

## A G E N D A



## Recommendation for Council Action (Purchasing)

Austin City Council	Item ID:	7766	Agenda Number	18.
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Meeting Date:	August 4, 2011
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Department:	Purchasing
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## Subject

Authorize award, negotiate, and execution of a 1-year revenue concession contract with BRIGHT BLUE MARKETING INCORPORATED DBA BRIGHT BLUE COMBO PLATTER, Austin, TX, for the City of Austin Annual Holiday Festival with five 12-month extension options.

## Amount and Source of Funding

The estimated City share of the net revenue for the first year term is determined on public attendance. Revenue will be included in each Fiscal Year and determined based upon public attendance for the Parks and Recreation Department. No budget fund allocation needed.

## Fiscal Note

There is no unanticipated fiscal impact. A fiscal note is not required.

Purchasing Language:	Sole Proposal received.
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Prior Council Action:	
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For More Information:	Cruz Banda, Buyer II/974-2133
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Boards and Commission Action:	
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MBE / WBE:	This contract will be awarded in compliance with Chapter 2-9C of the City Code (Minority-Owned and Women-Owned Business Enterprise Procurement Program). No Subcontracting opportunities were identified; therefore, no goals were established for this solicitation.
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Related Items:	
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### Additional Backup Information

The contract with Bright Blue Marketing Incorporated dba Bright Blue Combo Platter is for the management and operation of the City Annual Holiday Festival for the Parks and Recreation Department.

The festival, originally known as Yule Fest, began in 1965 by Mrs. Alden Mabel Davis and former Parks and Recreation Director Beverly Sheffield as a holiday gift from the Parks and Recreation Department to the citizens of Austin and its visitors. The first artistic display, "The Twelve Days of Christmas", was initially set up in Zilker Park and holds a prominent location on the trail every year.

The first festival lasted four days and consisted of a candlelight path, dance performances, a live nativity scene, and the Yule log. In 1967 the Zilker Tree, the "World's Largest Man-made Tree", made its first appearance at the festival.

In 2008, the City hosted its last full scale production of the Trail of Lights. In 2009 the City hosted and produced the Zilker Tree Holiday Festival, a scaled down event, and in 2010 as a result of ongoing cost drivers to produce the festival, in response to economic conditions and ongoing park maintenance needs, the City hosted a tree lighting ceremony and several joint events at satellite locations citywide.

This contract will allow commencement of discussions and efforts to create a Holiday Festival event under the production and expense of Bright Blue Marketing Incorporated dba Bright Blue Combo Platter in a close partnership with the City.

Bright Blue Marketing Incorporated dba Bright Blue Combo Platter a qualified and experienced company will produce a quality safe public event celebrating the holidays. This event will incorporate "green" and sustainable enhancements for all aspects of the event, be pedestrian friendly, family and holiday oriented. The event shall be reflective of the diverse Austin community.

An RFP was issued on March 21, 2011 for an experienced contractor to manage and operate the City of Austin Annual Holiday Event (s) for the Parks and Recreation Department. One proposal was received. An evaluation team consisting of six professional and managerial staff from the Parks and Recreation Department reviewed and scored the proposals. The panel members recommend Bright Blue Marketing Incorporated dba Bright Blue Combo Platter as the sole proposer based upon the categories of 1) Management Structure, Organization Structure, Communication and Experience, 2) festival and Physical Arrangements, 3) Public Safety and Transportation, 4) Event Design, Attractions and/or Enhancements, 5) Programming, 6) Affordability and Accessibility and 7) Interview.

MBE/WBE solicited: 13/9

MBE/WBE bid: 0 /0

### **PRICE ANALYSIS**

- a. Sole Proposal.
- b. One hundred and fifty-one notices were sent, including 13 MBEs and 9 WBEs. One proposal was received, with no response from the MBE /WBEs.

### **APPROVAL JUSTIFICATION**

- a. Sole Proposal evaluated.
- b. The Purchasing Office concurs with the Parks and Recreation Department's recommended award.
- c. Advertised in the Austin American-Statesman and the Internet.