



**EVENT CONSULTATION
SERVICES
REQUEST FOR PROPOSALS**

Issue Date: September 29, 2023

Deadline: October 19, 2023

Introduction & Purpose of Work

The City of Dublin (City) invites qualified firms to submit a response (the "Proposal") to this Request for Proposals ("RFP") for consultant services related to an analysis and recommendations for the City's current and future special event offerings. The City directly manages (ie, plans, funds, and operates) five signature events – St. Patrick's Day, Independence Day, the Dublin Irish Festival, Spooktacular and Tree Lighting. Additionally, the City is responsible for permitting the many privately-run special events held in the City each year.

The results of the consultant's report will be used to further City Council's (Council) goal to, "Develop Dublin's 'Destination of Choice' Next-Generation Community Events Vision." Specifically, the Council's goal directs the City to, "Develop a local and regional community events program and management roadmap. Leverage Dublin parks and facilities to create a connected, comprehensive, and fiscally sustainable vision that drives vitality, engagement, and entertainment."

As indicated in the Council's stated goal, the work will involve both a review and recommendations regarding the City's current event management model, as well as recommendations for both future events and event management model(s).

Background

Dublin is a city of nearly 50,000 residents located just northwest of Columbus, Ohio. It offers residents and corporate citizens responsive services, attractive housing, superior public education, direct regional highway access, abundant park space and recreational opportunities, thoughtful and strategic planning, innovative ideas and technology and a dynamic community life. Dublin is consistently ranked one of the safest cities in the nation and in 2022 was named "Best Suburb for Business" by Columbus CEO magazine for the 12th straight year. It is home to more than 20 corporate headquarters, an entrepreneurial center, 4,300+ businesses, world-class events and the urban, walkable Bridge Street District.

Community Events is a division of the Parks and Recreation Department responsible for reservations of outdoor shelter houses, sports fields, the Kaltenbach Community Center and other various park spaces. In addition, they are responsible for permitting tournaments and sports leagues, as well as all external community events. The award-winning Community Events division also executes the five City-sponsored signature events, which are described below.

St. Patrick's Day Parade

The St. Patrick's Day Parade is a regional parade that recognizes Dublin, Ohio's name association with Dublin, Ireland. The annual event typically takes place the Saturday before St. Patrick's Day, unless that day falls during Dublin City Schools' spring break. The estimated attendance can be anywhere from 16,000 to 20,000, depending on the weather. In 2023, total expenditures were \$110,854, and total revenue was \$11,250.

Independence Day Celebration

The purpose of the Independence Day Celebration is to bring the community together to celebrate the holiday. The goal is to have the best suburban Independence Day celebration and

to encourage residents to stay in town to celebrate with their family, friends and neighbors. The event occurs annually on July 4, unless the holiday falls on a Sunday, in which case it is held on the preceding Saturday.

The Independence Day Celebration kicks off at 8 a.m. with the Sherm Sheldon Fishing Derby at Avery Park, which is attended by approximately 150 people. The parade begins at 11 a.m. and draws approximately 12,000 attendees. 27,000 guests attend the evening celebration, which begins at 4:30 p.m. The evening celebration includes a concert featuring well-known recording artists. Recent headlining artists have included Ann Wilson, Gary LeVox of Rascal Flatts, Michael McDonald and Chaka Khan. In 2023, total expenditures were \$676,371 and total revenue was \$178,086.

Dublin Irish Festival

The Dublin Irish Festival (DIF) began as a collaboration between the Columbus Feis Committee and Dublin volunteers as part of a yearlong celebration of Dublin’s first year as a city in 1988. The City of Dublin took over running the event in 1992. Since then, it has grown to be the largest 3-day Irish Festival in the world. DIF takes place at Coffman Park, which is home to seven stages, 65 acts, and over 535 performers every year during the first weekend in August. The highest recorded attendance at the event was 103,000 in 2017. The expenditures and revenue totals for the past five years are listed below.

	2017	2018	2019	2021*	2022
Revenue	\$2,257,798	\$2,156,280	\$2,241,041	\$388,920	\$2,148,889
Expenditure	\$2,181,115	\$2,181,537	\$2,349,767	\$671,009	\$2,560,466

*The 2021 Festival was modified to a small-scale event called Dublin Irish Days.

Halloween Spooktacular

Halloween Spooktacular is an annual event that aligns with Dublin City Schools’ Fall Break to provide a family-friendly event based on Halloween and autumn themes. The two-day event recorded an attendance of 9,500 people in 2022. Expenditures were \$60,558, and revenue was \$1,000.

Holiday Tree Lighting

As the official kick-off to the holiday season in Dublin, the Holiday Tree Lighting event occurs the Thursday after Thanksgiving each year. The event is intended to provide a venue for uniting the Dublin community in an atmosphere of fun and theatrical entertainment. In 2022, an estimated 2,000 guests attended the event. In 2022, total expenditures were \$34,071. There is typically no revenue for this event.

For more information and details regarding the City of Dublin, please refer to the City’s website: www.dublinohiousa.gov

Scope of Work

- Review and recommendations regarding the City’s current event management model. The scope of this component of work should include, but is not limited to, the following:
 - **Event management model inventory and review.** An inventory and review of

event management models both regionally (State of Ohio) and nationally. These models may include, but are not limited to, public management, non-profit management, private management, public/private partnerships, community improvement corporations, development corporations, special improvement districts, etc. This should also include an analysis of and recommendations regarding the City's overall strategy for managing its signature events, including operations and staffing, with an emphasis on both event quality and cost recovery.

- **Budget analysis.** This should include an analysis of the fully-burdened cost (including labor costs and soft costs) for each signature event and a trend analysis for at least the past five years regarding cost recovery for each signature event.
 - **Event resource review.** In coordination with the budget analysis described above, this should focus on analysis of existing resources dedicated to each signature event and recommendations regarding both the adequacy of existing resources and potential efficiencies with regards to resource allocation.
 - **Sponsorship review.** Provide an analysis and recommendations regarding the City's current sponsorship recruitment and revenue model for each signature event.
 - **Vendor management.** Provide an analysis and recommendations of the City's current vendor management and revenue model for each signature event.
 - **Brand and target strategy.** This should include an analysis and recommendations regarding the brand and target strategy for each of the City's signature events.
- Provide a community events program and management roadmap for future events in the City. The scope of this component of work should include, but is not limited to, the following:
 - **Event management model best practices.** This should include an analysis and recommendations regarding the event management model(s) the City should focus on when considering future events, with an emphasis on both event quality and fiscal sustainability. This should also include recommendations regarding the City's permitting process or non-City managed events.
 - **Scheduling tempo for events at City-owned parks and facilities.** This should include location-specific recommendations for the scheduling tempo for events at City-owned parks and facilities. Considerations such as necessary City staff allocation and the burden of events on the physical infrastructure should be considered.
 - **Best practices for attracting events to the City.**
 - **Recommendations for potential future events.**

Deliverables

The submission will include a detailed report on the items outlined in the scope. The final report is expected to be delivered to City Council in the second quarter of 2024.

Submittal Requirements

Proposals should have a 20-page limit (not including front and back cover, table of contents or fee proposal). Firms should adhere to the following order and content for proposal sections. Each section should be labeled for ease of reference:

A. Cover Sheet and Contact Information

The cover sheet should have the primary contact information including name, organization, phone number, email and address. The cover sheet should also include

a brief statement on the firm's interest in the project.

B. Qualifications

Include examples of similar work done within the last 10 years. In each example, provide the name(s) of team members involved who will be assigned to this project and client contact references (including name, title, phone number, and email address). The City of Dublin reserves the right to contact any of the organizations or individuals listed.

C. Approach and Methodology

Describe your firm's intended approach to accomplishing each item listed in the scope of work. This should include, but is not limited to, how the firm will conduct the necessary research and analysis to provide an informed recommendation. Firms should provide a project timeline and management plan for each item listed in the scope of work.

D. Contract Exceptions

Indicate any concerns with the terms of the City's "Professional Services Agreement" attached as "Attachment A". Please make comments as specific as possible.

E. Fee Proposal

Please include a budget that identifies all anticipated costs and fees associated with the work necessary to complete this project. All actions and anticipated expenses should be itemized with all hourly rates for services included.

F. Other Information

Include any other information you consider to be relevant to the proposal.

Selection Process

Proposals will be evaluated by a team of City staff using the following weighted criteria:

- The qualifications and experience of the firm (30 points)
- Quality of work produced for other organizations (30 points)
- Understanding of the project scope (15 points)
- Approach to accomplishing the work (15 points)
- Any other factors the selection committee deems applicable (10 points)

The City of Dublin reserves the right to reject any late or incomplete submissions, and all proposals for any reason. The Proposal does not commit the City of Dublin to award a contract, pay any costs incurred in preparation of the Proposal, or to procure or contract for services.

Please email a PDF copy of your proposal no later than **5:00pm on October 19, 2023** to Emily Goliver, Management Analyst, at egoliver@dublin.oh.us

Questions about the requirements of this RFP or the submissions to be included in the proposal should be directed to:

Emily Goliver, Management Analyst
EGoliver@dublin.oh.us
614-410-4456

Attachment A



PSA _____

PROFESSIONAL SERVICES AGREEMENT

Project Title**

This Services Agreement ("Agreement") is made and entered into and effective on this ****date**** day of ****month****, ****year****("Effective Date") by and between the City of Dublin, Ohio ("Dublin"), an Ohio Municipal Corporation, with offices located at located **Your Address** and ****Consultant name here **** ("Service Provider"), with an office and principal place of business located at ****consultants address here*****

Recitals

WHEREAS, Dublin desires to engage Service Provider to perform the services as more fully described in the attached Exhibit A (the "Services"); and

WHEREAS, Service Provider desires to perform the Services and desires to be so engaged.

NOW, THEREFORE, in consideration of the foregoing and of the covenants and agreements herein contained, the parties, intending to be legally bound, agree as follows:

Provisions

I. Performance of the Services. Provider shall:

- A. Perform the Services as set forth in Exhibit A.
- B. If the Service Provider is an individual, complete, sign and return the Ohio Public Employees Retirement System ("OPERS") Independent Contractor Acknowledgement form.
- C. Give prompt notice to Dublin should the Service Provider observe or otherwise become aware of any fault or deficit in the project or any nonconformance with the Agreement.
- D. Remit to Dublin after the termination of this Agreement, all files and documents pertaining to the project that have been obtained or produced including, but not limited to, permits, licenses, applications, codes, drawings, site plans, photographs and similar materials. Service Provider shall be entitled to retain copies for the Service Provider's files.

II. Obligations of Dublin. Dublin shall:

- A. Assist the Service Provider by placing at its disposal all available information pertinent to the Services for the project.
- B. Use its best efforts to secure release of other data applicable to the project held by others.
- C. Make all necessary provisions to enter upon public and private property as required to perform the Services.
- D. Give prompt notice to the Service Provider should Dublin observe or otherwise become aware of any fault or deficit in the project or any nonconformance with the Agreement.

III. Term and Termination. The Agreement shall commence on ****date**** of ****month** **year**** and shall terminate on the ****date** day of **month**, **year**. Dublin may terminate this Agreement at any time by giving Service Provider thirty (30) days advance written notice. In the event this Agreement is terminated by Dublin prior to its natural expiration, Service Provider shall be paid the amounts for work actually performed in accordance with this Agreement to the date of this early termination.

IV. Payment.

Service Provider shall be compensated in a lump sum in an amount not to exceed *****Dollars amount written out **** ***($\$$ dollar amount in numbers)****.**

V. Relationship of the Parties. The parties acknowledge and agree that Service Provider is an independent contractor and is not an agent or employee of Dublin. Nothing in this Agreement shall be construed to create a relationship between Service Provider and Dublin of a partnership, association, or joint venture. Further, the parties acknowledge that Service Provider is paid a fee, retainer or other payment as per Section IV of this Agreement; is not eligible for workers' compensation or unemployment compensation; is not eligible for employee fringe benefits such as vacation or sick leave; does not appear on Dublin's payroll; is required to provide his or her own supplies and equipment; and is not controlled or supervised by Dublin personnel as to the manner of work.

VI. Indemnification.

- A. Professional Liability. Relative to any and all claims, losses, damages, liability and cost, the Service Provider agrees to indemnify and save Dublin, its officers, officials, and employees harmless from and against any and all suits, actions

or claims for property losses, damages or personal injury arising from the negligent acts, errors or omissions by the Service Provider or its employees.

- B. Non-Professional Liability (General Liability). To the fullest extent permitted by law, the Service Provider shall indemnify, defend and hold harmless Dublin, its officers, officials, employees or any combination thereof, from and against claims, damages, losses and expenses, including but not limited to attorneys' fees, arising out of the acts or omissions of the Service Provider, provided that such claim, damage, loss or expenses is attributable to bodily injury, sickness, disease or death, or to injury to or destruction of property (other than the work itself) including loss of use resulting therefrom, but only to the extent caused by the negligent acts or omissions of the Service Provider, any subconsultant(s) of the Service Provider, its agents, or anyone directly or indirectly employed by them or anyone for whose acts they may be liable. Such obligations shall not be construed to negate, abridge, or reduce other rights or obligations of indemnity which would otherwise exist as to a party or person described in this paragraph.

VII. Insurance.

- A. The Service Provider shall secure and maintain, at his/her/its own expense, errors and omissions insurance in an amount not less than One Million Dollars (\$1,000,000.00) per claim/annual aggregate to protect himself from any claim arising out of the performance of professional services and caused by negligent acts, omissions or negligent acts for which the Service Provider may be legally negligent. The Service Provider shall maintain said coverage for the entire contract period and for a minimum of one year after completion of the work under the contract.
- B. In addition to errors and omissions insurance, the Service Provider shall also secure and maintain, at his/her own expense, insurance for protection from claims under Worker's Compensation acts, claims for damages because of bodily injury including personal injury, sickness or disease or death of any and all employees or of any person other than such employees, and from claims or damages because of injury to or destruction of property including loss of use resulting therefrom, and any other insurance prescribed by laws, rules, regulations, ordinances, codes or orders.
- C. The Service Provider shall secure and maintain, at his/her own expense, General Liability insurance in an amount not less than One Million Dollars (\$1,000,000.00) per occurrence.
- D. The Service Provider shall secure and maintain, at his/her/its own expense, Property insurance for protection from claims or damages because of damage to or destruction of property including loss of use resulting therefrom in an amount not less than Five Hundred Thousand Dollars (\$500,000.00).

X. Assignment. Neither party may assign this Agreement without obtaining express, written consent from the other party prior to assignment.

XI. Entire Agreement / Amendment. This Agreement constitutes the entire understanding of the parties hereto with respect to the subject matter hereof and supersedes all prior negotiations, discussions, undertakings and agreements between the parties. This Agreement may be amended or modified only by a writing executed by the duly authorized officers of the parties hereto. It is understood and agreed that this Agreement may not be changed, modified, or altered except by an instrument, in writing, signed by both parties in accordance with the laws of the State of Ohio.

XII. Discrimination.

- A. No discrimination for reason of race, color, national origin, religion, sex, genetic information, pregnancy, age, ancestry, military status, sexual orientation, gender identity, marital status, veteran's status, or disability shall be permitted or authorized by Dublin and/or Service Provider in connection with the Services.
- B. Nothing in this Agreement shall require the commission of any act contrary to any law or any rules or regulations of any union, guild, or similar body having jurisdiction over the Services of Service Provider.

XIII. Governing Law/Venue. Any controversy or claim, whether based upon contract, statute, tort, fraud, misrepresentation or other legal theory, related directly or indirectly to this Agreement, whether between the parties, or of any of the parties' employees, agents or affiliated businesses, will be resolved under the laws of the State of Ohio, in any court of competent jurisdiction in Franklin County, Ohio.

XIV. Severability. If any provision of this Agreement is held invalid or unenforceable, such provision shall be deemed deleted from this Agreement and shall be replaced by a valid, mutually agreeable and enforceable provision which so far as possible achieves the same objectives as the severed provision was intended to achieve, and the remaining provisions of this Agreement shall continue in full force and effect.

XV. Paragraph Headings. Paragraph headings are inserted in this Agreement for convenience only and are not to be used in interpreting this Agreement.

[signatures appear on the following page]

BY SIGNING THIS AGREEMENT, YOU HEREBY ACKNOWLEDGE THAT YOU HAVE BEEN INFORMED THAT THE CITY OF DUBLIN, OHIO HAS CLASSIFIED YOU AS AN INDEPENDENT CONTRACTOR AND THAT YOU HAVE BEEN ADVISED THAT

CONTRIBUTIONS TO OPERS WILL NOT BE MADE ON YOUR BEHALF FOR THESE SERVICES.

FURTHER, BY SIGNING THIS AGREEMENT, YOU HEREBY ACKNOWLEDGE THAT THE CITY OF DUBLIN, OHIO HAS IN NO WAY LIMITED OR RESTRICTED YOUR RIGHT TO PROVIDE THE AGREED-TO SERVICES TO THE GENERAL PUBLIC AND THAT YOU REGULARLY PROVIDE SUCH SERVICES TO THE GENERAL PUBLIC.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the _____ day of _____, XXXX(Year).

CITY OF DUBLIN, OHIO

BY: _____ Date _____
(Department Head)
(Title)

BY: _____ Date _____
(Division Head)
(Title)

BY: _____ Date _____
(Name), City Manager

*****CONSULTANT/CONTRACTOR NAME*****

BY: _____ Date _____

ITS: _____

Approved as to Form:

(NAME), City of Dublin Law Director

CERTIFICATION OF FUNDS

I hereby certify that the funds required to meet the City's obligation, payment, or expenditure under this Agreement have been lawfully appropriated or authorized for such purpose and are free from any obligation now outstanding

(NAME), Director of Finance

Date

EXHIBIT A

Scope of Services