



## **REQUEST FOR APPLICATIONS - ANNUAL SPECIAL EVENT Information Packet**

The City of Austin (The City) Parks and Recreation Department (PARC) is seeking responses to a Request for Applications (RFA) from experienced event organizers and producers to host a one (1) day or two (2) day Annual Special Event at Fiesta Gardens – West End. The area is within Edward Rendon Senior Metropolitan Park at Festival Beach and includes the Johnny Degollado Pavilion located at 2015 Jesse E. Segovia Street Austin, TX 78702 (**Exhibit A Site Map**). A detailed Scope of Work with more information is provided below.

Applications will be reviewed by an evaluation committee and a Special Event(s) may be awarded Event Dates based on the compatibility of a family-friendly and diverse community-oriented Special Event.

- PARC may elect, at its discretion, to accept and approve one or more submissions.
- A maximum of two (2) Event Days will be approved for any successful applicant.
- PARC may choose to fill all, a portion, or none of the available Event Days through this RFA. At its sole discretion, the City may choose to not award Event Days and allow an Event Day Vacancy to remain.

### **APPLICATION SUBMISSIONS:**

The submission of an application shall be deemed a representation and certification that the Applicant:

- Has carefully read and fully understands the information provided by the City to serve as the basis for submission of this application.
- Has the capability to successfully undertake and complete the responsibilities and obligations of the application being submitted.
- Represents that all information contained in the application is true and correct.
- Acknowledges that the City has the right to make any inquiry it deems appropriate to substantiate or supplement information supplied by Applicant, and Applicant hereby grants the City permission to make these inquiries, and to provide any and all related documentation in a timely manner.

Has organized and detailed information within the format of the Request for Application Response Document on [Office of Special Events Website](#).

### **DEADLINE FOR APPLICATION SUBMISSION**

If interested in participating, please complete and submit the Response Document (link) and ensure submittal guidelines are met. Applications must be:

- Submitted on or before Monday, June 14<sup>th</sup>
- Received no later than 4:30 p.m. - No late submittals will be accepted.

### **SUBMIT APPLICATIONS IN PERSON, BY MAIL, OR EMAIL TO:**

City of Austin - Parks and Recreation Department  
200 South Lamar Blvd.  
Austin, Texas 78704  
Attn: Gergo Perlaky  
[Gergo.Pperlaky@austintexas.gov](mailto:Gergo.Pperlaky@austintexas.gov)



**QUESTIONS:**

If you have any questions regarding this opportunity, please contact:

Gergo Perlaky

Phone: 512-974-6515 / Email: [Gergo.Perlaky@austintexas.gov](mailto:Gergo.Perlaky@austintexas.gov)

Questions regarding this RFA will be collected, answered, and posted on Office of Special Events website as a Frequently Asked Questions webpage.

Should discrepancies or omissions be found in this RFA or should there be a need to clarify this RFA, questions or comments regarding this RFA must be put in writing. Responses from the City will be communicated in writing. The City shall not be responsible for nor be bound by any oral instructions, interpretations, or explanations.

**TIMELINE, EVALUATION, AND SELECTION COMMITTEE**

**Timeline:**

Request for Applications - Released and advertised	June 1, 2021
Request For Applications – public submittals accepted	June 14, 2021 – Applications Deadline Date
Evaluations – selection by committee	1 - 3 weeks after RFA closing

**EVALUATION COMMITTEE MEMBERS:**

Evaluation committee members may consist of representatives from City Departments with experience in Special Event permitting and impact mitigation. Members may include: PARD Special Events, Community Engagement, Maintenance and Operations, Austin Center for Events, and may include members of Public.

**EXHIBITS:**

Exhibit A: Map of Location

Exhibit B: Special Event Matrix

Exhibit C: Current Event Schedule

Exhibit D: [Park Rules](#)

Exhibit E: [Insurance Requirements](#)



## **PURPOSE AND BACKGROUND**

### **PURPOSE:**

The City seeks applications for an annual Special Event permit in response to this RFA from an individual or company qualified and experienced to organize and produce Special Events for greater than 1,000 attendees.

### **BACKGROUND:**

The City's festivals, road races, and other special events contribute to the unique character and vitality of the City. The City's parks are home to events, festivals, and concerts which serve approximately one million attendees annually.

Special Event requirements are substantial and require extensive planning, budgeting, and preparation with the expectation for the highest quality experience for attendees. Large-scale event planning requires careful and deliberate consideration of many details, including park protection, scheduling, safety and security planning, insurance coverage, road closures, special needs access, temporary permits, transportation and shuttle services, waste management and environmental measures, and much more. Minimally, extensive planning begins 6 - 12 months in advance.

Resources are available to aid in planning:

- A successful applicant shall demonstrate experience and understanding of the Special Events Ordinance, ACE Office, PARD policies, and Parkland Events Taskforce Recommendations.
- [Austin Center for Events](#)
- [Parks and Recreation Department Special Event policies](#)
- [Special Events Ordinance: <https://austintexas.gov/sites/default/files/files/SEO-Executed-5-28-18.pdf>](#)
- The proposed event shall to be aligned with the City Council adopted recommendations of the [Parkland Events Task Force](#).

The proposed event shall be aligned with projects within the Holly Shores and Edward Rendon Sr. Park at Festival Beach [Masterplan](#)



## **SCOPE OF WORK**

### **OBJECTIVE AND PREFERENCE:**

Event Organizer shall produce a dynamic cultural or music experience within Fiesta Gardens – West End that is family-friendly and diverse community-oriented to be recreated in substantially the same form year after year as a contracted Annual Special Event.

- The City will consider submissions for one (1) or two (2) Event Days.
- PARD may elect, at its discretion, to accept and approve none, one, or multiple submissions.
- Initial Event plans shall be fully funded through non city resources and not reliant on City Fee Waivers or CoSponsorship.
- Access to Utilities - Event Organizer will have Electrical and Water utilities available (**Exhibit A Site Map**)
- Vendors – Event Organizer may contract with vendors to provide entertainment, food, beverage, merchandise, and other event needs.
- Event Organizer is responsible for the repair of all event related park impacts and damages that occur during Event Set Up, Event Days, and Event Take Down.
- Organizer(s) shall begin operational planning immediately after permit award.
- Events will need to work within the current annual event schedule (**Exhibit C Fiesta Gardens Annual Special Event Schedule**) at Fiesta Gardens – West End
- Set Up, Event days, Take Down should not include Holidays

### **Permits Issued under this RFA:**

- 1 Event Day or 2 Event Days
  - Event schedule must accommodate the existing event and PARD operational calendar
  - Event must end by 10 pm
  - If submitting an application for two (2) Event Days – indicate if an option may exist for the proposed event to be successful if offered as 1 Event Day

### **Preference of Special Event:**

- Family Friendly – Engaging activities or activations for toddlers to adults
- Affordable – Free or financially accessible in consideration of attendees of varied income levels
- Ideal programming to include a wide range of entertainment genres
- Appealing to the diverse City of Austin population
- If sport or fitness oriented, the event shall completely remain within the park boundaries



## **EVALUATION CRITERIA AND PREFERENCES:**

Submissions can only be evaluated based on details within the Response Document. Ensure all pertinent information is disclosed, prompts are answered fully, and all information to be evaluated is included in the Response Document. Submissions must include, but are not limited to, the following:

### **Executive Summary**

In the Response Document, summarize how the event will meet the Purpose, Background Requirements, Objectives and Preferences of this Request for Applications in three (3) pages or less.

Summary should minimally include:

- How the proposed event will fit the requested dynamic cultural festival or music event
- Plans to engage entire families – toddlers to adults
- Plans to appeal to the diverse City of Austin population
- Plans for Affordability to Public – Free or financially accessible in consideration of attendees of varied income levels
- Planned Date, Time, and Estimated Amount of Attendees \*see Annual Special Event schedule in Information Document – Exhibit C
- Please note if flexibility is available in event date/month
- Logistical and operational plans for set up, event day, take down
- Description regarding the event's mitigation of impacts to the park and surrounding neighborhood

### **Site Map**

Upload the proposed site map below or attach along with response

- Site map must be legible, and include, but not limited to, the following labeled items: Fencing, entry, exits, stages, tents, food vendors, drink vendors, other vendor booths, activations, restrooms, dumpsters, vendor access route, crowd flow
- Consideration should be given to park and neighborhood impact within layout design

### **Site Activations**

Upload images or sample images of proposed activations into the response document - Collectively the proposed activations should:

- Enhance an atmosphere of a family friendly event
- Engage a diverse audience
- Meaningfully add to the patron experience
- Planned to prevent park damage

### **Operation and Management Plan**

Describe in detail how the event will meet Austin Center for Events event operation requirements.

Description should include:

- Type of Park Use – “Open / In Use / Partially Open / Minimally Open / Closed” [Definition Link](#)
- Expected Run of Show, Programming Features, and Event Hours
- Amount of Expected Attendees



- Length of Park Use (include Set Up, Event, Take Down)
- Specific Month Requested for Event
- Event Staffing showing key personnel positions with organizational chart
- How Austin Center for Events department requirements will be achieved
- Describe techniques to protect park grounds during load in, event day, and load out
- Community Giving
- Green Initiatives
- Transportation Impact
- Public Notification Plan

### **Financial Plan**

Initial Event plans shall be fully funded through non-City resources and not reliant on City Fee Waivers or CoSponsorship. Describe in detail how you intend to make this event financially sustainable. Details should include:

- Plans for Affordability to Public – Free or financially accessible in consideration of attendees of varied income levels
- Are there plans to charge for admission? If yes, how much?
- Evidence of ability to produce a financially sustainable event without City Cosponsorship dependency
- Listing of all City funding expected
- Listing of all grants expected
- Expected Ticket Manifest and Remittance forecast
- Projections of sponsorship funds to be raised

Additionally, this section shall include a listing of any lawsuit or litigation and the result of that action resulting from:

- any public project undertaken by your company or your subcontractors where litigation is still pending or has occurred within the last five years
- any type of project where claims or settlements were paid by your company or your insurers within the last five years.

### **Qualifications and Experience**

Please provide in detail the following information about your company including qualifications, expertise, and relevant experience:

- History of your company
- Experience producing family friendly Special Events with greater than 1,000 attendees.
- How your company will address the City of Austin's need regarding family friendly cultural Special Event.
- Experience in programming to appeal to the diverse City of Austin population
- How your company will exceed the performance of others, if selected

### **Local Business Presence:**

- The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City Contracts. A business is considered to have a Local Business Presence if the business is



headquartered in the Austin Corporate City Limits or has a branch office located in the Austin Corporate City Limits in operation for, at least, the last five years.

- The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located.
- The City defines branch office as a smaller, remotely located office that is separate from a firm's headquarters that offers the services requested and required under this RFA.

**GENERAL:**

In addition to applicable fees from City departments, the PARD fees of the Special Event permit may include:

- \$2,000.00 damage deposit
- \$500.00 per set up day fee
- \$2,500.00 per event day fee
- \$500.00 per take down day fee
- \$500.00 maintenance fee – per event day
- \$250.00 electrical utility fee – per event day
- \$30.00 alcohol permit fee
- \$10.00 moonwalk fee
- \$1.00 - \$3.00 per ticket fee and ticket manifest
- An additional take down day is charged for each day required to repair damages after the Event contract term

[Event Site User Fees](#) may be found on the Office of Special Events website

*Note: Fees at the time of RFA – Fees are subject to change*

**Mandatory Annual Review - Trial Period:**

If awarded, the event will be permitted under two (2) one-year trial periods.

- After the first year of the event, a quantitative review using the Special Event Matrix (**Exhibit B**) will be conducted for impacts.
- If permitted to proceed for a second year, the event will undergo the same quantitative review to assess event performance compared to itself year over year.

The Annual Event status may be revoked or terminated if one or multiple of the following occur:

- A Breach of Contract occurs within the Special Event Contract
- Similar and avoidable impacts occur as noted in the Mandatory Annual Review



### **STANDARD CONDITIONS**

- Organizer(s) shall comply with all local, state, and federal laws pertaining to business operation of a Special Event.
- Organizer(s) shall be responsible for all event planning to protect life and property.
- Organizer(s) shall produce the event with minimal impact to the park and surrounding neighborhood by following [Special Event best practices](#) and complying with Park Rules as applicable **(Exhibit D – Park Rules)**
- All Special Event regulations will be applicable to include but not limited to:
  - Submission of an Austin Center for Events Application
  - Creation of a professional quality Site Map
  - Agreement to sign a contract with the Austin Parks and Recreation Department
  - Representation at an Austin Center for Events meeting
  - Agreement to follow access and use guidelines
  - Safety Plan
  - Transportation Plan
  - Waste Management Plan
  - Installation of Neighborhood Notifications

#### **Insurance:**

- An Insurance Certificate **is not required to be purchased and/or submitted unless awarded a permit through this RFA process.**
- Approved Organizer(s) shall provide a Certificate of Insurance naming the City of Austin as an additional insured party and offer Waiver of Subrogation. Vendors are required to show proof of comprehensive general liability insurance with a combined single limit of \$500,000 per occurrence. Additional vehicle and statutory workers' compensation insurance may be required.
- Insurance Requirements may be found in this document **(Exhibit E – Insurance Requirements)**

#### **Lobbying:**

- All lobbyists must follow [Ordinance No. 20160922-005](#), which amended [Chapter 4-8 \(Regulation of Lobbyists\) of the City Code](#). City Code Chapter 4-8 requires a person to register as a lobbyist if the person meets the requirements outlined in §4-8-3. In addition, a person who meets the registration requirements must file quarterly activity reports, pay the appropriate registration fee(s), and file a Notice of Termination upon termination of lobbying activities.
- <http://www.austintexas.gov/department/lobbyists>

#### **Public Nature of Materials:**

- Responses to this RFA become the exclusive property of the City and, therefore, become a matter of public record and shall be regarded as public records, with the exception of those elements in each application which are defined by the Organizer as business or trade secrets and plainly marked as "Confidential", "Trade Secret", or "Proprietary".
- The City shall not in any way be liable or responsible for the disclosure of any such application or portions thereof, if they are not plainly marked as "Confidential", "Trade Secret", or





“Proprietary” or if disclosure is required under the Texas Public Information Act, Chapter 552, Texas Government Code.

- If a request is made for information marked “Confidential”, “Trade Secret”, or “Proprietary” the City shall provide the Applicant who submitted the information with reasonable notice to allow the Applicant to seek protection from disclosure by a court of competent jurisdiction.

Non-Discrimination and Non-Retaliation:

- Organizer must comply with City of Austin Code Section 5-4-2
- Organizer will not discriminate or retaliate against any applicant or employee based on race, creed, color, religion, national origin, sex, age, religion, veteran status, gender identity, disability, or sexual orientation.

Disqualification:

Factors such as, but not limited to, any of the following may be considered just cause to disqualify an application without further consideration:

- Any attempt to improperly influence any member of the evaluation team;
- Existence of any lawsuit, unresolved contractual claim or dispute between Organizer and the City;
- Evidence of incorrect information submitted as part of the application;
- Evidence of Organizer’s inability to successfully complete the responsibilities and obligation of the application; and
- Organizer’s default under any previous agreement with the City, which resulted in termination of the Agreement

The City reserves the right to:

- Make the selection, if any, based on its sole discretion;
- Reject any and all applications;
- Issue subsequent Requests for Applications;
- Postpone RFA selection for its own convenience;
- Remedy technical errors in the Request for Applications process;
- Approve or disapprove the use of particular subconsultants or subcontractors;
- Negotiate with any, all, or none of the Organizers;
- Waive obvious typographical errors in the applications;
- Enter into an agreement with another Organizer in the event the originally selected Organizer defaults or fails to execute as required by an agreement with the City.

An agreement shall not be binding or valid with the City unless and until it is executed by authorized representatives of the City and of the Organizer.

## Exhibit A – Site Map



**Note:** As part of the Holly Shores/ Edward Rendon Sr. Metro Park at Festival Beach Master Plan a portion of the perimeter fence at Fiesta Gardens – West End has been removed to offer daily public access as shown.



## Exhibit B – Special Event Matrix

*Used during first and second year review*

Event Evaluation		Impact Value	Pre Event	Post Event
Park Use and Impact	Range of possible responses			
<b>Type of Park Use</b> (choose one)	In Use	4		
	Partially Open	3		
	Minimally Open	2		
	Closed	1		
	0			
<b>Length of Park Use</b> (choose one)	All activities conducted on 1 day	3		
	Up to 3 days of use	2		
	Up to 5 days of use	1		
	More than 5 days of use	0		
	More than 10 days use	-1		
	More than 15 days use	-2		
	0 days per application			
			last year	this year
<b>Days of ADDITIONAL Post Event Recovery</b> (choose one) (clean up, unremoved items, fencing, etc., call backs only)	0 call back days	1		
	1 call back day	-1		
	2 call back days	-2		
	3 call back days	-3		
	More than 3 call back days	-4		
	Multi-year call back multiplier. Current year score X years of consecutive call backs.	x years of consecutive call backs		
			last year	this year
<b>Cost of Post Event Repairs</b> (choose one) (based on combined organizer and PARD costs) (excludes unintentional/weather related damage while adhering to City directives)	None (expected performance)	4		
	Billable/cost of damage under \$500	0		
	Billable/cost of damage under \$1000	-1		
	Billable/cost of damage over \$1000	-2		
	Greater than \$5000	-3		
<b>Time of Year</b> (choose one)	January - February	2		
	November	1		
	June - August, December	-1		
	March - May, September - October	-2		

## Exhibit B – Special Event Matrix – Continued

Event Evaluation		Impact Value	Pre Event	Post Event
<b>Economic Impact &amp; Tourism</b>		Range of possible responses		
<b>Local Service Providers</b> <i>(choose one)</i>	Only Austin vendors.	2		
	Greater than 50% Austin vendors	0		
	Less than 50% Austin vendors.	-1		
<b>Economic Impact</b> <i>(choose one)</i> <small>(measured by an address based ticket manifest)</small>	Austin participation greater than 50% total attendees.	0		
	Texas (outside Austin) participation greater than 30% total attendees.	2		
	US (outside Texas) participation greater than 10% total attendees.	4		
	Multi-day significant outside attendance in Texas or US categories.	6		
<b>Community</b>		Range of possible responses		
<b>Number of years of event</b> <i>(choose one)</i>	1st Year	0	0	0
	2 - 5 years	1		
	5 - 7 years	2		
	7 - 10 years	3		
	More than 10 years	4		
<b>Cost</b> <i>(Choose all that apply)</i>	Free	3	0	0
	Youth/Seniors Free	2	0	0
	Community Giving Component <i>(in addition to youth/seniors - complimentary access provided to members of the public) (may not be event staff, family)</i>	1	0	0
<i>(choose one)</i>	Admission \$1-\$25 per day	-1		
	Admission \$25 - \$50 per day	-2		
	Admission \$51 - \$99 per day	-3		
	Admission greater than \$100 per day	-4		
<b>Community Enhancement</b>				
<i>(choose one)</i>	Awareness/education inclusion of a Austin non-profit	0		
	Awareness/education inclusion of more than 1 Austin non-profit	1		
<i>(choose one)</i>	Charitable donation <\$5000	2		
	Charitable donation \$5000 - \$10,000	3		
	Charitable donation >\$10,000	4		



## Exhibit B – Special Event Matrix – Continued

Event Evaluation		Impact Value	Pre Event	Post Event
<b>Citizen Engagement</b>				
<i>(Choose all that apply)</i>	No direct focus.	-1		
	Post event public survey including area stakeholders feedback.	1		
	Collaborative and inclusive stakeholder involvement (surrounding neighborhood) - attends City coordinated engagement meetings.	2		
<b>Green Initiatives</b>		Range of possible responses		
<b>Trash and Recycling</b>	Trash and recycling provided		Required	Required
<b>Additional greening efforts:</b>	1 category achieved	-3	Not scored	
	2 categories achieved	-2		
	3 categories achieved	-1		
	4 categories achieved	0		
	5 categories achieved	1		
	more than 5 achieved	2		
	The works..... (all 10 items achieved)	3		
	<b>Menu</b>	<b>Yes/No</b>		
	composting	No		
	reusable signage	No		
	water refill stations	No		
	reward based recycling	No		
	public transit/bike and trail prominent	No		
	all mass transit to event	No		
	event recycling rebate	No		
	carbon offset credits	No		
	solar power incorporation	No		
	event attendee educational component	No		
	<b>TOTAL</b>	<b>0</b>		
<b>Transportation</b>		Range of possible responses		
<b>Roads and Parking</b>	Weekend Road Closures (Friday - Sunday, or Holiday)	-1		
<i>(Choose all that apply)</i>	Weekend Road Closures Peak Hours (Friday - Sunday, or Holiday)	-2		
	Weekday Road Closures (Monday - Thursday)	-3		
	Weekday Road Closures Peak Hours (Monday - Thursday)	-4		
	No closures.	0		

### Exhibit B – Special Event Matrix – Continued

<b>Other Parking Items</b>	Parking on parkland.	-1		
<i>(Choose all that apply)</i>	City approved parking restrictions enacted.	1		
	Additional parking enforcement patrols secured by event organizer.	2		
	Organizer contracted/provided shuttles.	4		
<b>Quality of Life Impact</b>	<b>Range of possible responses</b>			
<b>Amplified Sound</b>	None	1		
<i>(choose one)</i>	PA, recorded rebroadcast	0		
	All other amplified - Ends by noon	-1		
	All other amplified - Ends by 5 pm	-2		
	All other amplified - Ends by 8 pm	-3		
	All other amplified - Ends by 10 pm	-4		
<i>(Choose all that apply)</i>	Sound Impact Plan procured.	2		
	Additional City of Austin sound enforcement officers secured by event organizer.	2		
	<b>TOTAL - PRE-EVENT SCORE</b>		0	
	<b>TOTAL - POST-EVENT SCORE</b>			0



### **Exhibit C – Fiesta Gardens Annual Special Event Schedule**

<b><u>Month</u></b>	<b><u>Special Event Name</u></b>	<b><u>Event Days</u></b>	<b><u>Location</u></b>	<b><u>Timeframe</u></b>
March	Heart of Texas Regatta	2 event days	Festival Beach shoreline	Early March
April	Texas Vegfest	1 event day	Fiesta Gardens West End	Early April
April	Bengali New Year Celebration	1 event day	Fiesta Gardens West End	Mid April
April	Texas Rowing Championships	2 event days	Festival Beach shoreline	Mid April
April	Dragon Boat Races	2 event days	Festival Beach Shoreline	Late April
May	Cinco de Mayo	1 event day	Fiesta Gardens West End	Early May
August	Pride Festival	1 event day	Fiesta Gardens West End	Mid August
September	Diez y Seis	1 event Day	Fiesta Gardens West End	Mid September
October	Craft Brewers Festival	1 event day	Fiesta Gardens West End	Late October
October	Head of the Colorado	1 event day	Festival Beach Shoreline	Late October
November	Hot Sauce Festival	1 event day	Fiesta Gardens West End	Early November