

## **REQUEST FOR PROPOSAL**

### **For Town of Vail Revely Light Display**

#### **BACKGROUND**

Returning for its 3<sup>rd</sup> year, Revely Vail is the kickoff to the winter season in the Town of Vail. Revely Vail is how we welcome the brilliance and spirit of winter. Enhanced holiday lighting, artistic lighting displays, ambient entertainment and more will create a warm and welcoming feeling in town, while the enhanced snowmaking effort on Vail Mountain will provide guests with the biggest resort opening in Colorado.

The Town of Vail is seeking innovative and exciting proposals for a portion of this event in a lighting display in the villages to enhance the guest experience and support the vision of Vail as the world's "Premier International Mountain Resort Community".

#### **OPPORTUNITY**

The Light Display is an activation that is being proposed in support of the events of Revely Vail.

- A. RFP should help Town of Vail identify a qualified partner to execute Revely Light Displays in the Village***
- B. RFP is open to event producers, Audio/Visual Contractors, Lighting Artists, etc. who are familiar with producing or supporting special events in Vail.***
- C. About the Town of Vail***
  - a. The Town of Vail: Since its incorporation in 1966, Vail has earned the distinction as one of the leading mountain resort communities in North America. With more open space than any other community of its kind, free transit and other environmentally-sensitive services, plus an abundance of recreational, cultural and educational opportunities, Vail has become not only a great place to visit, but an even better place to live.
- D. Goal of the Revely Light Display***
  - a. Purpose of the Revely Light Display is to create a vibrant and lively feeling in the Town of Vail to align with the theme of "welcoming the brilliance of winter". Holiday lighting has always been an attraction throughout the town of Vail. The warmth created by the lighting, tied to the spirit of the holidays is an integral part to many of our guests vacation experience from opening day through the New Years holiday.
  - b.** The lighting displays will highlight existing assets in the Town of Vail, connect the events and activities of the Town with the new Magic of Lights



Vail, and provide guests with eye catching and immersive surprise and delight experiences in Town.

## **SCOPE OF WORK**

The Town of Vail is seeking a contractor, Audio/visual production company, lighting artist or the like, to produce the lighting display programming proposed as part of Revelry Vail. The selected contractor shall provide design options for illuminating some signature areas of the Town of Vail including the International Bridge and Covered Bridge, and a location in Lionshead village. The Lionshead location can use natural structures, or an installed structure if needed. Both Lionshead and Vail Village will need to be activated during the event. The contractor shall design the lighting installations, manage the lighting installations, and manage any content creation necessary for the activation.

The lighting installations shall be installed prior to November 19<sup>th</sup> and shall be maintained until January 2<sup>nd</sup>, unless otherwise agreed upon by the Contractor and the Town of Vail.

A budget of up to \$65,000 has been identified for this project.

## **INDEPENDENT CONTRACTOR**

Contract for services will be as an independent contractor. All personnel assigned by contractor to perform work under the scope of work shall be, and remain at all times, employees or agents of Contractor for all purposes. Contractor will supply all tools, equipment and supplies required to perform the services outlined in the scope of work. Contractor agrees to procure and maintain, at its own cost, a policy or policies of insurance sufficient to insure against all liability, claims, demands and other obligations assumed by Contractor including workers' compensation insurance if required by law.

## **SUBMITTAL REQUIREMENTS**

- 1) Statement of Qualifications: brief statement covering experience, client list and references
- 2) Relevant Experience: samples of previous work
- 3) Budget/breakdown of expenses
- 4) Project management overview
- 5) Mock up, drawing, or artistic representation of the installed work
- 6) List of recent clients for references with contact information

## **SELECTION CRITERIA**

The successful firm(s) will demonstrate the ability to:

- Design high class lighting displays, incorporating the theme of Revelry Vail
- Creatively activate the requested areas of Town with lighting displays



- Manage all technical aspects of the installation
- Maintain the lighting displays through the required period
- Stick to budget

## **TIMELINE**

RFP Question and Answer Period: Questions submitted by Friday October 1, 2021 at 5:00 pm.

Answers posted to vailgov.com on Monday, October 4, 2021.

Submit questions via email:

[jgross@vailgov.com](mailto:jgross@vailgov.com)

RFP Due Date: October 8, 2021

Selections made no late than October 15, 2021

## **CONTACT AND SUBMITTAL**

**Responses are due by noon MST on Wednesday, October 8, 2021.**

All responses will be submitted to:

Jeremy Gross, Special Events Coordinator

Town of Vail

75 South Frontage Rd.

Vail, CO 81657

970-477-3551

[jgross@vailgov.com](mailto:jgross@vailgov.com)