

REQUEST FOR PROPOSAL For Town of Vail Ambient Music

BACKGROUND

As a response to the COVID-19 pandemic over the last two years, the Town of Vail has funded outdoor entertainment programs to create a vibrant and welcoming atmosphere for guests and the community spending more time outside. The entertainment has ranged from solo acoustic musicians to 5+ piece bands on stage and was supported by other pandemic relief programs such as the expansion of public consumption areas, fire pits, and picnic tables placed throughout the villages. The sounds of music throughout town supported the long-standing tradition of Après music in our ski culture DNA. As the pandemic response has shifted and evolved, the Town is adjusting the outdoor entertainment request to meet the current needs in the villages.

The Town of Vail is seeking innovative and exciting proposals for Ambient Village Entertainment in a post pandemic environment that enhances the guest experience and supports the vision of Vail as the world's "Premier International Mountain Resort Community".

OPPORTUNITY

The Summer 2022 Ambient Music program is an activation that is being proposed to continue the "après music" vibe throughout the non winter months. As guests explore the villages and enjoy the wonderful outdoor environment, the town looks to surprise them with music that enhances their experience and complements the relaxing vibes of a warm summer day in the Rockies. The 2022 summer programming should activate "cozy" areas around the villages. A strumming guitar around the children's fountain. A fun duet on the rocks at sunbird park. Performances that will surprise and delight the guests and create unique experiences.

A. RFP should help Town of Vail identify a qualified partner to execute Ambient Music in the Villages

- a. To find a qualified partner for the Town of Vail to execute a program of providing ambient music entertainment in the pedestrian villages during the peak summer season.

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 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.
- b. Event producers or booking agents with a vision on how the proposed entertainment can support the goals of the Town in creating memorable moments for guests.

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 Ambient Music

- a. Purpose of the Ambient Music is to create a vibrant and lively feeling in the Town of Vail during the “après” summer afternoon time periods. The ambient entertainment is designed to provide an appealing outdoor environment to spend a few minutes between other activities and to build strong connections to Vail by pairing the beautiful environment with complementary sounds.
- b. Programming will prioritize guest experience by creating welcoming pockets of music in the village.
- c. Performances will be sized appropriately to fit into the villages with minimal operational impact. They should support the regular business of Town and not detract from the regular happenings across town.

SCOPE OF WORK

The Town of Vail is seeking a contractor to produce the entertainment and programming proposed as part of the Summer Vail Après Ambient Music program. Approximately 40-45 days of programming should be identified between the months of July and September to add vibrancy to the villages through the production of small, ambient entertainment performances. 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.

A budget of \$45,000 has been identified for this project. A sample budget used for planning is attached as Exhibit B.

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

- Statement of Qualifications: brief statement covering experience, client list and references
- Relevant Experience: samples of previous work
- Budget Estimate – The provided budget in Exhibit A may be used as a template or a new budget can be submitted with the total amount of \$45,000 as a maximum expenditure.
- Project management overview
- Activation schedule
- 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 June 7 – June 14, 2022

Submit questions via email: mvlaar@vailgov.com

RFP Due Date June 17, 2022

Selections Made No Later Than June 22, 2022

CONTACT AND SUBMITTAL

Responses are due by noon MST on Friday June 17, 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

Event Budget Sample

Vail Après Summer Entertainment Budget Sample

Activation Plan

Number of Days Proposed

Number of Musicians/Locations per day

Expenses

Talent

Operations labor

Management fees

Signage/supplies/infrastructure

Other Expenses

	Estimate per day	Estimate Total	Actual
Talent			
Operations labor			
Management fees			
Signage/supplies/infrastructure			
Other Expenses			