

REQUEST FOR PROPOSAL

For Town of Vail Early Season Event Production, Revely Vail, Vail Holiday and 60th Birthday Bash

BACKGROUND

The Town of Vail and Vail Mountain are collaborating on an event plan to kick off the 60th season with a bang and are looking for an event production partner to activate on our behalf. The following elements are being requested with additional creative input welcome from the proposals.

The Town of Vail and Vail Mountain are seeking innovative and exciting proposals that bring to life a modern interpretation of 'Vintage Vail' to celebrate the 60th anniversary winter season. The guest experience should appeal to the local community and destination guests. It should feel welcoming, and celebratory across each touchpoint.

Returning for its 4th year, Revely Vail is the kickoff to the winter season in Vail. Revely is Vail's 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.

A new emphasis is being placed on music as part of the early season events as the town and mountain capitalizes on the success of the Vail Après: Spring Series from March 2022. The event producer should incorporate concerts and musical programming throughout the event. Music experiences should appeal to globally minded, young adults that appreciate high energy music genres and remix classic songs with modern twists.

OPPORTUNITY

A. RFP should help Town of Vail and Vail Mountain identify a qualified partner to execute the following event elements:

Vail's 60th Anniversary Season will revitalize cornerstone brand cues to express a modern interpretation of vintage Vail through the 60th anniversary to deepen emotional resonance with guests.

SCOPE OF WORK

The Town of Vail is seeking an event production contractor to produce the musical and culinary programming associated with the early season. The event producer should bring creativity and professional execution to the early season period. The producer shall bring ideas for activations to be included in the early season schedule and take direction from the Town of Vail and Vail resorts on specific outcome-based activations including but not limited to a 60th Birthday Bash on December 15th, 2 Holiday Tree Lightings, locals season kickoff party on November 28, a 60th anniversary cocktail competition and more. The allocated budget is intended to cover 90%-



100% of the costs associated with the production of the events, with additional revenue opportunities for the event producer in selling sponsorship, vendor fees, and F&B revenue.

Two separate RFPs are being published to produce the Revely Lighting installations, and monthly concerts in the village from January through April 2023. Event producers may submit proposals for multiple RFPs simultaneously. Early season concerts are planning on being hosted in Vail Village Vail Village. Dates are on the weekend of Thanksgiving and around December 15th for the 60th Birthday Bash, then monthly in January, February, March, and April.

A budget of up to \$140,000 has been identified for this project.

Early Season Activations

Vail Après: Thanksgiving Weekend Concerts

Thanksgiving has traditionally been the first visitation peak of the season. The season will truly kick off during this period with a new Vail Après concert series. Family friendly music and culinary offerings will take place on a village stage on Friday and Saturday after thanksgiving, November 25 and 26. The concert should be targeted to our traditional thanksgiving guests and locals.

Vail Après: Season Kick Off Bash

On Monday November 28th, the Town of Vail and Vail Mountain will welcome long-time locals and new neighbors into town for a kickoff bash using the stage and setup from the Thanksgiving concerts. The party will be geared towards local employees and businesses to build excitement for the season. Ski movie clips, live music and drink specials will create a fun party atmosphere to set our season off on the right note.

60th Anniversary Birthday Bash: A music and après festival

A celebratory weekend that brings to life a music and après mountain festival. Activations are themed around a modern vintage feel, with music being the centerpiece with a 2-night concert Friday & Saturday. We want guests to experience what makes Vail Après timeless and unique both on-mountain and in the village. Our chosen vendor should home in on these aspects when producing the Birthday Bash Event.

Thursday, December 15th

Slated as the official kick off to the 60th Anniversary, we propose the exact date that Vail Mountain opened in 1962 to begin the event, December 15th. Given the 15th is a Thursday, we would utilize this time to celebrate with locals, with a culinary moment, toast, and an innovative DJ at the location of our on-mountain ice bar.

As the afternoon turns into evening, the annual Tree Lighting will take place as a seamless way to integrate Holidays into the 60th, while providing an evening activity for local and regional guests prior to the larger scale event of the birthday bash.

Friday, December 16th



To ramp things up, we are proposing our first large scale Après on the afternoon of the 16th in the Gondola One yard with musical entertainment/artist F&B support and a small vendor village. The entertainment would provide a mix of vintage covers and modern remixes.

The venue could be Express Lift, or a set stage in the Gondola One yard depending on budget and operations input.

We would like this event to run from 3pm – 6pm, transitioning into a continuation of the celebration in the village at the International Bridge or Solaris Plaza. This could be a great opportunity to create an interactive music activation from one venue to the next with the band continuing to play as they switch venues (6pm to 9pm)

Saturday December 17th

Lined up as the final day of the Birthday Bash, we would like to start the day with live band at the location of the Ice Bar. It is currently proposed to run from 12:30 PM to 2:30 PM with the custom contest taking place from 1:15 PM - 1:45 PM.

On the night of the 17th, we are looking to make use of the same set up as the prior night (International Bridge or Solaris Plaza) with a more modern music festival environment as a substitute for the large-scale festivals we've held in the past. This could include mixologists sampling, upscale food sampling and a later schedule (7:00 pm – 10:00 pm) to draw a festival-oriented crowd. Again, the focus for this last night would be a more modern, festival atmosphere will upscale activations to complement it.

Can create brand building, 1st ever cocktail competition, or chefs' competition can be similar to Beaver Creek cookie competition, coming back annually.

Complimentary activations to the concert would be scaled to match crowd size. For example, if we have 10 mixologists, they all have to make 200 cocktails samples minimum to match crowd (2000 people)

Vendor Support

- Entertainment hiring
 - o DJs, bands, other entertainers
- Mid-Scale Artist / Band Stage set up and break down
 - o Gondola One Yard / Express Lift
 - o Solaris Plaza or International Bridge
 - o Platform for band at Ice Bar
- Large scale Birthday Cake Vendor
- Mixologist Vendor
- F&B live “Chef” Vendor

Other elements of the early season activation may be included in the proposal with additional budget

- a. Daily musical and family programming during the peak holiday period between December 23 and Jan 1.
- b. Culinary elements including a signature cocktail competition with participation from Vail restaurants.

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 and Vail Mountain

- 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.
- b. Vail Mountain: Established in 1962, Vail Mountain has long been known as one of the premiere mountain destinations in the world. When our guests visit Vail Mountain, they feel like they're part of something special. They're at the center of the ski universe setting a new paradigm for the sport. The celebrations here stir excitement and cement the feeling that Vail Mountain is truly "Like nothing on earth."

D. Goal of the Early Season Event Plan

- a. Purpose of the Early Season Event Plan is to provide guests in town a fun, lively and memorable experience and build loyalty to the brand. On mountain conditions in the early season can be variable, so the events and activations can help ensure that guests have an overall memorable and positive experience.
- b. Ramp up the excitement for the ski season with concerts, culinary offerings and parties for both locals and guests.
- c. Create event elements and memorable moments on Vail Mountain to tie in the mountain's 60th anniversary celebration with the ongoing programming in the village.

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) Mockup, drawing, or artistic representation of the event physical elements
- 6) List of recent clients for references with contact information



SELECTION CRITERIA

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

- Creatively concept and execute on event plans
- Manage all technical aspects of the event elements
- Coordinate with 3rd party vendors for event services including but not limited to staging, talent booking and management, sound production, food, and beverage services
- Ability to work within a budget
- Comfortable working and executing on mountain events in a variety of weather conditions, while following all safety guidelines laid out by the Town of Vail and Vail Mountain

TIMELINE

RFP Question and Answer Period: Questions submitted by Friday September 30, 2022, at 5:00 pm.

Answers posted to vailgov.com on Monday, October 3, 2022.

Submit questions via email:

jgross@vailgov.com

RFP Due Date: October 7, 2022

Selections made no later than October 12, 2022

CONTACT AND SUBMITTAL

Responses are due by noon MST on Friday, October 7, 2022.

All responses will be submitted to:

Jeremy Gross, Special Events Coordinator
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