



Request for Proposal – April Employee Celebration

1. 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. As part of the Town's Guest Experience initiative in partnership with Vail Resorts and the Vail Chamber and Business Association, the Town is seeking innovative and exciting proposals for a concert and activations to recognize Vail employees hard work and commitment to providing a positive experience for Vail's guests. The April Employee Celebration is intended to celebrate these employees and thank them for their service.

2. Opportunity

Vail has traditionally hosted springtime concerts and parties to drive visitation during the closing weeks of the ski season. Past activations have included concerts at Ford Park, Solaris and the base of the mountain, pond skating, expo villages, and more. While these events were established to drive destination visitors, they became a popular attraction for locals and end of season celebration.

While the town is not hosting concerts in the traditional model this season, there is a strong desire to celebrate the hard work of our local employees during this challenging winter season. The Town and Vail Resorts have partnered for up to \$75,000 for the production of an employee/locals concert and celebration.

Proposed celebration model is open to creative submissions by event producers in response to the goals of the town to host a concert at Ford Park on April 25th. The concert will have some elements programmed by the Town, Vail Resorts, and Vail Chamber for employee recognition. The proposal should include a venue plan for Ford Park with estimated capacity, food and beverage plan for the event, budget for event production including talent spend and a sample of the talent included in the proposed budget, ideas or opportunities for fun and engaging elements to celebrate local employees during the day and into the evening, and operations plans for the event including the proposed operations team. Final talent selection will require approval from the Town prior to booking. The town is requiring some level of ticketing or registration to address venue capacity and to ensure that the majority of the attendees are local to Vail or employed in Vail. The Town will provide the event producer with any specific eligibility

requirements for ticket distribution. The activation should be modeled at no cost to attendees.

Final venue capacity will be approved by the Town of Vail during the permit process and review of the proposed site map for the venue. Scaling of the event venue, food and beverage plan, giveaways or other employee recognition/celebration elements, etc. should be included and are the responsibility of the event producer.

4. Proposal Requirements

The following elements are required as part of the proposal.

- Operations plan for the implementation and activations that are proposed
- Clear descriptions of the event elements
- List of staffing and resources brought by the event
- Event budget estimate
- Ticketing/venue access plan
- Ideas and opportunities for sponsor activations.
- Entertainment plan and talent list

5. Budget

The total budgeted amount from the Town of Vail and Vail Resorts for this event is \$75,000. Proposals will be considered within this context and budget will be allocated proportionately to the ability of the event proposal to meet the goals of the Town. The amount may be paid in 2 installments with 50% paid by the Town of Vail at execution of the contract and the remaining 50% paid at completion of the event and proof of performance.

Additional sponsorships may be available through Vail Resorts Strategic Alliance or other local partners; pursuing these sponsorships is not part of this proposal and would be the responsibility of the chosen vendor

6. Timeline

RFP Questions can be submitted to Mia Vlaar and Jeremy Gross until Friday 3/4/22. Responses will be sent by Monday end of business. Mvlaar@vailgov.com and jgross@vailgov.com.

Proposals must be submitted by noon on Tuesday 3/8/2022

Producer will be selected, and a contract negotiated by 3/10/22 for the contract to be approved by Town Council on 3/15/2022.