

REQUEST FOR PROPOSAL

For Town of Vail Ambient Music and Family Programming

BACKGROUND

The Town of Vail has consistently been a leader in the promotion and execution of events and activations that grow partner brands, generate revenues, add vibrancy to the villages and support causes both locally and globally. The Town of Vail is seeking innovative and exciting proposals for Ambient Village Entertainment that enhance the guest experience and support the vision of Vail as the world's "Premier International Mountain Resort Community".

OPPORTUNITY

Après Music and Family Programming is proposed to support and enhance the experience of guests in Vail and Lionshead village core areas. Vail is best experienced through all five senses. The addition of après music in the villages to surprise and delight guests has been well received over the last two years. The Town of Vail is seeking a proposal for an event producer or organization to curate an après music experience in the town for the winter season from January 21 – April 24, 2022.

A. RFP provides the opportunity for the Town of Vail to identify a qualified partner to execute Après Music and Family Programming in the Villages from January 15 – April 24, 2022.

B. RFP is open to event producers who are familiar with producing special events in Vail

- a. Top tier event producers and booking agents with extensive knowledge of staging and operating events within the Town of Vail both from brand perspective as well as familiarity with the area and best practices regarding event permitting, execution and follow up in the Town.

C. Goal of the Ambient Music and Family Programming

- a. Purpose of the Ambient Après Music and Family Programming is to create a vibrant and lively feeling in the Town of Vail during the après ski and peak holiday time periods. The ambient entertainment is designed to entertain in an appealing outdoor environment and to contribute to unique experiences and memories for Vail guests. Generally celebrated from 2-5 pm, the après time period provides a reason for guests to spend more time in the village after their ski day. Times may change throughout the season to reflect weather, daylight savings time, Vail Mountain operations, other events, etc.
- b. Programming will prioritize current public health orders related to gathering size, social distancing requirements, and staging regulations. Event



producer will be responsible for monitoring for compliance the events they produce on behalf of the town.

D. 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.

SCOPE OF WORK

The Town of Vail is seeking a contractor to produce the entertainment and programming proposed as part of the Ambient Music and Family Programming. Approximately 14 weeks of programming have been identified during the winter season where the town is seeking to add vibrancy to the villages through the production of small, ambient entertainment, strolling musicians and entertainers, and the like. The contractor will be responsible for; booking and managing all entertainers involved in the program; setup, teardown and management of each venue being used; necessary permitting, approvals, insurance, for each venue; managing to public health protocols; marketing of the event, in conjunction with Town of Vail marketing efforts and support.

The program is 100% funded by the Town of Vail and as such, all branding, promotion, talent, etc. must be approved by the Town of Vail. No additional sponsorships, partners, affiliations, or branding will be approved as part of this programming.

A budget of \$60,000 has been identified for this project.

A sample schedule has been attached as Exhibit A.

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 Estimate – A budget estimate, outlining the expenses for the program including but not limited to, talent, equipment purchase or rental, signage/branding/marketing, administration/management fees.
- 4) Project management overview
- 5) Activation schedule
- 6) List of recent clients for references with contact information

SELECTION CRITERIA

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

- Source the required talent for the different activations (talent may be booked for multiple performances, but should be limited to no more than 4 performances per month)
- Negotiate wages, payments, terms, etc. with the entertainers
- Manage up to 2 venues at a time across Lionshead and Vail Village
- Communicate effectively with Town of Vail businesses regarding the upcoming performance schedules
- Understand and manage to public health requirements

TIMELINE

RFP Question and Answer Period January 10, 2022 – January 15, 2022

Submit questions via email:

jgross@vailgov.com

RFP Due Date January 18, 2022

Selections Made No Later Than January 21, 2022

CONTACT AND SUBMITTAL

Responses are due by noon MST on January 18, 2022.

All responses will be submitted to:

Mia Vlaar, Economic Development Director

Town of Vail

75 South Frontage Rd.

Vail, CO 81657

970-479-2454

mvlaar@vailgov.com



Exhibit A
Sample Schedule of Entertainment

Friday, January 14, 2022	VV and LH Apres Music
Saturday, January 15, 2022	VV and LH Apres Music
Sunday, January 16, 2022	VV and LH Apres Music
Friday, January 21, 2022	VV and LH Apres Music
Saturday, January 22, 2022	VV and LH Apres Music
Sunday, January 23, 2022	VV and LH Apres Music
Friday, January 28, 2022	VV and LH Apres Music
Saturday, January 29, 2022	VV and LH Apres Music
Sunday, January 30, 2022	VV and LH Apres Music
Friday, February 4, 2022	VV and LH Apres Music
Saturday, February 5, 2022	VV and LH Apres Music
Sunday, February 6, 2022	VV and LH Apres Music
Friday, February 11, 2022	VV and LH Apres Music
Saturday, February 12, 2022	VV and LH Apres Music
Sunday, February 13, 2022	VV and LH Apres Music
Friday, February 18, 2022	VV and LH Apres Music
Saturday, February 19, 2022	VV and LH Apres Music
Sunday, February 20, 2022	VV and LH Apres Music
Friday, February 25, 2022	VV and LH Apres Music
Saturday, February 26, 2022	VV and LH Apres Music
Sunday, February 27, 2022	VV and LH Apres Music
Friday, March 4, 2022	VV and LH Apres Music
Saturday, March 5, 2022	VV and LH Apres Music
Sunday, March 6, 2022	VV and LH Apres Music
Friday, March 11, 2022	VV and LH Apres Music
Saturday, March 12, 2022	VV and LH Apres Music
Sunday, March 13, 2022	VV and LH Apres Music
Friday, March 18, 2022	VV and LH Apres Music
Saturday, March 19, 2022	VV and LH Apres Music
Sunday, March 20, 2022	VV and LH Apres Music
Friday, March 25, 2022	VV and LH Apres Music
Saturday, March 26, 2022	VV and LH Apres Music
Sunday, March 27, 2022	VV and LH Apres Music
Friday, April 1, 2022	VV and LH Apres Music
Saturday, April 2, 2022	VV and LH Apres Music
Sunday, April 3, 2022	VV and LH Apres Music
Friday, April 8, 2022	VV and LH Apres Music
Saturday, April 9, 2022	VV and LH Apres Music
Sunday, April 10, 2022	VV and LH Apres Music
Friday, April 15, 2022	VV and LH Apres Music
Saturday, April 16, 2022	VV and LH Apres Music
Sunday, April 17, 2022	VV and LH Apres Music
Friday, April 22, 2022	VV and LH Apres Music
Saturday, April 23, 2022	VV and LH Apres Music
Sunday, April 24, 2022	VV and LH Apres Music
15 Additional Days to be determined based on need	