**City of Austin Parks and Recreation Department**

**REQUEST FOR APPLICATIONS – ANNUAL SPECIAL EVENT**

**Application / Response Document**

This Response Document must be submitted:

* On or before June 14, 2021
* No later than 4:30 p.m. - No late submittals will be accepted.
* Submit Application to Gergo Perlaky – Parks and Recreation Dept. Office of Special Events

Email to Gergo.Perlaky@austintexas.gov or Deliver to 200 South Lamar, Austin TX, 78704

**FULL NAME AND COMPANY INFORMATION**

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| Contact Name: | , Title of the Person…. | | | | | |
| Company or Organization Name: | , a Choose a state. Choose Organization Type (the “Company”) | | | | | |
| Billing Address: |  | | State: | Choose State | Zip: |  |
| Mobile #: |  |
| Email address: |  | | | | | |
| Company website or social media account(s): |  | | | | | |
| List all other parties expected to be involved in Special Event Production (include parent and subsidiary companies)    *\* Do not include all vendors* |  | | | | | |
| \*\* If a company or organization does not currently exist, will a formal organization be created?  What type of organization? |  | | | | | |

**Note**: It is expected that the applicant has thoroughly researched City of Austin requirements through the following resources:

* Austin Center for Events – [Event Planning](https://austintexas.gov/department/special-event-permits) – Information Only, Do Not Fill Out ACE Application
* Special Events Ordinance – [Adopted Ordinance](https://austintexas.gov/sites/default/files/files/SEO-Executed-5-28-18.pdf)
* Parks and Recreation Department – [Office of Special Events](http://www.austintexas.gov/page/special-events-policies-procedures#polsprocedures)
* Parkland Events Task Force – [Adopted Recommendations](http://www.austintexas.gov/page/parks-task-force)
* Holly/Edward Rendon Sr. Metropolitan Park and Festival Beach [Master Plan](http://www.austintexas.gov/hollyshoresmasterplan)
* Fiesta Gardens Building – [Rehabilitation Project](http://www.austintexas.gov/department/fiesta-gardens-rehabilitation)

**IDENTIFY AMOUNT OF EVENT DAYS**

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| The City will consider submissions for one or two event days per applicant.  Indicate the number of Event Days proposed by choosing an option from the menu: |
| Choose an item. |

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| If the submission is for Two Event days –  Indicate if the Event can be successful if just one day is awarded |
| Choose an item. |

**EXECUTIVE SUMMARY (POINTS \_5\_)**

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| 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 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 |
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**SITE MAP (POINTS \_10\_)**

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| 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 |
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**PROPOSED ACTIVATIONS (POINTS \_5\_)**

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| Upload proposed activations below or attach along with response images, sample images, or describe proposed activations -   * 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 |
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**OPERATION AND MANAGEMENT PLAN (POINTS \_30\_)**

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| 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](http://www.austintexas.gov/sites/default/files/files/Parks/Special_Events/PETF/11292016_Council_Resolution_No_20150305-025_Final_Report.pdf) * 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 |
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**FINANCIAL PLAN (POINTS \_15\_)**

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| Initial Event plans shall be fully funded through non-City resources and not be 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 resource 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 or * Any type of project where claims or settlements were paid by your company or your insurers within the last five years. |
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**QUALIFICATIONS AND EXPERIENCE (POINTS \_15\_)**

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| 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 |
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**LOCAL BUSINESS PRESENCE (POINTS \_5\_)**

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| **Name of Local Firm** |  | | |
| **Physical Address** |  | | |
| Is your headquarters located in the Corporate City Limits? (circle one) | | Yes | No |
| or | |  | |
| Has your branch office been located in the Corporate City Limits for the last 5 years? (circle one) | | Yes | No |
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| Will your business be providing additional economic development opportunities created by the contract  award? - e.g., hiring, or employing residents of the City of Austin or increasing tax revenue? (circle one) | | Yes | No |
| If Yes, describe | |  | |

**SIGNATURE AND AGREEMENT:**

I Certify:

* The information contained in this Request For Applications response document is true and correct to the best of my knowledge.
* I am authorized to act on behalf of the Organizer and/or Company listed in the request.
* There is no conflict of interest with myself or the organization or company that I represent.
* I have the capability to successfully undertake and complete the responsibilities and obligations of the application being submitted.

I understand:

* I understand this RFA does not commit the City to issuance of permits, and that the City shall not pay for any costs incurred in preparation and submission of applications or in anticipation of a permit.
* The City may choose to allow an Event Day Vacancy.

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| --- | --- |
|  | Click here to enter a date. |
| Full Name | Date |
|  |  |
| Signature |  |