; 3) cancel this selection process at any time if doing so would be in the public interest, as determined by the VCTC in its sole discretion; 4) award the contract to any respondent based on the evaluation criteria set forth in the Interview Evaluation Criteria; 5) waive minor informalities when, in the VCTC's sole judgement, it is in the VCTC's best interest to do so; and 6) request any additional information the VCTC deems reasonably necessary to allow the VCTC to evaluate and select the most qualified respondent to perform the services described below.

The VCTC reserves the right to issue addenda/clarification to the General Information/Scope of Services and/or Interview Evaluation Criteria. If this occurs, the VCTC will notify all firms scheduled for interview of the issued addenda/clarifications; Firms will be required to confirm receipt of the change(s) via email.

SELECTION PROCESS, NEGOTIATION AND AWARD

VCTC staff will review the submitted Statement of Qualifications (SOQ).

Failure of a selected firm to submit a SOQ will be considered non-responsive, and that firm will be eliminated from any further consideration for participation in the selection process. Late submittals will not be considered.

Once a consensus regarding Recommendation of Award, if any, has been reached by the VCTC, notice regarding Intent to Award will be sent via email to all Firms.

The VCTC and the highest ranked proposer will attempt to negotiate a fair and reasonable price and finalize the Contract.

Negotiations shall be confidential and not subject to disclosure to competing firms. Pending successful negotiation of contract terms and specifications, the Contract will be scheduled to appear on a future VCTC Board of Commissioners' Agenda for possible approval. If an acceptable agreement cannot be reached, the VCTC may terminate negotiations with the selected firm and proceed to negotiate with the next highest ranked firm, until an acceptable agreement is negotiated, or the VCTC, in its sole discretion, elects to terminate the procurement. Any Contract resulting from the selection process shall not be effective unless and until approved by the VCTC Board of Commissioners.

Upon issuance of the Notice of Award (NOA), firms and individuals who participated in the RFQ process may request a debrief to review their evaluation (total average) score and any applicable comments provided by the evaluation committee. All information relative to the selection process is to remain confidential prior to issuance of the NOA.

SCOPE OF WORK

Pre-Event Coordination and Management

- Conduct Monthly Event Coordination Meetings
- Conduct Pre-Event Meetings Specific to Event
- Coordinate with the VCTC Team, County Departments, and Public Officials
- Secure Necessary Permits
- Secure Necessary Insurance Coverages
- Coordinate Ticket Sales
- Coordinate Website Information
- Coordinate Marketing Strategies and Implementation
- Conduct Project Site Visits in Anticipation of Event Requirements
- Prepare Traffic Flow and Event Layout Drawings
- Prepare Detailed Chronological Overviews
- Prepare Event Budget and Reconciliation Reports
- Negotiate Vendor Involvement
- Negotiate Additional Services Contracts (Restrooms, Trash Removal, Security, Sound, etc.)
- Negotiate Sponsorship Recruitment & Management
- Coordinate with Local Merchants Regarding Participation
- Design and Prepare Signage, Maps, Passes, all Collateral Materials Associated with Event

Event Coordination and Management

- Complete On-Site Management
- Coordinate Power Supply Needs
- Coordination and Management of Appropriate Staff necessary for the Event
- Coordination of Volunteers
- Coordinate with Contracted Services for Placement of Collateral
- Coordinate with Emergency Services
- Customer Service and Event Information
- Manage Sound and Stage Set-Up
- Vendor Coordination
- Coordinate with VCTC for Photography and Videography needs
- Apparel Design and Management

Post-Event Coordination and Management

- Coordinate all Cleanup
- Coordinate Take-down of Collateral
- Coordinate Removal of All Restrooms
- Coordinate Removal of All Trash Receptacles and Proper Disposal of Refuse
- Final Walk-Through Ensuring Restoration of Event Area

Event Marketing Responsibilities

- Coordinate with VCTC Marketing Team to Insure Proper Integration with Brand Consistency
- Prepare Event Content and Descriptions
- Coordinate with VCTC PR Team for Integrated Event Coverage and Media Outreach
- Coordinate with VCTC PR Team for Integrated On-Site Event Specific Social Media Posting
- Coordinate with VCTC Marketing Team for Content, Creative and Input on Event Specific Website Pages within the VisitVirginiaCityNV.com Platform
- Assist in the Development and Management of Event Specific Social Media Pages
- Coordinate with VCTC Marketing Team to Maintain Current Marketing Objectives and Strategies

VCTC has the right to pre-approve all contracts, event budgets, event layouts, event content, sponsorships and creative.

SUBMISSION OF STATEMENT OF QUALIFICATIONS (SOQ):

1. SOQ shall be submitted by hard copy or in an electronic PDF format and emailed to the agency contact. Must include a title page showing the RFQ subject, the Firm's name, address, telephone number, and e-mail of a contact person. The SOQ must be submitted on or before the date and time set for receipt of the RFQ.
2. SOQ shall be clear, straightforward, and not exceed 6 pages in length, or 3 double-sided pages, exclusive of the title page, cover letter, table of contents, resumes of event manager/key personnel and any dividers. Font size must be large enough to be easily legible. Must use no smaller than 11-point font, including when used for figures or tables. Any use of 11" x 17" pages will be counted as two (2) pages. Up to 2 pages of company brochures may be included as an attachment and will not be counted as part of the total page count.
3. Proposers must attach resumes for all key personnel on the proposed Event Management Team. Each resume must not exceed one (1) page in length and does not count in the overall page total. There is no limit to the total number of resumes.
4. Proposers must respond to each of the Evaluation Factors listed in this RFQ in the order as presented. Each response must be contained in its own unique, numbered section bearing the same number and title as the Evaluation Factor being addressed.
5. Please note that no cost proposals for this specific RFQ shall be submitted. Once a firm is selected, the VCTC will negotiate scope and fee.
6. SOQ shall contain the following information:
 - Cover Letter
 - Event Management Approach section
 - Event Management Experience section including similar relevant events
 - Section describing the Event Management Team
 - Events Understanding Section
 - Section describing firm's availability and capacity for these events
 - Resumes for the Event Manager and key personnel
 - Other attachments as required by this RFQ

EVALUATION OF SOQ:

1. SOQ submitted will be evaluated by the VCTC Staff. There is no guarantee that the VCTC will select any of the SOQ and any SOQ shall be submitted at a proposer's sole risk and cost.
2. The VCTC reserves the right to retain all SOQs submitted and use any idea in a proposal regardless of whether or not said SOQ is selected.

3. Evaluation Criteria: Having determined that an SOQ meets the basic requirements, the following categories will be evaluated in the selection process based on the following criteria (100 points are the total maximum available):

- **Event Management Approach (20 points max):**
 - Provide a narrative description clearly demonstrating the Firm’s approach to effectively provide all the required services and complete the tasks described in the scope of work.
 - Describe project management techniques including tracking of schedules and budgets, as well as the Firm’s quality control/quality assurance processes.

- **Event Management Experience (20 points max):**
 - Describe the Firm’s experience (including experience of the Event Manager and use of any outsourced vendors) with these types of events including:
 - Familiarity with event management, ticketing, on-site management, media coordination, crowd control and security.
 - List a maximum of 3 relevant events the Firm has coordinated and managed within the last 5 years. Each example should include the event description, dates, quality of work, compliance with public permitting and guidelines, cost control, and notable successes or positive results within the events managed.

- **Event Management Team (30 points max):**
 - Provide a summary of the proposed team including their roles and responsibilities. The summary should identify the Event Manager, key personnel and other staff proposed for use at these types of events.
 - List all team members with their years of experience, length of time with their current firm, education, relevant experience on similar or related projects, capabilities, and unique strengths related to their role at these types of events.
 - For the Event Manager, list at least one comparable event or event task in which he/she has played a similar role as proposed at these types of events.
 - Indicate the estimated effectiveness of the team’s proposed organization and coordination process.
 - Provide a summary of the project team member’s experience working together and the experience of the Firm’s (if any sub consultants are listed) on the Event Team working together on similar events.

- **Event Management Familiarity (15 points max):**
 - Describe your Event Team’s understanding and knowledge of the various events and how your approach will benefit the VCTC. Identify any special considerations, your understanding of the event and its impact on the community and area, and any potential unusual circumstances that should be considered. Identify any potential challenges or complications that are anticipated to be encountered during the events.

- **Experience with Community and Civic Events (15 points max):**
 - Clearly demonstrate Firm’s experience with event management and related activities for events being held in public areas, historic districts, and in coordination with local government agencies.

Evaluation Criteria Summary	
Event Management Approach	20 Pts
Event Management Experience	20 Pts
Event Management Team	30 Pts
Event Management Familiarity	15 Pts
Experience with Community and Civic Events	15 Pts
Total Available Points	100 Pts

This project, Virginia City Tourism Commission, and the successful applicants shall remain compliant with the following relevant codes and authorities:

- A. Title VI of the Civil Rights Act of 1964 (42USC 2000d to 2000d-4), prohibits discrimination based on race, color, or national origin in programs or activities receiving Federal financial assistance.*
- B. Title IX of the Education Amendments of 1972, as amended, (20 USC 1681 to 1688), prohibits discrimination based on sex in any educational program or activity receiving Federal financial assistance.*
- C. Section 504 of the Rehabilitation Act of 1973, as amended, (29 USC 794), prohibits discrimination based on an individual's disability in programs or activities receiving Federal financial assistance and, in any program, or activity conducted by any executive branch agency.*
- D. Title II of the Americans with Disabilities Act prohibits discrimination on the basis of disability in State or local government programs whether or not they receive Federal financial assistance.*
- E. The Age Discrimination Act of 1975 (42 USC 6101 et seq.) prohibits discrimination based on age in programs or activities receiving Federal financial assistance.*
- F. Department of the Interior Federal regulation at 43 CFR 17, Nondiscrimination in Federally Assisted Programs of the Department of the Interior.*
- G. Department of Justice Federal regulation at 28 CFR 35.190 (b)(5), Subpart G, Nondiscrimination on the Basis of Disability in State and Local Government Service*