THE CITY OF ALPHARETTA GEORGIA

City Council Meeting
MARCH 11, 2019

ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA
6:30 PM

I. CALL TO ORDER

II. ROLL CALL

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 3/4/2019)

V. PROCLAMATIONS AND PRESENTATIONS

A. Arbor Day Proclamation

VI. OLD BUSINESS

A. Approval Of Fiscal Year 2019 Mid-Year Budget Amendment (2nd Reading)

VII. NEW BUSINESS

A. Event Management Services (RFP 19-106)

VIII. PUBLIC COMMENT

IX. REPORTS

X. ADJOURNMENT TO EXECUTIVE SESSION

City Council Meeting
STAFF REPORT

Submitting Department: City Clerk
Submitted By:
Meeting Date: March 11, 2019

I. AGENDA ITEM TITLE: COUNCIL MEETING MINUTES (MEETING OF 3/4/2019)

II. RECOMMENDATION:

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO
FISCAL IMPACT: NO
INCLUDED IN CURRENT FY CPTL BUDGET: NO
INCLUDED IN CURRENT FY OPRT. BUDGET: NO
TOTAL PROJECT COST:
APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

IV. REPORT IN BRIEF:

V. ALTERNATIVES:

VI. ATTACHMENTS:

City Council Meeting draft minutes 3-4-19

City Council Meeting
March 4, 2019
Office of the City Clerk
ALPHARETTA CITY HALL
COUNCIL CHAMBERS
2 PARK PLAZA

This summary is provided as a convenience and service to the public, media and staff. It is not the intent to record proceedings verbatim. Any reproduction of this summary must include this notice. Public comments are noted as heard by Council, but not quoted or paraphrased. This document includes limited presentation by Council and invited speakers in summary form. This is not an official record of the Alpharetta City Council Meeting proceedings. Official Minutes are recorded and available for review.

I. CALL TO ORDER

- *Mayor Gilvin called the meeting to order at 6:30 p.m.*

II. ROLL CALL

- Council Members
  - Mayor Jim Gilvin
  - Mayor Pro Tem Donald F. Mitchell
  - Jason Binder
  - Ben Burnett
  - John Hipes
  - Dan Merkel
  - Karen Richard
- Staff
  - Bob Regus, City Administrator
  - Sam Thomas, City Attorney
  - Erin Cobb, City Clerk
  - James Drinkard, Asst. City Administrator
  - Peter Sewczwicz, Director of Public Works
  - John Robison, Director of Public Safety
  - Morgan Rodgers, Director of Recreation, Parks & Cultural Services
  - Kathi Cook, Director of Community Development
  - Tom Harris, Director of Finance

III. PLEDGE TO THE FLAG

IV. CONSENT AGENDA

A. Council Meeting Minutes (Meeting of 2-25-2019)

B. Financial Management Report: Month Ending January 31, 2019

- Director of Finance, Tom Harris, came forward to present this item.

- Staff recommends Mayor and Council approve the Financial Management Report for the month ending January 31, 2019 (period 7 of Fiscal Year 2019).

- On a monthly basis, the Finance Department prepares detailed revenue and expenditure statements for all city operating funds (including prior-year comparisons for the General Fund). In addition, this report includes:

  1. Detailed capital project report including life-to-date activity;
  2. Payments $5,000 and greater;
  3. Purchase orders with an estimated cost between $5,000 and $50,000; and
  4. Status of current year bids/RFPs.

❖ Mayor Pro Tem Mitchell offered a motion to approve the Consent Agenda
  - The motion received a second from Council Member Merkel
  - The motion was approved unanimously 7-0

V. PUBLIC HEARING

A. E-18-11 Edison Sign Exception
This item has been Withdrawn by the Applicant and will be neither heard nor considered.

VI. OLD BUSINESS

A. Safe Hotels Ordinance (2nd Reading)

- Director of Public Safety, John Robison, came forward to present the item

- City Attorney, Sam Thomas, read the Ordinance aloud and presented the following change made to the Ordinance since the 1st reading

  - On Page 2, Sec. 2 of the Ordinance, referencing the criteria used for counting the calls of service, the third criteria was expanded to include discovery of criminal activity

- Council Member Burnett requested that the fee for tier two, listed in the Ordinances Tier System, be increased from $1,500 to $2,500

- Council Member Binder responded that if changes are deemed necessary they can be made at a later date

- Council Member Hipes expressed his concern with respect to hotels that are considered full-service (including a bar) possibly being penalized for having a disproportionate amount of calls for service simply due to the nature of services they offer

- Director of Public Safety, John Robison, discussed the difficulty of tracking the origin of calls for service

- Council Member Merkel suggested tabling the item, in order to give Council and Staff ample time to address concerns presented at tonight's meeting

❖ Council Member Merkel offered a motion to table the Safe Hotels Ordinance in order to give time to Staff and the City Attorney to further review the Ordinance
  - The motion received a second from Council Member Hipes
  - The motion to table was approved 6-1; Council Member Binder voting in opposition

VII. NEW BUSINESS

A. Big Creek Slope Stabilization

- Director of Public Works, Pete Sewczwicz, came forward to present this item.

- Staff recommends Mayor and Council approve Tetra Tech's proposal in the amount of $75,520.00 for professional services necessary to design slope stabilization measures for four locations along Big Creek near the Big Creek Greenway and authorize the Mayor to execute all necessary documents.

- The Big Creek Greenway is one of the highlights of the City's Recreation, Parks and Cultural Services amenities. It is used daily by residents and provides a recreational opportunity and sanctuary from the hustle and bustle of the City.

- The City has experienced erosion along the banks of Big Creek. In some areas this erosion is severe enough to threaten the stability of the greenway trail or cause trees to fall and either block the stream or the trail.

- In January 2018 the City awarded a project to Tetra Tech to study erosion along Big Creek. This project included two parts; first to identify smaller maintenance items that could be completed by Recreation and Parks crews or contractors without the need for permits, and second to identify larger repair or restoration areas that require full site specific design and permitting.

- For the smaller maintenance items (examples include placement of riprap or removal of fallen trees) Tetra Tech provided standard maintenance details, descriptive prioritization schedules, and location maps. For the larger projects, thirteen locations were prioritized based on a variety of categories including: public safety improvement potential, infrastructure impact potential, public amenity / educational potential, reach accessibility, land ownership, and cost. A site visit with Tetra Tech, Public Works, and Recreation and Parks staff was held to review the current conditions, discuss on-going maintenance issues, and finalize conceptual solutions.

- Award of this project includes the design and permitting for four locations that ranked at the top of the list as those most critically in need of repair. They are all located between

Old Milton Parkway and the YMCA and are near two previous emergency repair projects. Each location is showing signs of severe erosion along the stream banks that is threatening the greenway trail and large trees.

- Left unprotected the stream bank will continue to lose sediment as the channel moves closer to the trail. This can (as it did in the two emergency locations) lead to unsafe conditions of undermined trail. Sediment released into the stream can cause issues such as flooding, threats to wildlife, and unsightly discoloration of the water.

- Tetra Tech will design and permit re-established stream banks with vegetated gabion walls and cribwalls in these areas. These measures will stabilize the incised channels, regrade the bank adjacent to the stream, provide landscaping, and restore the hydraulic function of the stream channel. Design and permitting are expected to take a total of about 8 months. Permitting will include city, state, and federal approvals. When this project is completed and further funding is approved, the city will be able to move forward with construction.

- Developing a schedule for this type of work is difficult due to the amount time required to obtain a permit from outside agencies. Actual design work will only take a couple of months. Navigating the labyrinth of permitting through the US Army Corps of Engineers and GA Environmental Protection Division will consist of the majority of the anticipated 9 month schedule.

- Director of Public Works, Pete Sewczwicz, added that Senior Stormwater Engineer, Jill Bazinet, will be the lead for this project

Public Comment:

- No Public Comment

❖ Mayor Pro Tem Mitchell offered a motion to approve the Tetra Tech's proposal in the amount not to exceed $75,520.00 for professional services necessary to design slope stabilization measures for four locations along Big Creek near the Big Creek Greenway and authorize the Mayor to execute all necessary documents.
  - The motion received a second from Council Member Merkel
  - The motion was approved unanimously 7-0

B. Approval Of Fiscal Year 2019 Mid-Year Budget Amendment (1st Reading)

- Director of Finance, Tom Harris, came forward to present this item

- The purpose of the Fiscal Year (FY) 2019 Mid-Year Budget Amendment is to amend the base budget as adopted by City Council for targeted initiatives that have already occurred (e.g. during the first seven months of the fiscal year) or are planned to occur before fiscal year-end.

- Initiatives are discussed in detail within the Fiscal Year 2019 Mid-Year Budget Requests Document.

- City Attorney, Sam Thomas, read the Amendment aloud

Public Comment:

- No Public Comment

❖ Council Member Merkel offered a motion to approve the Fiscal Year 2019 Mid-Year Budget Amendment
  - The motion received a second from Council Member Hipes
  - The motion was approved unanimously 7-0

VIII. PUBLIC COMMENT

- No Public Comment

IX. REPORTS

- Council Member Hipes asked the Director of Public Safety, John Robison, to come forward to elaborate on the recent incident that took place on GA 400 at Haynes Bridge Road, where a female climbed onto the Haynes Bridge exit sign. Public Safety staff did a phenomenal job de-escalating the situation and getting the young lady the help that she needed. Council Member Hipes asked for Director Robison to thank his Staff on behalf on the Mayor and Council.
- Council Member Binder thanked the Director of Recreation, Parks, & Cultural Services, Morgan Rodgers, for representing the City at the opening game for Alpharetta baseball. Additionally the Equestrian Center had one of their first shows and Rucker Farms had their first seed packet handouts for the community garden.
- Mayor Pro Tem Mitchell encouraged citizens to visit the City website for updates on the GA 400 Express Lane Project.
- Mayor Gilvin discussed the successful turnout of the Alpharetta Community Food Forum that was held at City Hall on February 27, 2019 at 6:00 PM.
- Mayor Gilvin announced the Alpharetta City Band is having a 2019 Friends and Family Concert on March 10, 2019 at 3:00 – 4:00 PM at the Saint David's Episcopal Church, 1015 Old Roswell Road, Roswell, GA 30076.
- James Drinkard reported that the fountain on Village Square was turned on as requested by the March 1st deadline.

X. ADJOURNMENT

❖ With no further business to discuss or items to be heard, Mayor Gilvin adjourned the meeting at 7:15 PM

Respectfully submitted,

Erin Cobb

Erin Cobb, City Clerk

City Council Meeting
STAFF REPORT

Submitting Department: Finance
Submitted By:
Meeting Date: March 11, 2019

I. AGENDA ITEM TITLE: APPROVAL OF FISCAL YEAR 2019 MID-YEAR BUDGET AMENDMENT (2ND READING)

II. RECOMMENDATION:

The purpose of this meeting is to provide an overview of the Fiscal Year 2019 Mid-Year Budget and adopt the Budget Ordinance (2nd reading).

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: NO

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: NO

TOTAL PROJECT COST: VARIES BY FUND. SEE MID-YEAR BUDGET REQUESTS (ATTACHED).

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT

IV. REPORT IN BRIEF:

The purpose of the Fiscal Year (FY) 2019 Mid-Year Budget Amendment is to amend the base budget as adopted by City Council for targeted initiatives that have already occurred (e.g. during the first seven months of the fiscal year) or are planned to occur before fiscal year-end.

Initiatives are discussed in detail within the attached Fiscal Year 2019 Mid-Year Budget Requests.

V. ALTERNATIVES:

VI. ATTACHMENTS:

Mid-Year Budget Ordinance, Exhibit A to Budget Ordinance

AN ORDINANCE OF THE MAYOR AND COUNCIL OF THE CITY OF ALPHARETTA, GEORGIA, TO ADOPT THE MID-YEAR FISCAL 2019 BUDGET FOR CERTAIN FUNDS OF THE CITY OF ALPHARETTA, GEORGIA APPROPRIATING THE AMOUNTS SHOWN IN EACH BUDGET AS EXPENDITURES, ADOPTING THE ITEM OF REVENUE ANTICIPATION, PROHIBITING EXPENDITURES TO EXCEED APPROPRIATIONS, AND PROHIBITING EXPENDITURES TO EXCEED ACTUAL FUNDING AVAILABLE.

WHEREAS, the Director of Finance has presented a proposed fiscal year 2019 mid-year budget to the City Council on certain funds of the City; and

WHEREAS, each of these proposed amendments will adjust expenditures and revenues originally appropriated in the fiscal year 2019 budget; and

WHEREAS, each of these mid-year amendments represent a balanced budget, so that anticipated revenues for each fund equal or exceed proposed expenditures;

NOW, THEREFORE BE IT ORDAINED that this mid-year budget, “Exhibit A” attached hereto and by this reference made a part hereof this ordinance shall be the City of Alpharetta’s fiscal year 2019 mid-year budget for these certain funds for the fiscal year 2019; and

BE IT FURTHER ORDAINED that this mid-year budget be and is hereby approved and the revenue items shown in the budget for each fund in the amount anticipated are adopted and that the several amounts shown in the budget for each fund as proposed expenditures are hereby appropriated to the departments named in each fund; and

BE IT FURTHER ORDAINED that the expenditures shall not exceed the appropriations authorized by this mid-year budget or amendments thereto provided; and that expenditures shall not exceed actual funding available.

ADOPTED this ______ day of ____________________, 2019.

CITY OF ALPHARETTA, GEORGIA

By: _________________________________
Jim Gilvin, Mayor

COUNCILMEMBERS

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(SEAL)

Attest:

____
City Clerk

First Reading: ____________

Second Reading: ___________

City of Alpharetta, Georgia
Fiscal Year 2019
Mid-Year Budget Request

The purpose of the Fiscal Year (FY) 2019 Mid-Year Budget Amendment is to amend the base budget as adopted by City Council for targeted initiatives that have already occurred (e.g. during the first seven months of the fiscal year) or are planned to occur before fiscal year-end.

General Fund
This Fund is the principal operating fund of the City and includes governmental activities such as police, fire, recreation, transportation, and other general government functions that are primarily funded with property taxes, franchise fees, state shared revenues, and charges for services such as recreation program fees. State law requires that the city's budget be balanced: revenues = expenditures.

The budgetary legal level of control resides at the department level (e.g. City Administration, Recreation, Parks and Cultural Services, etc.). That is to say, a given department has the operational flexibility to reallocate appropriations within specific line-items to achieve its mission, but cannot exceed its overall appropriation level as approved by City Council. Furthermore, the Adopted Budget approves the staffing level (i.e. authorized full-time equivalent staffing level) for each department. The FY 2019 Mid-Year Budget Amendment adjusts three departmental budgets to fund/authorize the targeted initiatives discussed in detail over the following pages.

GENERAL FUND
LEGAL LEVEL OF CONTROL

General Fund	Fiscal Year 2019		
	Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenues by Source:			
Property Taxes	$ 22,680,000	$ 1,400,000	$ 24,080,000
Motor Vehicle Title Fees, Delinquent Taxes, etc.	1,252,000	-	1,252,000
Local Option Sales Taxes	15,650,000	-	15,650,000
Other Taxes	14,729,500	-	14,729,500
Licenses and Permits	2,704,250	-	2,704,250
Intergovernmental Revenue	460,000	50,000	510,000
Charges for Services	3,721,992	-	3,721,992
Fines and Forfeitures	1,987,500	-	1,987,500
Investment Earnings	150,000	-	150,000
Other/Miscellaneous	316,789	-	316,789
Other Financing Sources			
Transfer-in from Hotel/Motel Fund	2,868,750	356,250	3,225,000
Budgeted Fund Balance	6,100,065	-	6,100,065
Total Revenues	**$ 72,620,846**	**$ 1,806,250**	**$ 74,427,096**
Expenditures by Department:			
Mayor and City Council	$ 364,389	$ -	$ 364,389
City Administration	2,174,084	(210,645)	1,963,439
Finance	3,366,136	-	3,366,136
City Attorney	690,000	-	690,000
Information Technology	1,742,223	-	1,742,223
Human Resources	430,846	75,000	505,846
Municipal Court	1,096,466	-	1,096,466
Public Safety	28,422,171	50,000	28,472,171
Public Works	8,821,264	-	8,821,264
Recreation, Parks and Cultural Services	9,974,552	-	9,974,552
Community Development	3,162,560	-	3,162,560
subtotal	***$ 60,244,691***	***$ (85,645)***	***$ 60,159,046***
General Government:			
Insurance Premiums	$ 689,500	$ -	$ 689,500
Gwinnett Tech Bond (P&I)	286,590	-	286,590
Transfer to Capital Project Fund	8,695,065	979,982	9,675,047
Transfer(s) to other Funds	1,905,000	-	1,905,000
Reserve for Future Initiatives	130,000	(130,000)	-
Contingency	670,000	1,041,913	1,711,913
subtotal	***$ 12,376,155***	***$ 1,891,895***	***$ 14,268,050***
Total Expenditures	**$ 72,620,846**	**$ 1,806,250**	**$ 74,427,096**

The following section provides, by department, the associated detail/justification for each targeted initiative requested through the FY 2019 Mid-Year Budget Amendment.

City Administration

Initiative: **Elimination of Internal Audit Function**
Elimination of Internal Auditor position (-1.0 full-time-equivalent)

Funding Reduction: -$116,645

This request is for the net reallocation of funding from the removal of Internal Audit function. The Internal Auditor position will be removed from the City's personnel count.

Initiative: **Removal of vacant Economic Development Director position funding**

Funding Reduction: -$94,000 (partial year)

This request is for the net reallocation of funding from the vacant Economic Development Director position.

Human Resources

Initiative: **Partial-Year Funding for the Human Resources Director**
Addition of Human Resources Director position (+1.0 full-time-equivalent)

Funding Request: $75,000 (partial year)

This request is for the partial-year funding of the Human Resources Director position. The Human Resources Director position will be added to the City's personnel count.

Public Safety

Initiative: **High Intensity Drug Trafficking Area Task Force**

Funding Request: $50,000 HIDTA Overtime Expenses
Funding Source: $50,000 HIDTA Reimbursement

This request is to appropriate the revenue and expense associated with overtime costs generated as part of the HIDTA Task Force (High Intensity Drug Trafficking Areas). In prior years, both the expenditures and the associated reimbursements would be accounted for within the overtime account and "net" each other out. Accounting rules dictate that the reimbursements be reflected as a revenue requiring the change. The net impact is $0.

General Government

Initiative: **Transfer to Capital Project Fund (Capital Contribution FY 2019)**
Funding Request: $979,982

Initiative: **Contingency (Capital Contribution for FY 2021)**
Funding Request: $1,041,913

Funding Sources: Property Taxes; Cable Franchise Taxes; Hotel/Motel Fund Taxes; Cost Reductions (Internal Audit/Economic Development); Reallocation of the reserve for Future Operating/Capital Initiatives

This request is for the transfer of funding to the Capital Project Fund for one-time capital investment in FY 2019.

Additionally, this request also allocates $1.04 million to Contingency in FY 2019 which will flow to fund balance at fiscal year-end and become part of the capital funding to be included in the FY 2021 budget process. This move is aimed at ensuring a steady annual flow of capital funding is available.

Funding for these initiatives includes a combination of revenue appropriations and a reallocation of expenditure line-items within the Operating Budget as follows:

- Property Taxes: The FY 2019 budget for current year property taxes (non-motor vehicles) totals $22.7 million and is based on a billable digest of $4.9 billion (net of all exemptions/motor vehicle values). This figure was calculated in April/May 2018 based on staff forecasts of property values (including new construction estimates). The actual growth in the tax digest exceeded the conservative budget estimate resulting in an estimated additional $1.4 million in tax revenue.
- Hotel/Motel Taxes: Hotel Tax collections is trending 25% higher than FY 2018 and is estimated to total $8.6 million by year-end ($7.3 million was collected in FY 2018) which is $950,000 greater than budget. The General Fund's portion is estimated at $3.2 million, which is $356,250 greater than budget.
- Elimination of Internal Audit function and removal of vacant Economic Development Director position funding (discussed above).
- Reservation for future Operational/Capital Initiatives: The FY 2019 Budget included funding totaling $770,000 (net) for new operational initiatives (e.g. expanded Wills Park Pool operations; Cultural Arts Center operations; full-funding of Street Lighting along public roads, etc.). Residual funding was placed into reserve pending a determination that the underlying revenue trends are in alignment with budgetary forecasts.

Capital Project Fund

This Fund accounts for the acquisition and construction of major items such as buildings, infrastructure, parks, streets, and other major capital facilities. The budgetary legal level of control resides at the project level.

CAPITAL PROJECT FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)	Fiscal Year 2019 Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenue by Source:			
Transfer-in from General Fund	$ 8,695,065	$ 979,982	$ 9,675,047
Investment Earnings	-	225,000	225,000
Net Budget Adjustments	**$ 8,695,065**	**$ 1,204,982**	**$ 9,900,047**
Expenditures by Project:			
Non-Allocated	$ 1,795,018	$ 1,204,982	$ 3,000,000
Net Budget Adjustments	**$ 1,795,018**	**$ 1,204,982**	**$ 3,000,000**

General Government
Initiative: **Non-Allocated Capital**

Funding Request: $1,204,982

This request is to allocate available General Fund appropriations (as discussed within the general Fund section of this document) coupled with actual/forecasted investment earnings into a non-allocated capital account to be appropriated for future capital initiatives by the City Council.

T-SPLOST Capital Project Fund

This fund accounts for the collection of T-SPLOST (Transportation Special Purpose Local Option Sales Taxes) revenues and expenditures on eligible transportation improvements and congestion mitigation initiatives. The budgetary legal level of control resides at the project level.

T-SPLOST CAPITAL PROJECT FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)	Fiscal Year 2019		
	Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenue by Source:			
T-SPLOST	$ 8,160,000	$ 2,940,000	$ 11,100,000
Investment Earnings	-	225,000	225,000
Net Budget Adjustments	**$ 8,160,000**	**$ 3,165,000**	**$ 11,325,000**
Expenditures by Project:			
T-SPLOST (Non-Allocated Roadway Improvements)	$ 1,488,577	$ 3,165,000	$ 4,653,577
Net Budget Adjustments	**$ 1,488,577**	**$ 3,165,000**	**$ 4,653,577**

Public Works
Initiative: **Non-Allocated (T-SPLOST)**

Funding Request: $3,165,000

This request is to allocate actual/forecasted T-SPLOST revenues coupled with investment earnings into a non-allocated capital account to be appropriated for future capital initiatives by the City Council. T-SPLOST collections is trending 6% higher than FY 2018 and is estimated to total $11.1 million by year-end ($10.7 million was collected in FY 2018) which is $2.9 million greater than budget.

Conference Center Bond Fund

This fund accounts for the proceeds and associated expenditures resulting from the issuance of the Alpharetta Development Authority Revenue Bonds, series 2016. The budgetary legal level of control resides at the project level.

CONFERENCE CENTER BOND FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)			
	Fiscal Year 2019		
	Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenue by Source:			
Investment Earnings	$ -	$ 5,500	$ 5,500
Net Budget Adjustments	**$ -**	**$ 5,500**	**$ 5,500**
Expenditures by Project:			
Non-Allocated	$ 374,722	$ (374,722)	$ -
Transfer-out to Hotel/Motel Fund (Debt Repayment)	-	380,222	380,222
Net Budget Adjustments	**$ 374,722**	**$ 5,500**	**$ 380,222**

Initiative: **Transfer to Hotel/Motel Fund (Residual Bond Proceeds)**

Funding Request: $380,222
Funding Sources: $380,222 (Investment Earnings and Non-Allocated)

In accordance with the Convention Center Bond covenants, residual funding after completion of the Convention Center are to be used to reduce the associated indebtedness (Alpharetta Development Authority Revenue Bonds, series 2016). The Convention Center Bond debt service is funded within the Hotel/Motel Fund. This budget amendment allocates investment earnings and residual bond proceeds (currently appropriated within a non-allocated account) and transfers them to the Hotel/Motel Fund for debt service on the Alpharetta Development Authority Revenue Bonds, series 2016.

Hotel/Motel Fund

The Hotel/Motel Fund accounts for occupancy tax collections from area hotels for the purpose of promoting conventions, tourism, trade shows, etc. The budgetary level of control resides at the project level.

HOTEL/MOTEL FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)	Fiscal Year 2019 Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenue by Source:			
Hotel/Motel Taxes	$ 7,650,000	$ 950,000	$ 8,600,000
Transfer-In from Conv. Ctr. Bond Fund (Debt Repayment)	-	380,222	380,222
Net Budget Adjustments	**$ 7,650,000**	**$ 1,330,222**	**$ 8,980,222**
Expenditures by Project:			
Alpharetta Convention & Visitors Bureau Distribution	$ 3,346,875	$ 415,625	$ 3,762,500
City Distribution	2,868,750	356,250	3,225,000
Tourism Product Development (Non-Allocated)	256,123	178,125	434,248
Debt Service (2016 Conf. Ctr. Bonds)	979,963	380,222	1,360,185
Net Budget Adjustments	**$ 7,451,711**	**$ 1,330,222**	**$ 8,781,933**

Initiative: **Hotel/Motel Tax Collections**

Funding Request: $950,000 Distribution to ACVB, City, and Tourism Product Development
Funding Source: $950,000 Hotel/Motel Tax Collections

FY 2019 Hotel/Motel Tax revenues are budgeted at $7.7 million (net of carryforward fund balance totaling $1.8 million) with budgeted disbursements as follows: Alpharetta Convention & Visitor's Bureau (43.75% or $3.3 million); Tourism Product Development (18.75% and a portion of the carryforward fund balance detailed above; $979,963 for debt service on the Series 2016 Convention Center Bonds, $465,804 for eligible initiatives such as the Arts Center and Equestrian Center, and $256,124 in non-allocated); and the city (37.5% or $2.9 million).

Hotel Tax collections is trending 25% higher than FY 2018 and is estimated to total $8.6 million by year-end ($7.3 million was collected in FY 2018) which is $950,000 greater than budget. This budget amendment adjusts the budgetary appropriations for each participating entity accordingly. The General Fund's portion is estimated at $3.2 million, which is $356,250 greater than budget.

Initiative: **Debt Repayment (Residual Convention Center Bond Proceeds)**

Funding Request: $380,222 Debt Repayment (Convention Center Bond)
Funding Source: $380,222 Transfer from the Convention Center Bond Fund

As detailed within the Convention Center Bond Fund write-up, residual funding after completion of the Convention Center are to be used to reduce the associated indebtedness (Alpharetta Development Authority Revenue Bonds, series 2016). This budget amendment allocates the residual bond proceeds transfer from the Hotel/Motel Fund for debt service.

DEA Fund

The DEA Fund accounts for revenues received from the enforcement of drug laws and the confiscation of property from drug offender's arrests that can be used by public safety to aid in drug enforcement activity. The budgetary legal level of control resides at the department level (Public Safety) for operations/minor capital and project level for targeted initiatives.

DEA FUND LEGAL LEVEL OF CONTROL (Fund Totals)	Fiscal Year 2019 Current Budget Feb. 2019	Fiscal Year 2019 Mid-Year Budget Amendment	Fiscal Year 2019 Revised Budget Feb. 2019
Revenue by Source:			
Fines and Forfeitures	$ -	$ 300,000	$ 300,000
Investment Earnings	-	600	600
Intergovernmental Revenues	142,591	-	142,591
Carryforward Fund Balance	323,177	-	323,177
Total	**$ 465,768**	**$ 300,600**	**$ 766,368**
Expenditures by Department:			
Public Safety	$ 369,825	$ -	$ 369,825
Public Safety (Non-Allocated)	95,943	300,600	396,543
Total	**$ 465,768**	**$ 300,600**	**$ 766,368**

Public Safety

Initiative: Non-Allocated

Funding Request: $300,600
Funding Sources: $300,600

This request is to allocate actual/forecasted asset forfeiture collections coupled with investment earnings into a non-allocated account to be appropriated for future DEA eligible initiatives.

Impact Fee Fund

This fund accounts for fees assessed upon development activity. These fees are collected to pay for system improvements (recreation/parks, streets, and public safety) as detailed within the city's impact fee ordinance. The budgetary legal level of control resides at the project level.

IMPACT FEE FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)	Fiscal Year 2019 Current Budget Feb. 2019	Fiscal Year 2019 Mid-Year Budget Amendment	Fiscal Year 2019 Revised Budget Feb. 2019
Revenue by Source:			
Impact Fees (Transportation)	$ -	$ 250,000	$ 250,000
Impact Fees (Recreation/Parks)	45,000	505,000	550,000
Impact Fees (Public Safety)	-	175,000	175,000
Investment Earnings	-	50,000	50,000
Net Budget Adjustments	**$ 45,000**	**$ 980,000**	**$ 1,025,000**
Expenditures by Project:			
Transportation (Non-Allocated)	$ 584,354	$ 278,487	$ 862,841
Recreation/Parks (Non-Allocated)	-	523,453	523,453
Public Safety (Non-Allocated)	30,774	178,060	208,834
Net Budget Adjustments	**$ 615,128**	**$ 980,000**	**$ 1,595,128**

Public Works
Initiative: Non-Allocated (Transportation)

Funding Request: $278,487
Funding Sources: $278,487 (Impact Fees, allocation of Investment Earnings)

This request is to allocate actual/forecasted impact fee collections coupled with an allocation of investment earnings into a non-allocated account to be appropriated for future transportation impact fee eligible initiatives.

Recreation, Parks and Cultural Services
Initiative: Non-Allocated (Recreation, Parks and Cultural Services)

Funding Request: $523,453
Funding Sources: $523,453 (Impact Fees, allocation of Investment Earnings)

This request is to allocate actual/forecasted impact fee collections coupled with an allocation of investment earnings into a non-allocated account to be appropriated for future recreation/parks impact fee eligible initiatives.

Public Safety
Initiative: Non-Allocated (Public Safety)

Funding Request: $178,060
Funding Sources: $178,060 (Impact Fees, allocation of Investment Earnings)

This request is to allocate actual/forecasted impact fee collections coupled with an allocation of investment earnings into a non-allocated account to be appropriated for future public safety impact fee eligible initiatives.

Capital Grant Fund

This fund accounts for resources received from federal, state, and local grants awarded to the city. Matching funds, which represents the city's financial investment, are also recorded within this fund. This fund accounts for capital grants only. The budgetary legal level of control resides at the project level.

CAPITAL GRANT FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)	Fiscal Year 2019 Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Expenditures by Project:			
Grant Matching Funds (Non-Allocated)	$ 472,939	$ (60,912)	$ 412,027
Transfer-out to Operating Grant Fund	-	60,912	60,912
Net Budget Adjustments	**$ 472,939**	**$ -**	**$ 472,939**

Initiative: **Transfer to Operating Grant Fund (Grant Matching Funds)**

Funding Request: $60,912
Funding Sources: $60,912 (reallocation of Grant Matching funds)

This request is to reallocate a portion of the available grant matching funds within the Capital Grant Fund to the Operating Grant Fund. The Capital Grant Fund accounts for large-dollar capital projects and requires larger grant matching funds than the Operating Grant Fund. That said, the grant matching funds within the Operating Grant Fund is lower than ideal at $39,088 and the Capital Grant Fund has in excess of $470,000. This budget amendment will result in a revised available grant matching pool of approximately $400,000 for the Capital Grant Fund and $100,000 for the Operating Grant Fund.

Operating Grant Fund

This fund accounts for resources received from federal, state, and local grants awarded to the city. Matching funds, which represents the city's financial investment, are also recorded within this fund. This fund accounts for operational grants only. Capital grant proceeds are recorded within the Capital Grants Fund. The budgetary legal level of control resides at the project level.

OPERATING GRANT FUND LEGAL LEVEL OF CONTROL (Impacted Line-Items)	Fiscal Year 2019 Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenue by Source:			
Transfer-in from Capital Grant Fund	$ -	$ 60,912	$ 60,912
Net Budget Adjustments	**$ -**	**$ 60,912**	**$ 60,912**
Expenditures by Project:			
Grant Matching Funds (Non-Allocated)	$ 39,088	$ 60,912	$ 100,000
Net Budget Adjustments	**$ 39,088**	**$ 60,912**	**$ 100,000**

Initiative: **Grant Matching Funds**

Funding Request: $60,912
Funding Sources: $60,912 (transfer-in from the Capital Grant Fund)

This request is to reallocate a portion of the available grant matching funds within the Capital Grant Fund to the Operating Grant Fund. The Capital Grant Fund accounts for large-dollar capital projects and requires larger grant matching funds than the Operating Grant Fund. That said, the grant matching funds within the Operating Grant Fund is lower than ideal at $39,088 and the Capital Grant Fund has in excess of $470,000. This budget amendment will result in a revised available grant matching pool of approximately $400,000 for the Capital Grant Fund and $100,000 for the Operating Grant Fund.

Series 2016 Parks and Transportation Bond Fund

This Fund accounts for the proceeds and associated expenditures resulting from the issuance of Series 2016 voter approved general obligation bonds which funded projects focused on alleviating traffic congestion, expanding sidewalk connectivity, improving park amenities, extending the Big Creek Greenway north to connect with Forsyth County's Greenway, and securing parkland for future passive and active park systems. The budgetary legal level of control resides at the project level.

SERIES 2016 PARKS AND TRANSPORTATION BOND FUND
LEGAL LEVEL OF CONTROL (Impacted Line-Items)

	Fiscal Year 2019		
	Current Budget Feb. 2019	Mid-Year Budget Amendment	Revised Budget Feb. 2019
Revenue by Source:			
Investment Earnings	$ -	$ 700,000	$ 700,000
Net Budget Adjustments	**$ -**	**$ 700,000**	**$ 700,000**
Expenditures by Project:			
Transportation (Non-Allocated)	$ 294,064	$ 440,000	$ 734,064
Recreation/Parks (Non-Allocated)	331,848	260,000	591,848
Net Budget Adjustments	**$ 625,912**	**$ 700,000**	**$ 1,325,912**

Public Works
Initiative: **Non-Allocated (Transportation)**

Funding Request: $440,000
Funding Sources: $440,000 (Investment Earnings)

This request is to allocate actual/forecasted investment earnings into a non-allocated account to be appropriated for future transportation bond eligible initiatives.

Recreation, Parks and Cultural Services
Initiative: **Non-Allocated (Recreation, Parks and Cultural Services)**

Funding Request: $260,000
Funding Sources: $260,000 (Investment Earnings)

This request is to allocate actual/forecasted investment earnings into a non-allocated account to be appropriated for future recreation/parks bond eligible initiatives.

City Council Meeting
STAFF REPORT

Submitting Department: Recreation and Parks
Submitted By: Morgan Rodgers
Meeting Date: March 11, 2019

I. AGENDA ITEM TITLE: EVENT MANAGEMENT SERVICES (RFP 19-106)

II. RECOMMENDATION:

Please award RFP 19-106 to Premier Events for a 5-year service contract to provide comprehensive event management services for targeted events (detailed within the Report-in-Brief section) in the annual amount of $122,000 and authorize the Mayor to execute all necessary documents.

III. BUDGET IMPLICATIONS:

BUDGETED ITEM: YES

FISCAL IMPACT: YES

INCLUDED IN CURRENT FY CPTL BUDGET: NO

INCLUDED IN CURRENT FY OPRT. BUDGET: YES

TOTAL PROJECT COST: $122,000 (ANNUALLY). INCREASE ABOVE CURRENT CONTRACT COSTS. WILL BE FUNDED THROUGH A RE-PRIORITIZATION OF CURRENT APPROPRIATIONS.

APPROPRIATIONS:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
Professional Services (multiple accounts)	$122,000.00

EXTERNAL FUNDING SOURCES:

ACCOUNT TITLE/NUMBER	DOLLAR AMOUNT
-	$0.00

IV. REPORT IN BRIEF:

The award of this Request-for-Proposals (RFP) is for comprehensive event management services to conduct and manage all facets of the targeted event(s) and potentially any new events. Responsibilities under the contract include full service event planning and implementation services including financial planning, logistics, management, marketing, sponsorship, sales and fulfillment, talent and vendor contracting, and event evaluations. The awarded vendor shall manage day-to-day operations, supervision of volunteers, contractors, and sub-contractors, and act as the key contact for the City. It is further expected that the awarded vendor demonstrate a continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly with the City and our other contractors to provide quality seamless customer service.

The targeted events include: Taste of Alpharetta; Alpharetta Arts Streetfest (3-day event); Brooke Street Park Concert Series (9 event dates); Food Truck Alley (23 event dates); Scarecrow Harvest; Wire & Wood (2-day event); and the Season of Celebration (1-day event). Staff recognizes that event details change (e.g. # of days, new events, etc.) and requests flexibility to adjust the awarded contract offerings based on mutual agreement between the selected firm and the City.

The current event management contract expires March 20, 2019.

Anticipating (1) expiration of the existing event management contract and (2) the desire to expand the service offerings (e.g. more events), an RFP was prepared by a Committee including representatives from Recreation, Parks and Cultural Services, Public Works, and Finance. RFP 19-106 was advertised in

November 2018 with proposals received on December 6, 2018.

The City received a total of five (5) responses which were submitted to the Evaluation Committee for review and ranking.

The Evaluation Committee met on December 18, 2018 to tabulate the overall scores. Each proposal was evaluated based on the following criteria: full-service event planning experience (30%); staffing capability (20%); creative approach to work (15%); technical approach to work (15%); cost (17%); and Alpharetta vendor preference (3%). The resulting scores were as follows (ranking of “1” to “5” with “5” being the highest):

- Premier Events: 4.38
- Media Frenzy Global LLC: 3.84
- Titan Global Enterprises Inc: 3.39
- Palate Catering and Design: 2.94
- CRE8AD8 LLC: 2.00

The high scoring firm, Premier Events, is our current event management service provider. Staff has found them to be knowledgeable, responsive, and focused on delivering an excellent event product. From a cost perspective, Premier Events provided the 2nd lowest cost proposal at $122,000.

It should be noted that the requested service scope represents an increase over the existing contract scope. The scope increase is due primarily to: (1) the addition of events that were not included in the last contract (including Food Truck Alley, Brooke Street Concert Series and Scarecrow Harvest); (2) a consolidation of activities that were previous handled by various vendors (such as printing, design, and talent booking); and (3) the addition of sponsorship recruitment. The expanded scope resulted in the higher proposal cost ($122,000 versus existing contract value approximating $65,000). However, no additional budget funds are being requested. The Department is prioritizing existing funding levels to improve our efficiency and quality of our events. That said, now that sponsorship recruitment is an explicit part of the contract scope, staff fully anticipates that Premier Events will more than offset the additional expenses through sponsorship revenue generation.

With these factors in mind, staff recommends award of RFP 19-106 to Premier Events.

V. ALTERNATIVES:

VI. ATTACHMENTS:

RFP 19-106 (Ranking), RFP 19-106 (Premier Events Response), RFP 19-106

RFP Evaluation / Scoring Sheet (Detail)
Event Management Services
RFP # 19-106

OFFERORS	Premier Events	CRE8AD8 LLC	Media Frenzy Global LLC	Palate Catering & Design	Titan Global Enterprises Inc
Scoring Instructions: 1. Score each criteria for each proposal using a scale of 1 - 5; 5 = highest score available for any criteria. 2. Scores should be noted for each criteria as this will be the basis for evaluation. 3. Weights will be applied to combined scores. 4. Cost will be evaluated separately.					
CRITERIA					
Full-Service Event Planning Experience (30%)	1.46	0.77	1.24	0.81	1.03
Staffing Capability (20%)	0.91	0.54	0.69	0.63	0.89
Creative Approach to Work (15%)	0.60	0.26	0.64	0.43	0.32
Technical Approach to Work (15%)	0.75	0.24	0.58	0.43	0.30
Local Vendor Preference (3%)	0.00	0.00	0.15	0.00	0.00
Sub-Total Proposal Score ***% (Cost not Opened-Scored)***	3.72	1.81	3.30	2.30	2.54
Cost (17%)	0.66	0.20	0.54	0.64	0.85
Total Proposal Score ***% (Cost Opened-Scored)***	4.38	2.00	3.84	2.94	3.39

Event Management Services Proposal

RFP Number: 19-106

City of Alpharetta

Finance Development

2 Park Plaza

Alpharetta, GA 3009

Due: December 6, 2018 10:00AM

Presented By

Laura Valente
1825 MacArthur Blvd, Atlanta, GA 30318
Phone: 770-241-4566 | Fax: 404-720-0800
Email: laura@premiereventslive.com

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EVENT MANAGEMENT SERVICES

PLANNING

Premier Events is very familiar with the City of Alpharetta Events. We have provided event management services (logistics, sponsorship, marketing, and on-site management) for Taste of Alpharetta since 2013. Starting in 2014, Premier Events has provided similar services for the Alpharetta Arts StreetFest and the Wire & Wood Songwriters Festival. In 2018, we provided on site management for the Brooke Street Park Concert Series, sponsorship support for Scarecrow Harvest as well as management for the Season of Celebration events. We have been a trusted partner of the City of Alpharetta as these events grew and evolved throughout the years.

We have a proven track record of maintaining event budgets and seeking new opportunities for revenue without compromising the integrity of the event.

Premier Events will work with the Community Services team to set goals and strategic direction for each event. We will activate all approved plans while maintaining strong communication with the City Community Services team. This will include identifying the event venue and any possible limitations or special stipulations; developing the schedule and timelines; securing and managing third party service providers; compiling contact lists and other supporting documentation; facilitating effective communication with all event participants; and tracking budgets. All materials and documents will be shared with the City Communication Services team on an ongoing basis to adhere to stated deadlines.

Premier Events are skilled at working with impacted businesses and residents. We work to identify everyone's concerns and then seek out creative solutions to produce positive outcomes. With our previous experience in City of Alpharetta events, we have developed strong relationships with many of the downtown businesses and have a wealth of knowledge of their goals and concerns.

With our extensive experience with past City of Alpharetta events, we understand that the goal is to use sponsorship sales to fund the event budgets while also making sponsorships affordable enough to allow Alpharetta businesses to participate to showcase them to the community. Premier Events will manage all aspects of sponsorship for the City of Alpharetta events including developing sales materials, solicitation and negotiation, contracting and invoicing as well as pre and post event communications to sponsors. This will include both cash and in-kind sponsors. All sponsors, sponsorship plans and materials will be subject to the City of Alpharetta's approval. Premier Events will furnish sales and progress reports and pertinent information on a bi-monthly basis. Additionally, we will provide completed sponsorship applications and signed liability waivers.

Premier Events will communicate with event participants during the event planning stages to determine any requirements or special needs. We will troubleshoot any special requirements to ensure that all individual needs are met. All information will be organized and communicated with appropriate event team members to provide a successful outcome.

Premier Events will develop and activate plans to ensure that any special stipulations on participants (sponsors, vendors, activity partners) are met. This shall include but not be limited to adherence to general City permitting/licensing regulations as well as any event specific policies such as food sampling sizes or excluded items due to exclusive sales agreements.

Premier Events will manage food / beverage sales for the events. This will include working with the City Community Services team to identify strategic goals such as types of vendors to pursue (Alpharetta restaurants vs food vendors vs. food trucks) as well as determining fees for participation, stipulations for retail sales prices for items offered. We will ensure that all participating vendors have furnished required applications, permits and documentation. Additionally, we will develop and distribute basic health guidelines to ensure proper food safety service at events. We will develop all sales materials, facilitate procurement of vendors as well as pre/post event communications and provide on-site management for all food vendors.

Post event, we will provide a quick update report to the City Community Services team the day after the event with a brief summary of load out and any pertinent items. Additionally, we will provide a full event summary with successes and opportunities for improvement within 14 days after the event.

MARKETING AND SPONSORSHIP

Premier Events will work with the City of Alpharetta Community Services team to identify the marketing goals for each event and advise on various marketing and promotional opportunities to raise awareness for each event.

Premier Events will develop a comprehensive marketing plan for each event including paid and trade advertising, media outreach (press release schedule), and consumer contests and promotions. Upon approval of the plan from the City Community Services team, Premier Events will activate all elements needed for the marketing campaign.

Premier Events will write press releases for each event and upon approval of the Community Services team, will distribute the release to local, regional and as applicable, national media.

Premier Events will secure media sponsors to include radio, television and print media. Due to Premier's previous work with the city, we have substantial knowledge of past media sponsorships.

Premier Events will develop and manage marketing calendars and deadlines based on confirmed media sponsors and advertising partners. This deadline list will be shared with the Community Services team. Premier Events will coordinate the production of any marketing collateral including print ads, posters, programs, signage, maps and promotional items.

Premier Events will write any copy needed for event websites, marketing materials, social media, and stage announcements. All copy will be subject to the final approval of the Community Services department.

Premier Events will manage the graphic design for all events. This shall include procuring graphic designers as needed for any event projects and coordination of their work. For certain events (Taste of Alpharetta, Brooke Street Park Concert Series, Food Truck Alley, Scarecrow Harvest and Season of Celebration), Premier Events would produce all graphic design and submit art to Community Services to review and approve. By bringing this in house, we can provide quicker turnaround and minimize confusion on sharing information. All graphics and design will be subject to final approval by the Community Services department.

Premier Events understands that an effective social media campaign is a key component for any event. Dramatic graphics, catchy messages, relevant content and in some cases, video, are all essential for an effective social media campaign. We have managed the social media for Taste of Alpharetta for 5 years providing year-round content related to the Alpharetta food scene. We have also worked with sponsors to craft appropriate sponsor massaging to use on event platforms. We will work with the Community Services Department and the Cities Marketing Coordinator to plan, organize and facilitate a social media campaign for all of the city events. This will include development of general content, procurement of sponsor and vendor messages, and development of graphics. Additionally, this may include special contests to engage event fans and encourage sharing of information to grow the follower lists. Premier Events is prepared to facilitate posting of information and providing timely replies to comments or, if preferred, can furnish content for City Marketing Coordinator to manage posting and feedback.

Premier Events will manage the street team designed to promote each specific event. For each project, we will work with Community Services to determine the goals and develop relationships with new outlets that will reach the intended audience demographic. Materials can be furnished to event sponsors that reach a large consumer audience. We can procure and manage the street teams' efforts in the distribution of materials and provide comprehensive reports on outlets reached.

Premier Events will track all sponsorship deliverables including details on each sponsors representation in various event promotional collateral. We will ensure that all sponsors receive the contracted benefits and that the City of Alpharetta branding is included and appropriately positioned in all event materials.

Premier Events will draft and forward road closure notifications to Community Services for review and approval.

Premier Events will make recommendations to Community Services on the sponsorship levels and proposed pricing. Upon approval, Premier Events will develop sponsorship proposals and manage sales and negotiations with sponsors. We will provide timely follow up with any sponsor inquiries forwarded by the City. All sponsors and final contract terms will be subject to the approval of Community Services. It is understood that the City wishes to assume the role of invoicing and collection of sponsorship fees. We will work with the city to develop a plan to achieve this while providing the Premier Events team with information regarding payment status so that we can follow up as appropriate with each sponsor to ensure timely payment.

Post event, Premier Events will furnish a detailed report on sponsorship including investment levels, contacts, agreements, and recommendations for the following year.

VENDOR MANAGEMENT

Premier Events will develop and submit for Community Services approval, a detailed project timeline outlining all deadlines and tasks required for each event project. This project timeline will be reviewed regularly during bi-monthly meetings to revise status and tasks as to ensure that required progress is being made on each event.

Premier Events will develop and provide an overview of each event detailing all sponsors, vendors, community partners and participants. This overview will include contact information and details regarding their participation. The overview will be kept in real time and available to the city through a file sharing service such as Google Docs or Dropbox.

Post event, we will solicit participants for general feedback on the event. The results of the survey will be compiled and submitted to Community Services along with any recommendations for improvement for the following year's event.

We will work to identify the needs of each participant and work with any that have special needs in order to ensure they have a great experience with the event. All resulting information will be organized and communicated to appropriate event team members to achieve flawless execution.

Premier Events will develop detailed load in, load out and general information to distribute to sponsors, vendors and community partners. We will facilitate distribution of appropriate communications to all event participants.

Premier Events will work with Community Services to develop a 'wish list' of talent and activities suited for each event. Premier Events routinely books entertainment, strolling performers and activities for various events and has sizeable resource list for this type of entertainment. Premier Events will work to contract with talent / activities that meets the criteria for the event and falls within the city approved event budget. Premier Events will then provide appropriate event details to contracted entertainment / activities and manage them on-site.

Premier Events will provide post event ‘thank-you” messages to all participants and solicit event feedback via a brief survey or real time conversations. Additionally, we will facilitate posting of event photos on social and websites.

LOGISTICS

Premier Events will assist with the city’s official bidding process for logistics vendors or if no bid is required by the city, will manage securing bids to review with the Community Services team. We will make recommendations for vendors which are aligned with the City of Alpharetta’s quality standards. Premier Events is uniquely positioned for this as we work on more than 250 events a year including various Atlanta metro area festivals and venues. We have worked with most of the event logistics providers in the market and have an extensive knowledge of each of them. Once vendor selections are made, we will manage the pre-planning process with each selected provider and manage their on-site fulfillment. This will include but not be limited to the following:

- Tents, tables, chairs
- Stage production - stage, sound, lights, stage crew
- Port-a-lets / waste management / gray water / grease removal
- Temporary power / generators
- Fencing / barricade
- Radios / golf carts
- Event décor / linens / table covers
- Signage
- Special equipment needs – culinary equipment, heaters, etc.

Premier Events will develop event site maps to address vendor/sponsor/community partner placement and special requirements as well as provide efficient crowd flow and address any public safety requirements. Site maps will be subject to the final approval of Community Services.

Premier Events will provide on-site leadership and coordination to ensure that the entire team is aligned with the event goals and address all needs for the event. This shall include any event personnel including event support staff, security (City of Alpharetta Police and private security as required for each event), City of Alpharetta public works, volunteers, and contracted services providers. Coordination and management will include road closures, site issues, site building/dismantling, and troubleshooting.

As needed based on the event, Premier Events can manage merchandise programs including beginning / ending inventory of items.

Premier Events understands that any successful outdoor event requires the flexibility to address any last-minute concerns or issues. We will develop an emergency plan for each event to address public safety, adverse weather conditions and general emergency situations. This plan will be submitted to Community Services for approval and will be subject to feedback from City of Alpharetta Police.

Premier Events will prepare and provide a detailed event production timeline showing all elements from load in through the conclusion of load out for Community Services to review and approve. This plan will be submitted by the due date based on the project timeline as mutually approved by Community Services and Premier Events.

Premier Events will work with Community Services to determine and outline the City services (Police, Fire, Public Works, power, water, parking) that will be required for each event. We do not anticipate that this will vary substantially from previous event plans.

Premier Events excels at on site management at events. We understand the long hours and the need to constantly address the ever-changing needs of sponsors, vendors and activity partners. We have a strong team that will work to achieve objectives based on event timeline. We are skilled at always seeking out possible issues on an event site, from a vendor set up incorrectly to trip hazards, to public safety issues and troubleshooting a variety of issues.

Premier Events will book all third-party logistics vendors as approved by Community Services and will provide advance communication on event details (load in and load out timelines, locations for install, etc.) and manage activation on site.

Our proposal includes the on-site labor required to manage each event including an event manager and any support staff needed to achieve event basic needs such as participant load in/ load out, signage installation, and general event setup. The labor required for each event would vary based on the event’s specific needs.

Premier Events will develop a comprehensive signage plan for each event to include event schedules, directions, sponsor signage and general branding. Signage plan and all final graphics will be subject to Community Services approval. Upon approval, we will coordinate production of all signage and manage installation on site at the event.

Premier Events will ensure that all required permits, licenses, and liability clauses/waivers are secured for any sponsors, vendors or participants prior to every event.

Premier Events will compile and provide Community Services with a detailed accounting of revenues /expenses within 20 days after each event. This report can be kept in real time as the event is in the planning stages on an approved file sharing site such as Google Docs or DropBox with the final report verified by Premier Events and forwarded to Community Services.

Premier Events will document any damage or safety issues on the event site for every event. Any findings will be immediately reported to Community Services.

Premier Events leaves every site better than we find it. We understand that with many of the events being held in the downtown Alpharetta area that it is key that the event area is fully cleaned and back to 'normal' the day after the event. On every event, our team polices the event and surrounding area for trash and any equipment left on site. We have taken pride in our work in Alpharetta that the downtown businesses have always had positive things to say about the quickness and thoroughness of the clean up post event.

Lastly, Premier Events understand that successful execution of an event is about creating a positive customer service experience. From the way an event looks, to the friendliness of the event team, to the access to event information, to the cleanliness of the site and providing an easy event layout to navigate, no detail is too small or to big for Premier Events to achieve.

EVENT EVALUATION

Premier Events will furnish a detailed summary and recommendations for each event. This summary will also include survey results obtained from participating sponsors, vendors and community partners. This evaluation will be furnished along with a comprehensive summary and supporting documentation for each event with the timeframe as outlined by Community Services.

EVENT OBJECTIVES

It is understood that Premier Events will be furnishing Event Management Services for all of the City of Alpharetta Events including:

- Taste of Alpharetta
- Alpharetta Arts Streetfest
- Brooke Street Park Concert Series
- Food Truck Alley
- Scarecrow Harvest
- Wire & Wood Songwriter's Festival
- Season of Celebration

It is understood that City of Alpharetta has been in contract with Splash Festivals since 2016 to manage Alpharetta Arts Streetfest. During this time, Premier Events has provided on site management for the City of Alpharetta in support of Splash Events. This proposal assumes that a similar arrangement is still in place with Splash Festivals and that Premier Events is playing a supporting role. In the event that this is not the case, Premier Events would be happy to discuss this specific festival and the city's needs for expanded services for this event.

It is understood by entering this agreement with the City of Alpharetta, that Premier Events would be assuming the role for planning and coordinating and managing these events and all of the responsibilities as outlined in this proposal.

Premier Events will be working as an independent contractor.

Premier Events is aware that other events will be happening simultaneously or in the weeks leading up to these events. We welcome the opportunity to coordinate with any events to ensure that all events held in the City of Alpharetta will be successful.

Premier Events brings to the table a wealth of knowledge of many of these events. We look forward to working with the City to develop new initiatives to ensure that these events stay true to the character of the event while also adding fresh, compelling new elements to attract new event fans and entertain the growing community of Alpharetta. We also understand that with certain events, such as Taste of Alpharetta which is now approaching its 29th year, that the future goals for the event may not to be to increase attendance but to offer new activities and event elements for event fans and to showcase Alpharetta restaurants to a wider audience.

FINANCIAL, AND SPONSORSHIP GUIDELINES

1. It is understood that all participant, sponsor and vendor fees belong to the City.
2. It is understood that the City wishes to directly invoice and collect sponsorship payment fees. As the sales agent for the event, Premier Events would request a standard operating procedure to advise us once fees have been received so that we can provide the necessary follow up with the sponsor.
3. It is understood that Premier Events will meet twice a month with Community Services to provide routine progress reports.
4. Premier Events is happy to work with the City to prepare payment requests for all invoices.
5. Premier Events will ensure that all invoices are correctly made out to the City of Alpharetta as per the direction of the City.
6. Premier Events will collect any third-party invoices and will verify all information prior to submitting to the city for Payment.
7. It is understood that all expenses will be subject to pre-approval of Community Services and that these costs must align with the City Budget. Upon receipt of invoices it is understood that normal payment processing time is 30 days.
8. Premier Events will adhere to the annual fiscal budget at set forth by the City for each event.
9. It is understood that Premier Events will be managing all aspects of sponsorship sales for the events outlined in this proposal.
10. It is understood that as part of the compensation packages that Premier Events will receive a 20% commission for all sponsors secured for the events.
11. It is understood that Premier Events will be paid on an event project basis.
12. The event project deposit invoicing details as notated in the Event Management Services RFP are acceptable and Premier Events can meet these terms.
13. The event project final balance invoicing details as notated in the Event Management Services RFP are acceptable and Premier Events can meet these terms.

ePAYABLES

It is understood that project fees will be paid to Premier Events via electronic payment.

CONTRACT TERM

It is understood that the contract terms for this agreement will be for five (5) years.

It is understood that the fee for event management services for the first two (2) years may not be adjusted but that after this initial term, Premier Events may submit to the City a proposed fee increase based on the terms as outlined in the RFP.

Premier Events requests a change to the City providing written notice of intent to not renew to 60 days prior to the expiration of the contract.

SUBCONTRACTOR REPORTING

Premier Events is not using any subcontractors to perform this contract. If at any time in the future Premier Events intends to enter into an agreement with a subcontractor to perform portions of this contract, Premier Events will provide 60 days notice to the city for approval prior to entering into any such agreement.

ALLOWED TRCUK ROUTES

Premier Events will work to ensure that all event participants adhere to the City guidelines for truck routes.

ABOUT PREMIER EVENTS

We create extraordinary experiences.

Premier Events is on a mission to gather communities together to celebrate life through the enjoyment of memorable events. We are a creative team dedicated to producing events and providing professional management for festivals, special events and venues.

Premier Events appreciates the opportunity to submit this proposal to manage events for the City of Alpharetta. For more than 24 years, Premier Events has produced and managed events in the Atlanta metro area and Southeast. Our team's experience and ambition to deliver amazing consumer events is second to none. We have expertise in every area of event management and have managed every type and size of event. Premier Events specialty is creating and activating outdoor festivals. We have a proven track record of developing unique programming concepts and managing every element needed to bring an event to life. Our loyal list of long-time clients attests to our professional reputation and results.

Premier Events looks forward to working collaboratively with the City of Alpharetta to develop and manage a full schedule of amazing consumer events which entertain and delight the community and showcases the City of Alpharetta. Our firm has been working with the City of Alpharetta since 2013 on many of the projects included in this project and we look forward to continuing this very successful relationship. We bring a wealth of experience in producing events in Alpharetta. We have a strong understanding of the City of Alpharetta's event goals as well as the way the City team conduct business on a day to day basis. Over the years, we have developed strong relationships with City of Alpharetta employees in multiple departments as well as with downtown businesses, sponsors, media and business leaders.

Premier Events was founded in 1995 to provide event concessions management services for our first client – the Music Midtown Festival. Since that time, Premier Events has expanded to a full-service event production company that offers comprehensive services for festivals, entertainment venues and corporate events. Premier Events works with more than 150 events a year and 98% of our clients renew with us each year.

Our team understands that producing a successful event takes more than a great idea and exciting programming. Every component from event concept and marketing to entertainment, food and beverage and general event logistics must be carefully planned and meticulously implemented to ensure patrons and participants have an exceptional experience. The Premier Events team has expertise in all facets of event development, planning, marketing and execution which can be tailored to our clients' needs.

As an event producer, Premier Events has every aspect of your event covered. From creative event concept development and expert logistics management designed to make an event run smoothly to developing and activating impactful marketing and public relations programs and profitable sponsorship sales and fulfillment campaigns our team will manage every aspect to ensure your event's success. In addition to our work with City of Alpharetta events (Taste of

Alpharetta, Alpharetta Arts StreetFest, Wire and Wood Songwriters Festival, Season of Celebration, Brook Street Park Concert Series), our event management projects also include the High Museum Atlanta Wine Auction, Atlantic Station (Tree Lighting and St. Pats Celebration), Avalon (Tree Lighting and Grand Opening), Light the Night Walk benefitting the Leukemia and Lymphoma Society, Making Strides Against Breast Cancer benefitting American Cancer Society, Taste and Sound of Woodstock, German Bierfest and many more. Additionally, we are in a joint venture with two other prominent Atlanta event consultants and provide overall venue management, marketing and entertainment for the Fred Amphitheater for the City of Peachtree City. We have also worked with many Fortune 500 companies and professional business associations to provide entertainment for private corporate events and conventions.

Premier Events has extensive experience with developing and facilitating marketing and promotions campaigns. We maintain strong relationships with Atlanta metro area radio, television and print media. We also cultivate learning opportunities for our team to ensure we are on trend with the ever-evolving world of social media. We are skilled at managing and adhering to marketing calendars and providing graphic designers with clear concise information to enable faster turnaround times on production.

We cultivate and maintain strong relationships with event sponsors. Premier Events manages sponsorship programs for a limited number of event projects in order to maintain focus on selected projects. We work to understand our sponsors unique goals to better address their goals when we bring them an event opportunity. We also understand that not every sponsor is an appropriate fit for every event. Our full time Sponsorship and Business Development Coordinator works to vet each sponsor and provides them with the personal attention needed to maintain a strong relationship.

The Premier Events team routinely prepares and activates complex event plans to cover every aspect of the event. We maintain strong relationships with event service providers such as waste management, clean up, tent/table/chairs rentals, private security, power/equipment rentals, heavy equipment rentals (golf carts, forklifts, trucks, trailers), fencing companies and more. We are known in the industry for our detailed advance planning and effective communication which ensures that our vendors are well prepared and able to achieve the event goals. We are experts in developing effective site maps, developing load in/load out plans to minimize confusion and maximize participant convenience and organizing the considerable amount of details into a coherent plan.

Premier Events has extensive experience with managing vendors of all types. We book and manage artist markets (fine art, craft vendors) for events such as the Atlanta Jazz Festival. Premier Events is also the leading event food and beverage management company for more than 60 outdoor festivals and several prominent Atlanta area venues. Our concession management clients include Chastain Park Amphitheater, Kennesaw State University Sports and Recreation Park, home to the Kennesaw State University Football Stadium, the Georgia State Stadium, The Frederick Brown Amphitheater in Peachtree City. Our projects include Atlanta

ABOUT PREMIER EVENTS

Dogwood Festival, Atlanta Jazz Festival, Atlanta Pride Festival, Taste of Atlanta, Music Midtown, Virginia-Highland SummerFest, Inman Park Fest, BB&T Open at Atlantic Station and many more. Premier Events was retained by the Piedmont Park Conservancy to manage the food and beverage operations for the very successful Green Concerts in Piedmont Park featuring Dave Matthews Band, Sir Paul McCartney and the Eagles. Each concert helped to raise more than $1,000,000 for park improvements. Premier Events is fortunate to be the preferred vendor of Live Nation and has managed concessions for many Atlanta area Live Nation venues and events. We routinely book and work with food trucks and cart operators, traditional vendors (serving out of tents) as well as restaurants. With each event, we book vendors that match the theme of the event and demographics of the anticipated crowd. Our beverage sales management division employs more than 200 highly qualified, and professional bartenders and concession workers as part of our regular staff rotation which enables us to easily staff any event. We have safely served millions of patrons alcoholic beverages at venues and events across the region and have never been cited for any infraction.

If Premier Events is awarded with the event management services contract for the City of Alpharetta, the project would be headed up by Laura Valente who is one of Premier Events key owners. Laura would serve as the main liaison with the Community Services to develop event goals and direction. She would spearhead the Premier Events teams' efforts to ensure that every team member is in sync with the event goals, requirements and meets set deadlines.

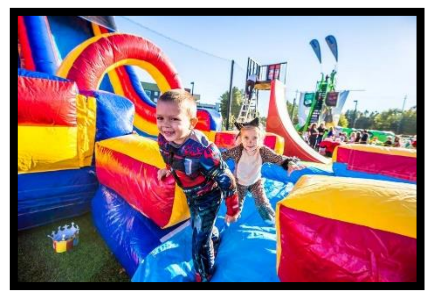
Beyond event production, marketing, sponsorship and concessions management, Premier Events is also an advocate for its clients and industry. We routinely consult city officials and local leaders to answer questions, address issues, and share our teams 150+ years of combined industry experience to benefit of the event and the community. Premier Event is a key player in the City of Atlanta, helping structure legislation and policy to the benefit of clients, colleagues and the community-at-large.

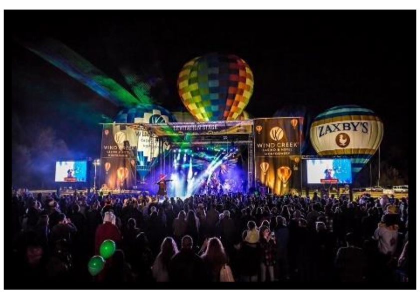
Premier Events looks forward to continuing its relationship with the City of Alpharetta as an integral part of your team, working tirelessly to orchestrate events that are a success from all perspectives.

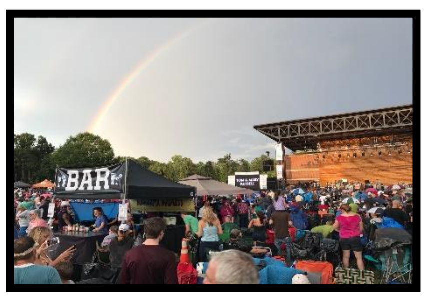
For more information, please visit our website: *www.premiereventslive.com*

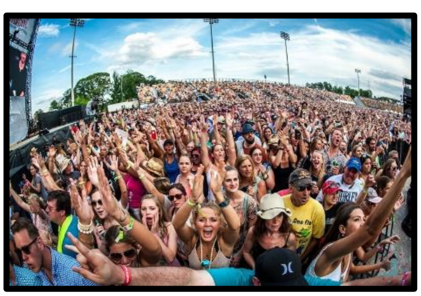
RFP Response Prepared By and contractor signatory:
Laura Valente
Premier Events
1825 MacArthur Blvd, Atlanta, GA 30318
Phone: 770-241-4566 | Fax: 404-720-0800
Email: laura@premiereventslive.com

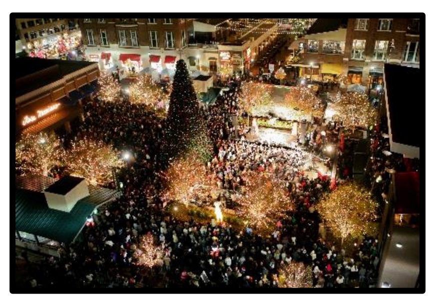
premier events











CURRENT AND PAST CLIENT LIST

4th of July Celebration, Lenox Square
4th on the Square @ Colony Square
Alpharetta Arts StreetFest
Art in the Park - Marietta
Atlanta Arts Festival
Atlanta BAR-B-Q Festival
Atlanta Dogwood Festival
Atlanta Moonride benefitting Bert's Big Adventure
Atlanta Pride Festival
Atlanta United
Atlanta Wine Auction for the High Museum
Avalon Grand Opening
Avalon Holiday Tree Lighting
Bandit Bridge Jump – 40th Anniversary for Smokey and the Bandit
Beer Carnival
Brooke Street Park Concert Series
Brookhaven Arts Festival
Brookhaven Cherry Blossom Festival
Candler Park Fall Festival
Cavalia & Cirque du Soleil
Chastain Park Amphitheatre
Chastain Park Fall Arts Festival
Cherry Blossom Festival – Macon Georgia
Christkindl Market
City of Atlanta Jazz Festival
Decatur Arts Festival
Decatur Book Festival
Fall Fest on Ponce
Fifth Third Stadium at Kennesaw State University
Flicks on 5th – Georgia Tech
Frederick Brown Jr. Amphitheater
Friday Night Live @ Atlantic Station
Georgia State Stadium
German Bierfest
Grant Park BBQ Festival
Grant Park Halloween Lantern Parade
Great Georgia Air Show
Great Southern Food Truck Rally
Hambidge Art Auction
Inman Park Festival
Light the Night Benefit for the Leukemia and Lymphoma Society
Lighting of Atlantic Station
Luck of the Square – St Pat's @ Colony Square
Mable House Amphitheater
Macon Cherry Blossom Street Festival
Macy's Tree Lighting
Making Strides Walk for American Cancer Society
Mudd Buggs Music Festival
Music Midtown Festival
New Year's Eve PeachDrop
Northside Hospital-Cherokee Amphitheater in Woodstock
Peach State Chili Cookoff
Petapalooza
Pup Culture Festival
Owl-o-ween
Shamrock the Station
Southern Wing Showdown
Sting Break for Georgia Tech
St. Patrick's Celebration in Savannah
Summer Shade Festival
Sweet Tea Yoga Festival
Sweetwater 420 Festival
Sweetwater Festival in Milledgeville
Taste of Alpharetta
Taste of Atlanta
Taste of Marietta
Taste and Sound of Woodstock
The Lighting of Atlantic Station
Tone it Up 2017 Tour
Virginia Highland Summerfest
Whiskey Barrel
Winter Beer Carnival
Wire & Wood Songwriters Festival
Wolf Creek Amphitheater
Woodstock Art & Wine Festival
YoBoulevard Back to School Block Party

References - Premier Events

Name: Atlantic Station/Hines
Years Performed: 12
Facility Location: Atlantic Station - Atlanta, Georgia
Services Provided: Event Management and entertainment booking for the Lighting of Atlantic Station (attendance 20,000) and preferred provider of food and beverage concessions for all property events. We have also provided event management services for events owned by third parties held on the property such as Atlanta Bar-B-Q Festival, Beer Carnival, Cirque du Soleil and the BB&T Open Tennis Championship.

Reference:
Starr Cumming, Director-Specialty Leasing
Hines-Atlantic Station
1380 Atlantic Drive; Suite 14250; Atlanta, GA 30363
P 470-440-3399
E: starr.cumming@hines.com

Name: City of Peachtree City
Years Performed: 1
Facility Location: Peachtree City, Georgia
Services Provided: Venue Management including sponsorship, marketing and concessions management

Reference:
Paul Salvatore, CPFO, CGCIO
Financial Services Director, City of Peachtree City
151 Willowbend Rd, Peachtree City, GA 30269
P: 770-632-4270
E: psalvatore@peachtree-city.org

Name: High Museum Atlanta Wine Auction
Years Performed: 5
Facility Location: Atlanta Georgia USA
Services Provided: Event Logistics Management, food vendor coordination, entertainment booking

Reference:
Steven Hargrove, Wine Auction Manager
High Museum of Art
1280 Peachtree Street, Atlanta, GA 30309
T: 404-733-4425
E: steven.hargrove@high.com

References - Premier Events – page 2

Name: Fifth Third Bank Stadium
Years Performed: 4
Facility Location: Kennesaw, Georgia USA
Services Provided: Concessions - food & beverage management

Reference:
Joe Skopitz, Director of Operations/AGM; Dept. of Event & Venue Management
Fifth Third Bank Stadium
3200 George Busbee Parkway, Kennesaw, GA 30144-5591
T: 470-578-2788
E: jskopitz@kennesaw.edu

Name: Light the Night
Years Performed: 2
Facility Location: Atlanta, Georgia USA
Services Provided: Event Management, food vending, entertainment booking

Reference:
Tiffany Kirkland, Campaign Director
2858 Paces Ferry Road SE, Suite 725, Atlanta, GA 30339
T: 404-720-7832
E: tiffany@lls.org

Laura Valente
Partner | Event Management Operations, Entertainment and Marketing

Laura Valente has a passion for building great events. From concept to implementation, she has mastered many facets of events including overall event management, marketing, talent buying, sponsorship development and more. An Atlanta native, she has always been deeply fueled by the entertainment industry. As a concert-going teenager, she was fascinated by everything that was going on to make the show happen, beyond the stage, and her curiosity led her to where she is today.

Laura's more than 25-year career has spanned an impressive client roster, working with some of the biggest names in the industry. Her career started early as several college internships at local concert venues solidified her passion for producing concerts and events. Upon graduating from college, she landed a position with Concert/Southern Promotions which was later bought by Clear Channel (now Live Nation). During this time, she played an instrumental role in the re-development of the Roxy Theatre, Cotton Club and Atlanta's Music Midtown Festival.

In 2001, Laura became the Vice President of Mad Booking & Events and headed up the companies Atlanta operations. She managed projects such as the weekly summer concert series events On the Bricks (Atlanta, GA), Dancin' in the District (Nashville, TN), Memphis in May (Memphis), DC Sessions (Washington, DC) which featured artists such as Kanye West, John Mayer, Jason Mraz, Avril Lavigne and The Black Eyed Peas. The company also produced several corporate events and tours such as the Virgin College MegaTour and Volvo All Access Tour.

In 2006, she founded her own events management company, Pure Entertainment, Inc. which offered event consulting services for festivals such as Taste of Atlanta, Atlanta Dogwood Festival and more.

In 2009, Laura decided to merge Pure Entertainment with Premier Events, a company she'd worked alongside for years on many events. Premier Events had a strong reputation for successfully managing event concessions and with the addition of Laura to the team, the company expanded their services to include event management, marketing and talent buying thereby offering their clients a one-stop event consulting solution.

Laura believes that events are all about being creative enough to develop an idea and then juggling the millions of details to execute those concepts. She is skilled at thinking strategically to ensure that all the elements of an event fit seamlessly together as well as motivating and effectively communicating with a team to make it happen.

Awards & Organizations

International Festivals & Events Association (IFEA) / Georgia Festivals & Events Association (GFEA)
National Academy of Recording Arts and Sciences (NARAS)
Previous Board Chairman of GFEA
Served as a member of NARAS Atlanta Chapter's Board of Governors
Received GFEA's Event Director of the Year award in 1997

Rob Frazer
Partner | Sales Manager and Concessions Operations

Although Rob Frazer earned a communications degree from Oglethorpe University, he would never have guessed that post-graduation, he would make his living communicating in the ways he does today. Rob is one of the founding partners of Premier Events and he knows how crucial good communication is in order to create successful events.

Rob started as a barback at Chastain Park Amphitheater during college and today has grown into one of the most respected names in the industry. While trying to please a broad spectrum of people scares most, it doesn't Rob. He recognizes that events can speak to a wide variety of audiences – no matter what the demographic or type of event. Not only does he have a comprehensive knowledge of concessions, sponsorship and event logistics, but he also has the ability to foster relationships with vendors and facilities which can play a critical part in a smooth-running event.

Rob experienced the exhilaration of meeting the challenges in the events industry during his first projects The Arts Festival of Atlanta and the first concert he worked at Chastain Park Amphitheater. But, it took him working Music Midtown in 1995 to solidify the direction of his career. That's when Premier Events was born and there was no turning back. His light bulb moment however, came a couple years later, when Rob saw Bob Dylan perform at Music Midtown. Knowing he had a small part in making that happen, he realized there was nothing he'd rather be doing.

The Premier Events impressive client list is diverse - past and current clients include; concert venues - Chastain Park Amphitheatre, The Tabernacle and the Coca-Cola Roxy Theater; and festivals including Music Midtown Festival, the Atlanta Dogwood Festival, the Atlanta Jazz Festival, the Atlanta Pride Festival, Taste of Atlanta, the Inman Park Festival, the City of Decatur events, the Green Concert in Piedmont Park 2008 – 2010 (Dave Matthews Band, Paul McCartney and the Eagles), and Virginia Highland's Summerfest.

Rob's passion for working events is evident with everyone he encounters. Rob loves the energy and excitement of being a part of something so big, with so many moving parts. Over the years he has faced every possible challenging event situation. It is this experience and his ability to make quick decisions that makes him a successful event producer and asset to his clients.

<u>Awards & Organizations</u>
2003 President of the Georgia Festivals & Events Association
2004 President of the Georgia Festivals & Events Association
Board of Directors, Georgia Festivals & Events Association
Received 2013 Chairman's Award from the Southeast Festivals & Events Association

Jonathan Rawls
Partner | Business Manager

Since 1984, Jonathan Rawls has worked in the events management business. He started out with the ultimate college job, selling concessions at Braves games as a fundraiser for his Oglethorpe University fraternity. As luck (and hard work) would have it, Jonathan was not only asked to expand locations and coordinate other groups working within the stadium, but he also got to work alongside his fraternity brother Rob Frazer, who would later become one of his partners in Premier Events.

Having been in the business for more than 30 years, Jonathan specializes in concessions – an integral portion of event management. When Lakewood Amphitheatre opened in 1989 he was able to get a contract to recruit, train and manage the entire concessions staff at the amphitheater just two weeks prior to the opening. That same year, Lakewood was voted one of the Best New Outdoor Concert Venues of the Year in the U.S. After Lakewood, Jonathan headed to Chastain Park Amphitheater and within one year he was hired as concessions manager for that facility. In 1995, he and Rob formed Premier Events, a full-service events management business.

Jonathan thrives on the unpredictably of events, and loves that no two events that are alike, saying that it, "keeps you on your toes to be creative with each one." He thinks the best parts of working in events management are being outside, and seeing others have a good time. Jonathan loves creating pleasurable experiences for both the crowd and also developing great groups of people to work with as part of the Premier Events team.

Jonathan has always worked well under pressure, also working as a paramedic while in college. He maintains his state license and has volunteered with the county emergency management agency for more than 30 years.

Not one to like being in the spotlight, Jonathan plays a pivotal, behind the scenes business role and loves keeping up on the latest technology to further streamline events. He is proud of the fact that Premier Events is big enough to get the job done, yet small enough to care about each individual client and treat them as if they are the only client on the roster.

Method of Providing Service

Premier Events would be delighted to be awarded the Event Management Services contract for the City of Alpharetta. As the current event management service provider, we have a proven track record as a trusted partner of the Community Services team. As the city looks to further streamline the management for these events, we look forward to the opportunity to continue producing quality entertaining events that are a true reflection of Alpharetta.

If we are awarded this contract, company co-owner, Laura Valente, would take the lead role for Premier Events serving as the main liaison with the Community Services team. Initially Laura would work with the Community Services team to determine the goals for each event. These goals would steer the overall direction for entertainment, marketing and sponsorship for each event. Specific event goals may include:

Taste of Alpharetta

- → Transition to temporary event site in 2019 due to downtown construction
- → Increase sponsorship revenue
- → Preparation for 30th Annual event in 2020

Brook Street Park Concert Series

- → Realize sponsorship funding
- → Increase attendance

Wire & Wood Songwriters Festival

- → Finalize entertainment line up earlier to provide more promotional opportunities
- → Consider additional revenue opportunity from branded merch
- → Increase sponsorship revenue

Food Truck Alley

- → Evaluate opportunities to showcase local restaurants vs food trucks
- → Increase sponsorship revenue

Scarecrow Harvest

- → Work to secure key sponsor to underwrite activities/prize costs
- → Evaluate opportunities to showcase local businesses

Season of Celebration

- → Evaluate new two (2) day event format launched in 2018
- → Secure Atlanta media to partner on food drive
- → Increase programming by showcasing Atlanta metro area holiday entertainment
- → Increase sponsorship revenue

During the event planning stages, other key members of the Premier Events team would be involved based on the needs of the event and the team members respective area of expertise such as sponsorship, marketing, programming, and logistics. All Premier Events team members would be aligned with the event goals and project timeline. For on site management, each event would be evaluated to determine the on-site team required. For larger events such as Taste of Alpharetta and Wire & Wood, several key management team would be on-site to ensure the events success. For smaller events that require less on-site management, we would identify a Premier Events team member who would serve as the primary on-site manager. Additional team members would be cross trained on the events to ensure that we always have a qualified manager present. Post-event, all members of our team would work collaboratively to compile an evaluation of the event successes, opportunities for improvement and recommendations for future events.

Regularly scheduled meetings with Community Services would be used to provide progress reports and discuss general planning. We would also work to establish several shared files to ensure Community Service has access to the most up to date information on key information. An overall project timeline would be created for each event identifying responsibilities, tasks and due dates. This timeline would be used to track progress.

We recognize fully that one of the goals of the events is to support local Alpharetta businesses by providing an opportunity for them to connect with potential customers. We also understand that sponsorship revenues are a key to achieving the required event funding. We will work to achieve both goals without compromising the other. We can increase overall sponsorship revenues by securing key sponsors for Brooke Street Park Concert Series, Taste of Alpharetta and Season of Celebration. Additional sponsorship income can be derived from offering bundled sponsorship packages allowing businesses to be represented at multiple events. Within 30 days of being awarded the management contract, we would work with Community Services to establish sponsorship goals for each event and prepare sales materials and 'bundle' opportunities. January is generally a key month for alerting sponsors to available opportunities throughout the year and we'd work to take advantage of this critical sales window.

Due to our experience on past Alpharetta events, our knowledge of the local businesses impacted by events in the downtown area is substantial. We also recognize that the downtown landscape is changing considerably which requires additional relationships be formed. In the past, the city has always taken the lead on providing initial event communications to businesses and we have taken a strong supporting role to solve challenges as they arise. We have a strong belief that as an event producer, it is our responsibility to find any possible solutions to satisfy the concerns of impacted business owner. The event is a temporary 'guest' in their environment and we strive to find solutions to minimize any inconveniences felt so that the event will be received favorably.

Additionally, over the years, we have established strong relationships with key city event partners, sponsors and vendors such as the Alpharetta Convention and Visitors Bureau, Appen Media, Meer Electric, Publix, City Center, Delta Community Credit Union, SunTrust, Smokejack, South Main Kitchen and many more. We have a strong understanding of their role with the city and look forward to establishing many new beneficial relationships for the City of Alpharetta.

premier events

Thank you for your consideration.
We look forward to speaking with you further about the next steps in the proposal process.

Laura Valente
Premier Events
1825 MacArthur Blvd, Atlanta, GA 30318
Phone: 770-241-4566 | Fax: 404-720-0800
Email: laura@premiereventslive.com

From:	Laura Valente
To:	Shipp, Abigail
Subject:	City of Alpharetta - Request for Proposal # 19-106: Event Management Services
Date:	Friday, February 08, 2019 6:41:48 PM

Hi Abigail –

Thank you for the opportunity to revise our proposed price for the Event Management Services contract based on the new changes. We are comfortable with all of the changes you mentioned with the exception of eliminating on site management at Food Truck Alley and Brooke Street Park Concert Series. A significant part of our past success is the result of us ensuring that positive outcomes are achieved in any area we manage. We feel strongly that if we are selling sponsorship or buying talent and not managing the outcome on site that our efforts to achieve this goal would be diminished and have the potential to damage our efforts and sponsor relationships. We also understand one of your goals is to present the events professionally and safely. We know that our added presence on site at the event managing sponsors and talent will prove to be a significant benefit to your on-site manager.

We understand that the scope of the role at these events has been revised and therefore propose the following:

Brooke Street Park
Previous Proposed fee: $17,000
9 events
Services provided: sponsorship sales/on-site sponsor activation, marketing services, graphic design
Updated Fee: $12,000.

Food Truck Alley
Previous Proposed fee: $26,000
23 events
Services provided: sponsorship sales/on-site sponsorship activation, talent buying/on-site talent management, marketing services, graphic design
Updated Fee: $21,000.

Season of Celebration
Previous Proposed fee: $14,000
1 event date
Services provided: sponsorship sales/on site sponsor activation, entertainment programming / management, marketing services, graphic design, logistics management/site maps, on-site staffing (set up/dismantling) crew
Updated Fee: $11,000.

I look forward to hearing your feedback on this and welcome any additional questions or requests.

Thank you!

Laura Valente
Premier Events
direct dial: 770.241.4566
email: laura@premiereventslive.com

We Build Extraordinary Events!
Event Management – Marketing – Entertainment – Production – Concessions
Comprehensive services for festivals, corporate events and venues

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From: Shipp, Abigail <ashipp@alpharetta.ga.us>
Sent: Wednesday, February 6, 2019 2:43 PM
To: Laura Valente <laura@premiereventslive.com>
Subject: City of Alpharetta - Request for Proposal # 19-106: Event Management Services
Importance: High

Good afternoon!

Thank you for your interest in the City of Alpharetta's Request for Proposal (RFP) # 19-106: Event Management Services.

Since the original RFP was issued, there has been a change in the scope of work for a few of the events. Please see below for the specific changes:

- Brooke Street Park Summer Concert Series: (9) events, sponsorship sales ONLY. No onsite management services to be provided. No talent booking services to be provided.
- Food Truck Alley: (23) events, talent booking and sponsorship sales ONLY. No onsite management services to be provided.
- Season of Celebration: (1) event date, not (2) as originally planned.

Please provide revised pricing for these (3) events.

Please let me know if there are any questions or concerns.

Thank you in advance!

Best Regards,

Abigail (Abby) Shipp, CPPB
Senior Budget & Procurement Analyst

City of Alpharetta
Finance Dept
2 Park Plaza, 2nd Floor
Alpharetta, GA 30009
Phone: 678-297-6056

EVENT	EVENT MANAGEMENT SERVICES FEE
Taste of Alpharetta	$33,000.00
Alpharetta Arts Streetfest	$5,000.00
Brooke Street Park Concert Series	$17,000.00
Food Truck Alley	$26,000.00
Scarecrow Harvest	$15,000.00
Wire & Wood	$25,000.00
Season of Celebration	$14,000.00
Total	$135,000.00

Award will consider price, but price will not be the sole, determining factor.

Proposal Price Certification

In compliance with Section 2 Scope of Project/Specifications, the undersigned offers and agrees that if this Proposal is accepted by the City Council within one hundred twenty (120) days of the date of RFP Proposal Response Due Date/Time, that the undersigned will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY Premier Events, LLC

ADDRESS 1825 MacArthur Blvd, Atlanta, GA 30318

AUTHORIZED SIGNATURE(S) Laura Valente

PRINT / TYPE NAME(S) AND TITLE(S) Laura Valente, President

CONTACT INFO: PHONE NUMBER 770-241-4566

CONTACT INFO: E-MAIL ADDRESS laura@premiereventslive.com

CITY OF ALPHARETTA
REQUEST FOR PROPOSALS (RFP)
(THIS IS NOT AN ORDER)

THE CITY OF ALPHARETTA GEORGIA

Finance Department
2 Park Plaza
Alpharetta, GA 30009
P: (678) 297-6052
F: (678) 297-6093
purchasing@alpharetta.ga.us

RFP TITLE:	**EVENT MANAGEMENT SERVICES**	
RFP #:	**19-106**	
RFP RESPONSE DUE DATE/TIME:	**DECEMBER 6, 2018**	**10:00 AM**
RFP ISSUE DATE:	**NOVEMBER 8, 2018**	**10:00 AM**
NUMBER OF PAGES:	**45**	

SINGLE POINT OF CONTACT DURING PROCUREMENT PROCESS

PROCUREMENT AGENT: Abigail (Abby) Shipp

City of Alphetta
Finance Department
2 Park Plaza
Alpharetta, GA 30009

Phone: 678-297-6052 FAX: 678-297-6093
Email: purchasing@alpharetta.ga.us
Procurement Website: https://www.ebidexchange.com/alpharetta

INSTRUCTIONS TO SUBMIT A PROPOSAL:

1. CITY HALL NORMAL HOURS FOR DELIVERIES: MON-THURS 8:30 AM–5:00 PM; FRI 8:30 AM–4:30 PM
2. PROPOSAL PACKAGE MUST BE SEALED IN OPAQUE PACKAGING; NO FAXED OR EMAILED RESPONSES ACCEPTED
3. SUBMIT UNBOUND (3-RING BINDER OK) **ONE** PAPER ORIGINAL WITH ORIGINAL SIGNATURES; **SEVEN** PAPER COPIES OF ORIGINAL; AND **EIGHT** CD-ROM/FLASH DRIVE COPY OF ORIGINAL
4. **ONE** COST PROPOSAL ORIGINAL IN SEPARATE SEALED ENVELOPE
5. NO PUBLIC OPENING WILL BE HELD FOR RFP RESPONSES

DELIVER SEALED PROPOSAL TO:

CITY OF ALPHARETTA
FINANCE DEPARTMENT
CITY HALL 1ST FLOOR CASHIER'S OFFICE
2 PARK PLAZA
ALPHARETTA, GA 30009
ATTN: ABIGAIL SHIPP

EXTERIOR OF OFFEROR'S SEALED ENVELOPE/PACKAGE MUST NOTE:

Offeror's Name and Address
RFP Title & Number as noted on top of this page
RFP Due Date & Time as noted on top of this page
(or as may be changed by Official Written Addendum)

THIS PAGE MUST BE COMPLETED, SIGNED, AND RETURNED WITH EACH RESPONSE

By signing and returning this form with a Proposal, the authorized signer and represented firm have read, understand, and agree to information within this Request for Proposal and with required and informational documents, files, and/or forms posted to webpage for this RFP and made part of this RFP and any contract that may be awarded as a result of response to this RFP. Furthermore, Offeror acknowledges and agrees that Offeror has carefully examined and fully understands the provisions and requirements of this RFP, has made a personal examination of the site of the proposed work (if applicable), is satisfied as to the actual conditions and requirements of the proposed Work, and hereby proposes and agrees that if Offeror's Proposal is accepted, Offeror will contract with the City in full conformance with the Contract Documents.

FIRM/OFFEROR NAME: ______________________________

FIRM/OFFEROR MAILING ADDRESS: ______________________________

FIRM/OFFEROR PHONE NUMBER(S): ______________________________

FIRM/OFFEROR FAX NUMBER(S): ______________________________

EMAIL ADDRESS FOR OFFEROR'S CONTACT: ______________________________

AUTHORIZED OFFEROR SIGNATURE: ______________________________

PRINTED NAME OF SIGNER: ______________________________

OFFEROR FEDERAL I.D. NUMBER: ______________________________

OFFEROR DUNS NUMBER: ______________________________

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SECTION 1: SCHEDULE OF EVENTS

EVENT **DATE**

1. RFP Issue Date .... November 8, 2018 10:00 AM

2. Deadline for Receipt of Written Questions .... November 27, 2018 4:00 PM
   - Submit each written question or request for information separately using the question tab and entry field found within the solicitation posting at https://www.ebidexchange.com/alpharetta See Appendix C, Section A.2.4

3. Deadline for Posting of Written Answers .... November 30, 2018 4:00 PM
   - Answers to questions for clarification can be found within the question tab found within the solicitation posting at https://www.ebidexchange.com/alpharetta. All substantial changes to scope, specs, etc. will be posted by written addendum. See Appendix C, Section A.2.5

4. RFP Response (Proposal) Due Date/Time .... Thursday, December 6, 2018 10:00 AM
   - Regardless of cause, late responses will not be accepted and will automatically be disqualified from further consideration. See Appendix C, Section A.4

CITY HALL NORMAL HOURS OF OPERATION FOR RECEIPT OF DELIVERIES:

Monday – Thursday 8:30 AM – 5:00 PM;
Friday 8:30 AM – 4:30 PM

Offeror is notified that no one will be available to accept packages outside posted normal business hours for City Hall. Any Proposal left prior to opening time, left after closing times, or left with someone other than 1st floor Customer Service or Finance Procurement Team will be at offeror's risk.

It shall be the offeror's sole risk to assure delivery to the receptionist's desk at the designated location by the designated RFP Response (Proposal) Due Date/Time noted on Cover Page, page 1 and in Section 1 Schedule of Events of this document.

Late responses will not be opened and may be returned to the Offeror at the expense of the Offeror or destroyed if requested or no reply from Offeror within 72 hours of City's email response.

(All time references in this document are to be understood as local, Eastern Time for our City.)

SECTION 2: SCOPE OF PROJECT/SPECIFICATIONS

2.1 City's Intent

The City of Alpharetta's Recreation, Parks and Cultural Services Department, Community Services Division (Community Services) is requesting proposals from event management companies to conduct and manage all facets of the proposed event(s) and potentially any new events. At this time, the proposed events include: The Taste of Alpharetta, Alpharetta Arts Streetfest, Brooke Street Park Concert Series, Food Truck Alley, Scarecrow Harvest, Wire & Wood, and the Season of Celebration. The successful event company must provide full service event planning and implementation services, including, financial planning, logistics, management, marketing, sponsorship, sales and fulfillment, talent and vendor contracting, and evaluation of the event. The company shall manage day-to-day operations, supervision of volunteers, contractors, and sub-contractors, and act as the key contact for the proposed event(s)/City. The successful offeror must demonstrate a continuous effort to improve operations, decrease turnaround times, streamline work processes, and work cooperatively and jointly with the City and our other contractors to provide quality seamless customer service.

The City intends to award a 5-year contract to the highest scored successful event company.

2.2 Organization of Proposal

Each proposal must be organized in the order set forth below. Paper 'Original' and each paper 'Copy' shall have tabs separating each section. Original, all paper copies, and digital copies must contain same information. Original Proposal and all Copies must be submitted in a sealed envelope/package. Cost Proposal to be within a sealed envelope within the sealed Proposal package.

1. **Cover Page** – Offeror's authorized official to complete, sign, and return with proposal response;
2. **Section 2.3, Event Management Services, Section 2.4 Event Objectives, and Section 2.5,** Financial, Budget and Sponsorship Guidelines – include all requested documents, information, etc. Explain any exceptions, clarifications, etc.;
3. **Section 3, Offeror Qualification and Requirements** – include all requested documents and information;
4. **Required Forms** – Complete each Appendix A Required Forms as directed on each form and each applicable Appendix B Optional and Informational Forms as directed on each form;
5. **Additional Appendices** (ONLY if applicable) – include all requested documents and information;
6. **Addenda Acknowledgement** (ONLY if applicable) – if any addenda are formally issued by the City.
7. **Section 4 – Cost Proposal and Proposal Price Certification** to be within a sealed envelope within the sealed Proposal package.

2.3 Event Descriptions

At this time, the proposed events include: The Taste of Alpharetta, Alpharetta Arts Streetfest, Brooke Street Park Concert Series, Food Truck Alley, Scarecrow Harvest, Wire & Wood, and the Season of Celebration. The events are subject to change. Additional events may be added on a task order basis at an amount agreed to by the offeror and the City. All events are rain or shine.

<u>Taste of Alpharetta</u>

- Alpharetta's largest food festival with more than 65 restaurants participating in a "taste-of" sampling. Fun outdoor activities for all ages, live music, culinary competitions, and dinner "sampling" with a large variety of cuisine
- 1 day event
- First Thursday in May
- Hours are 5 PM – 10 PM
- Estimated attendance is between 25,000 – 35,000 people

Alpharetta Arts Streetfest

- Arts and crafts festival with more than 80 plus artisans, music, sponsors and children's activities over Memorial Day Weekend.
- 3 day event
- Saturday, Sunday, and Monday event
- Hours are 10 AM – 5 PM
- Estimated attendance is between 15, 000 – 20, 000 people for 3 days

Brooke Street Park Concert Series

- Outdoor concert series on Saturday evenings
- Variety of musicians and acts perform
- Event hours are 6:30 PM – 10 PM
- Load-in starts at 9 AM -10 AM
- Between 10 – 20 concerts
- Estimated attendance per concert is approximately 300 – 1,500 people

Food Truck Alley

- Weekly event with food trucks, music, games and community spirit in outdoor setting
- Every Thursday from late April – late October
- Event hours are 5 PM – 9 PM
- Approximately 23 events
- Estimated attendance is 1,000 per week.

Scarecrow Harvest

- Our local elementary students create life-size scarecrows and place them in assigned outdoor street locations. The event is a fun, family fall festival, celebrating the scarecrows and is a thank you to the community
- 1 day event
- Saturday in October
- Event hours are 10 AM – 2 PM
- Estimated attendance is 2,000 – 3,000 people

Wire and Wood

- Singer/songwriter event with over 20 artists performing at 5 outdoor stages
- 2 day event
- Fri and Sat in October
- Event hours are 5 PM - 10 PM on both days
- Estimated attendance is 10,000 – 15,000 people

Season of Celebration

- Annual community event celebrating the holiday season with tree lighting, snow falling, visits from Santa, children's activities, live music and charitable donations
- 2 day event
- 2 Saturdays in December
- Event hours are 4 PM – 8 PM on both days
- Estimated attendance is 5,000 – 6,000 per day

2.4 Event Management Services

2.4.1 Planning

The event management company shall:

1. Be familiar with previously completed events.

2. Regardless if they are for profit or not-for-profit, must abide by the City's Annual Operating and/or Capital Budget for each proposed event.

3. Develops a plan to produce and stage the event. Coordinates with Community Services to identify and secure venue, finalize schedule, develop implementation plan with timeline, budget, and staffing needs.

4. Works with downtown businesses on the event site or area affected by the event.

5. Develops electronic event notebook for all data collected for each event with information, regarding all aspects of the planning, financing, implementation, timeline, and evaluation of the event and presents to City within 14 calendar days after the event.

6. Handle all aspects of sponsorships from sales to final recap (with exception of invoicing and collections). Community Services will forward any sponsorship inquires received for the event(s) to the event company. Event company will handle onsite management of sponsors.

7. Facilitate in-kind sponsorships designated by the City as beneficial.

8. Provide Excel spreadsheets twice a month with updated contact and sponsorship level information for sponsors for each event. Spreadsheets should include all relevant information that pertains to the sponsors participating in the event(s).

9. Confirm all event details, including special requests by sponsors and vendors, electricity, golf carts, etc., then place details into the sponsorship spreadsheet; Final spreadsheet to be received within 30 days after the event.

10. Ensure that any sponsors approved to offer food/drink sampling at an event may only offer bite sized samples. City may request a sponsor to stop offering samples at the event if the sponsor is serving full drink or food portions that compete with our beverage partner, restaurants or participating vendors.

11. Manage food and beverage applications for events that include food and/or beverage sales. Event company will work with Community Services on the type of restaurants for each event, manage applications, payments, and ensure proper food safety practices are in place at each applicable event.

12. Provide completed sponsorship applications with signed liability waivers to Community Services from all sponsors.

13. Recognizes and accepts that the City requires involvement throughout the entire sponsor process and must pre-approve all sponsors for all events.

14. Meet within 14 calendar days of an event conclusion, or at a mutually agreed upon time, to evaluate the success of the event and discuss any necessary changes to processes or procedures to further improve the event.

15. Events may be added on a task order basis at an amount agreed to by the offeror and the City.

2.4.2 Marketing and Sponsorship

The event management company shall:

1. Provide general consulting and development of overall marketing campaign for each event.

2. Plan, coordinate, and facilitate an event public relations campaign, targeting local and regional media for each event, including pre and post event public relations.

3. Identify, negotiate, secure, and activate media sponsorships with local television, radio and print outlets suitable for the audience demographic of Alpharetta and proposed event(s); Includes renewing involvement from past sponsors and solicit for additional media sponsors that are aligned with the event's target markets.

4. Develops and coordinates all marketing collateral production (event posters, event maps, banners, etc.) to be posted locally and other nearby communities; track all creative deadlines and ad calendars.

5. Provide copy in writing as needed for collateral, website, social and media outlets, etc.

6. Manage graphic design development of event marketing and collateral materials with input from Community Services and assures its timely placement for the broadest audiences.

7. Collaborate with Community Services to develop a social media campaign designed to engage attendees, communicate event details and build community excitement for each event. The events' social media would be maintained with messages posted year round to encourage year-round patronage of participants/vendors, and sponsors.

8. Develop and activate consumer contests and promotions via media sponsors, online social network, etc. to raise overall awareness of the events.

9. Implement a street marketing campaign, including identifying potential outlets and contacts and if required securing a street team to distribute posters, brochures, letters and other event marketing and collateral.

10. Provide written summary for the yearly media campaign; Secure all forms of proof of fulfillment for post event wrap up reports for sponsors.

11. Ensures full and proper representation of the City and sponsors on all marketing materials, posters, printed materials, banners and as necessary.

12. Ensures that the City is listed as major sponsor in all print and media material and web based sites; that City logos are affixed to all print and media material and web based sites in a size and fashion more prominent than any other sponsor.

13. Develop and produce road closure notifications as required by Community Services.

14. The event company may describe themselves as producers of the proposed event(s) in all printed material, media materials and web based sites. Community Services must approve other forms of recognition.

15. Ensures that Community Services has approved all visual and web based materials prior to their dissemination.

16. Develop sponsorship proposals for each event, solicit suitable sponsors with consultation with Community Services. Conduct negotiations with potential sponsors, solidify contracts, and submit information to enable the City to invoice for the sponsorships.

17. Submit post-event Excel spreadsheet to Community Services within 14 calendar days of the event. Spreadsheet should include a brief summary of the event, contact information for all sponsors, timeline for event, suggested items to change for next year, and a plan to improvement the event in the future.

2.4.3 Vendor Management

The event management company shall:

1. Provide an event timeline to Community Services to be used for website, online application, and communications to applicants for, but not limited to, application deadlines, participants/vendor notification dates, check-in, load in, site plan, etc.

2. Maintain and manage electronic spreadsheet with participants, vendors, sponsors, and community partners and provide to Community Services within 14 calendar days of the event. Excel spreadsheet should include: contact info for vendors and sponsors participating in the event, what their participation included at their booth, improvements for next year's event, and what worked at this year's event.

3. Coordinates all communication and logistics with participants, vendors, sponsors, and community partners in a professional and hospitable manner.

4. Manage pre-event communication to participants, vendors, sponsors, and community partners; all year, including, but not limited to, ongoing mass email to all applicants and emails must include timeline/deadlines for each event.

5. Identifies and contracts with miscellaneous talent/entertainment that matches the theme of each event and engages all ages. Miscellaneous talent/entertainment, includes but is not limited to, musicians, face painters, balloon artists, and other vendors that complement the event. Community Services must approve all miscellaneous talent/entertainment. The miscellaneous talent/entertainment must be cost effective and a good value for the community. May work with secondary booking agents as needed.

6. Manage post-event communication to all participants, including but not limited to, photos from event; notice of award winners on website; event audit submission to state and national event publications; online and "mail in" surveys.

2.4.4 Logistics

The event management company shall:

1. Facilitate securing bids, negotiate and obtain invoices on the City's behalf, contractor delivery schedule, and manage contracts, and manage performance of all vendors and contracted city service providers, including but not limited to:

- Tents, tables, chairs, event decor
- Stage entertainment
- Port-a-lets and hand washing stations (rental and sanitizing service)
- Culinary equipment, including washing equipment (rental and sanitizing servicing)
- Temporary power and generators
- Gray water and grease removal
- Fencing/barricade rental
- Radios
- Golf Carts
- Portable storage
- Linens/table covers
- Waste, trash, and recyclables management
- Signage production

2. Inputs, retrieves and updates event setup information and produces event reports.

3. Schedules, manage, coordinate and facilitate participating musicians, entertainment, sponsors, and vendor on site setup and breakdown requirements.

4. Determines placement of participants/vendors and advise them on methods to best achieve event goal; Site map will be developed by the event management company to provide efficient crowd flow, maximize space, ensure public safety, etc. 60 days prior to the event.

5. Schedules and directs the work of event personnel, including volunteers, security guards, and caterers/food sponsors; and functionally supervises all event support staff and City contracted service providers, including setup and breakdown crews.

6. Ensures that setup of tents, tables, chairs, electric services, stages, decorations or other equipment is in accordance with the City's requirements, safety standards and health codes.

7. Takes beginning and ending inventory of concession items, such as souvenir programs, records, and posters.

8. Makes or arranges for last minute adjustments, such as but not limited to rentals, staff, or layout.

9. Works closely with the City's Public Works and Public Safety on road closures, site issues, or repairs.

10. Assists with the development of a plan of action for emergencies and adverse weather conditions, including how to communicate the plan to citizens and participants.

11. Ensures that all permits are secured for all event activities; as necessary ensures all vendors have alcohol or food permits obtained not less than six weeks prior to the date of the event.

12. Submit a schedule for setup and breakdown (event start with road closing to event finish with road opening) to the Community Services no later than four weeks prior to the event.

13. Prepares a detailed written plan of operations that indicates what level of City support is being requested for the event, including police, fire, and public works support; waste collection and removal; park use, lighting, water, electricity, parking and other space requirements not less than six weeks prior to the event. This plan should follow closely previous year's plan already established by the City staff.

14. Provides on-site management from load in, during all event hours and through the completion of load out. This shall include directing all vendors, labor and staff in the execution of the event. If needed, hire and manage labor required for logistical operations for the event (load in, set up, operating, load out); City will provide onsite staff for road closures.

15. Schedules and ensures that adequate portable toilets, trash containers and recycling containers are available at all times during the event.

16. Ensures that all street and parking lot closings are posted and communicated three weeks prior to event.

17. Identifies signage needs and provides solutions that provide clear directional information for event attendees. Manage on-site set up and dismantling of event signage after the event. Develop signage plan with production schedule 60 days prior to the event. Ensures that all props, decorations, signage, stage equipment on-site, are safely secured with proper weights or other appropriate safety measures.

18. Ensures that all applications and liability clauses are signed by all participating musicians, vendors, etc.; and electronically submitted to City.

19. Provides a comprehensive accounting of all revenues and expenses within (20) calendar days after the event.

20. Conduct pre and post event walks of the venue to document any safety issues or damage to the venue and reports any issues or damage to the City.

21. Opens and secures event site facilities and surrounding areas affected by the event before and after the event, including all event site and surrounding area clean-up.

22. Event site and surrounding areas affected by the event should be left cleaner than prior to the event.

2.4.5 Event Evaluation

The event management company shall:

1. Provides post event evaluation with recommendations for improvements and growth of the event as well as develops an event notebook that summarizes planning activities within 14 calendar days after the event.

2.5 Event Objectives

1. The response to this RFP is required to include one or more of the following events: The Taste of Alpharetta, Alpharetta Arts Streetfest, Brooke Street Park Concert Series, Food Truck Alley, Scarecrow Harvest, Wire & Wood, and the Season of Celebration. The event company will be responsible for the planning, marketing, sponsorship sales, and implementation of all aspects of the event.

2. The event company will serve as the liaison between the participants, sponsors, vendors, public, and Community Services staff prior to, during, and following the events to ensure that facilities, equipment, physical setup and breakdown, and staffing provided meet the requirements of the event and all contractual agreements.

3. Assignments include the coordination and supervision of support personnel, volunteers, and services. Work is performed under the general direction of the Recreation, Parks & Cultural Services Department designated staff. The coordinator will perform these services as an independent contractor and will not be a City employee.

4. Other related special events that occur simultaneously, in concert with, or leading up to the proposed events should be considered in all plans. For example, the Farmers Market occurs in conjunction with the Alpharetta Arts Streetfest. It is important to note that, not all of these events are the responsibility of the event company, but consideration must be given to make certain that the events coincide with and complement one another. This may include adjusting the advertising or layout of the proposed event.

5. At a minimum, the event company will be expected to maintain the size and character of the event as it has been conducted in the past. With that said, the City in no way wishes to hinder creativity and growth. Event companies who demonstrate the ability to foster growth and creativity as it relates to large or small events will be looked upon favorably.

2.6 Financial, Budget and Sponsorship Guidelines

1. All participant, sponsor, and vendor fees belong to the City.

2. Sponsorship revenue information will be provided to the City. The City will submit invoices to the sponsors and collect the sponsorship revenues.

3. Event company will meet twice a month with Community Services to supply progress reports.

4. Prepares payment requests for all invoices, following City requirements.

5. All invoices must be made out to the City of Alpharetta. The City does not pay third party invoices.

6. Invoices from suppliers and/or sub-contractors that are to be paid by the City are to be collected and verified by event company prior to submitting to Community Services.

7. All invoices must be verified against City records and approved by the City. Approved invoices will then be submitted for payment. Payment requests will be processed and payment is normally issued within (30) days of invoice receipt by the City.

8. Event company ensures the annual fiscal budget is upheld for each proposed event(s).

9. Event company will handle all responsibilities of sponsorship sales, retention, and activation (except where specified by the City) for proposed events: The Taste of Alpharetta, Brooke Street Park Concert Series, Food Truck Alley, Scarecrow Harvest, Wire & Wood, and the Season of Celebration.

10. The City will provide a 20% commission on corporate sponsorship collections to the event company for sponsorship identification, procurement, and management.

11. The successful event company will be paid on an event project basis.

12. Upon approval by Community Services, the event company may submit an invoice for up to a 50% deposit up to 4 months prior to the event. The invoice description must include the event name, the event date, invoice number, total agreed upon amount for the event, and state the percentage (%) and amount requested on this invoice.

13. The final invoice for the remaining agreed upon amount can be presented after the event and will be paid once the final reports are submitted to Community Services/City. The final invoice for a project must include the event name, event date, invoice number, total agreed upon amount for the event (noting any previously paid amount as a credit), detail any changes to the original event scope, the commission owed due to sponsorship sales and the remaining balance due.

2.7 ePayables

Replying to this RFP confirms offeror's agreement to accept electronic payment (ePayables) of invoices if awarded a contract.

2.8 Contract Term

The Contract is for a term of five (5) years, commencing TBD, and terminating TBD, as further provided for in the Contract and in accordance with O.C.G.A. § 36-60-13.

For any such renewal term commencing after the first two (2) years of this Contract, prices may be increased by the lesser of three percent (3%) or the Consumer Price Index factor (US City Average – All Items; most recent month). Contractor shall provide the City with the subsequent prices or rates for any renewal term, if different from the then existing prices or rates, at least ninety (90) days prior to the expiration of the then existing term. Subsequent prices or rates are guaranteed for a minimum of twelve (12) months.

For any automatic renewal of the contract required pursuant to O.C.G.A. § 36-60-13, notice of intent to not renew will be given to the Contractor in writing by the City, no less than thirty (30) days before the expiration date of the initial term of the contract.

2.9 Subcontractor Reporting

For all applicable contracts totaling over $50,000.00 and with a service related component, the City requires contractors to agree to the public disclosure of the names of any first-tier subcontractors engaged to perform services in relation to the contract.

Contractors are required to inform relevant subcontractors that the subcontractor's participation in fulfilling the contract may be publicly disclosed.

The contractor shall provide a list of subcontractors to the City with each invoice or application for payment submitted. The list shall include the subcontractor's name and scope of service provided.

2.10 Allowed Truck Routes

Certain trucks may travel in and through the City of Alpharetta using only those streets and roads highlighted in the Truck Route Map provided in Appendix D and also available for review online at:

http://www.alpharetta.ga.us/government/departments/public-works/alpharetta-truck-routes.

As noted in Chapter 18 (Traffic) of the Code of the City of Alpharetta, Georgia, except as specifically set out herein, trucks (defined as motor vehicle having a gross vehicular weight rating (G.V.W.R.) in excess of thirty-six thousand pounds (36,000 lbs.) or having an overall length in excess of thirty feet (30'), except vehicles designed to carry passengers) are prohibited from using any street within the City except those designated below:

1) SR 9 (North Main Street – South Main Street)
2) SR 120
3) Haynes Bridge Road (SR 120 to City Limits)
4) Hembree Road (Westside Parkway to Roswell City Limits continuing on Roswell Truck Route)
5) Mansell Road
6) Maxwell Road (SR 9 to Hembree Road)
7) McGinnis Ferry Road
8) North Point Parkway
9) Union Hill Road
10) Westside Parkway
11) Windward Concourse
12) Windward Parkway (SR 9 to Union Hill Road)

Exceptions to the above schedule are when the terminal, parking lot, repair garage, headquarters, place of pickup or delivery of the restricted motor vehicle is not on a designated truck route, ingress to and egress from such places shall be made by the most direct route available between the terminal, parking lot, repair garage, headquarters, place of pickup or delivery and the nearest designated truck route.

SECTION 3: OFFEROR QUALIFICATIONS

3.1 City's Right to Investigate

The City may make such investigations as deemed necessary to determine the ability of the Offeror to provide the supplies and/or perform the services specified.

3.2 Offeror Informational Requirements

In determining the capabilities of an Offeror to perform the services specified herein, the following informational requirements must be met by the Offeror. Failure to include all of the elements specified may be cause for rejection. Additional information may be provided, but should be brief and relevant to the goals of this RFP.

This portion of the Proposal shall be limited to a maximum length of three (3) single sided, letter-sized pages. Font size shall be restricted to 10 point or larger. Excessive information will not be considered favorably.

Each proposal shall provide the following information:

3.2.1 Cover Letter and Company Profile: Provide a cover letter, including a brief business profile and a summary describing why your firm/team is qualified for this project. The event company shall have knowledge of operating procedures for festivals and events, familiarity with all aspects of successful production of proposed event(s), and the principles and practices of supervision. The event company should have a minimum of five years of experience in coordinating a variety of events and activities at a public use facility. The event company must have the ability to accomplish the following tasks:

- Direct and manage the work activities of multiple support staff groups and volunteers and satisfy the contract requirements for events.
- Communicate in the English language by phone, two-way radio, email, and in person in a one-to-one or group setting.
- Use graphics such as maps, schedules, layouts, setup plans or other visual aids.
- Produce clearly organized written documents, using proper sentence construction, spelling, punctuation, and grammar.
- Review the work products of others to ensure conformance to standards.
- Enter data into a computer or other device.
- Remain in a standing position for extended periods of time.
- Work cooperatively with the City, downtown businesses, organizations, and the general public.
- Work safely without presenting a direct threat to self or others.
- Work irregular hours, evening, and weekends.

Occasionally the event company will need to use personal vehicles, at no additional costs to the City, for event company business related to events. Individuals must be physically capable of operating the vehicles safely and possess a valid driver's license. Use of a personal vehicle for City of Alpharetta business will be prohibited if the employee does not have personal insurance coverage.

At a minimum, the cover letter and company profile must state the following:

1. Business name and home office address, identify whether this or another office address is responsible for work of this project,
2. Proposals shall document experience in large event coordination, such information may include, but shall not be limited to: number of years of experience, number and size of events coordinated, references from other contracting organizations, and descriptions/visuals of past successful events coordinated.
3. Identify one contact person. This person shall be the single point of contact on behalf of the Offeror firm/team, responsible for correspondence to and from the organization and the City. If necessary, the City will send all project-related communications to this contact person.

(This may be the person registered in our eBid system.) Include the following contact information:

- mailing address,
- telephone number, and
- e-mail address.

4. ***Authorized Signer – Electronic Signature*** *for contract execution*: the City uses DocuSign to electronically deliver contracts to the awarded contractor for digital signing. To enable routing of contracts digitally for execution, include the following information for contractor's authorized signer. This employee must have the authority to bind the firm in the contract process:
   - Authorized signer's name as it should be listed for signing,
   - Authorized signer's title
   - Authorized signer's email address

3.2.2 References**:** Offeror shall provide a minimum of three (3) references, not including the City of Alpharetta, for each item/service proposed in this RFP. The references may include any government, university, or similar entity where the Offeror, preferably within the last three (3) years, has successfully completed projects, which are similar in goals, scope, and complexity to the project describe herein.

At a minimum, the Offeror shall provide:

- the referenced company's name,
- the location where the service was provided,
- contact person(s),
- contact person's telephone number,
- contact person's email address,
- a complete description of the item/service type and dates provided, and
- project contract value/budget

These references may be contacted to verify Offeror's ability to perform the contract. The City reserves the right to use any information or additional references deemed necessary to establish the ability of the Offeror to perform the conditions of this request. Negative references may be grounds for Proposal disqualification.

3.2.3 Resumes and Experience of Key Personnel:

Offeror shall provide resumes or summaries of qualification, work experience, education, skills, etc. for all permanent lead personnel, project manager, etc. as applicable. Resumes may be included in an Appendix and will not count toward the page limit. For each resume, provide:

- Name,
- Years of experience performing similar work,
- Qualifications, skills, etc.
- Length of employment with current employer

3.2.4 Method of Providing Services**:** Offeror shall provide a description of the work plan and the methods to be used that will convincingly demonstrate to the City what the Offeror intends to do, the timeframes necessary to accomplish the Work, and how the Work will be accomplished.

a. Creative approach: Describe the event company's creative direction, creative vision of the events, and how they will be applied in completing the tasks and deliverables of this RFP.

b. Technical approach: Document the ability to coordinate with local businesses, organizations, and other parties with a vested interest in Alpharetta. Describe the proposed schedule, timeline, and staffing for event planning and preparations for before, during and after the event.

3.2.5 Available Resources:

1. **Insurance**: Provide a copy of the event company's certificate of insurance showing the firm's current limits of liability for commercial general liability, workers compensation, business automobile liability, and professional liability insurance.
   a. Insurance evidence may be included in an Appendix to the proposal. It does not count toward the page limit.
2. **Resources**: Demonstrate capability to provide resources, including equipment, staffing, sub-contractors, and any other resources necessary to meet project requirements.
   a. Resource evidence may be included in an Appendix to the proposal. It does not count toward the page limit.
   b. Describe temporary staff and volunteer resources as well as method for recruitment.

3.3 General Insurance Requirements

Upon Council approval, the awarded Contractor shall provide the City with a Certificate of Insurance (COI) to the procurement agent listed on the cover page for this RFP. The COI shall indicate the existence of the policies prior to the beginning of the contract work or term. Thereafter, a renewal certificate shall be delivered to the City at least thirty (30) days prior to the expiration date of each expiring policy. If at any time, any of the policies shall be or become unsatisfactory to the City as to form or substance, or any of the carries issuing such policies shall be or become unsatisfactory to the City, the Contractor shall deliver to the City representative upon demand a certified copy of any policy required herein for review. The Certificates of Insurance shall state that the City of Alpharetta is additionally insured.

- **Workers Compensation:** Workers Compensation $500,000 per accident per employee with waiver of subrogation. Required documentation includes certificate from insurance company showing issuance of workmen's compensation coverage for the State of Georgia.

- **Comprehensive General Liability Insurance:**

Commercial General Liability	$1,000,000 each occurrence $1,000,000 aggregate

- **Comprehensive Auto Liability Insurance:**

Bodily Injury Liability	$1,000,000 each occurrence
Property Damage Liability	$ 100,000 each occurrence

- **Excess Umbrella Liability:**

Combined Single Limit Bodily Injury and / or Property Damage	$1,000,000 each occurrence $1,000,000 aggregate

Insurance; Indemnification. The awarded Contractor shall maintain the types and amounts of insurance set forth as from time to time reasonably shall be requested by the City. The awarded Contractor shall provide proof of such insurance to the City at the same time as the execution of any resulting Contract and/or purchase order, and as and when requested by the City during the term hereof. Acceptance of a certificate or proof of insurance does not constitute approval or agreement by the City that the insurance requirements have been satisfied. The awarded Contractor shall indemnify and hold the City harmless from all claims, demands, losses, attorneys' fees and liabilities of any type or nature arising out of or related to the Contractor's, or Contractor's agents', employees' or subcontractors', negligent performance or non-performance of any resulting Contract and/or purchase order, including, but not limited to, claims for injury to person or property; provided, however, that this indemnification obligation shall not apply to claims arising from the sole negligence of the City or its employees. Nothing in this paragraph or any resulting Contract and/or purchase order shall be deemed to constitute a waiver of the City's sovereign immunity, create rights in any third party, or create any third party beneficiaries.

SECTION 4: COST PROPOSAL

4.1 Schedule of Items

a. Offerors ***must*** respond to this RFP by utilizing the Cost Proposal form provided. (This form may also be provided by City as a separate, fillable Excel worksheet.)

b. Offeror's authorized official shall complete, sign, and return one (1) Paper Original of the Cost Proposal and Proposal Price Certification within the sealed proposal package in a separate, sealed, opaque envelope marked with following information found on Cover Page, page 1 and in Section 1 Schedule of Events of this document:

- **Cost Proposal**
- Offeror's Name,
- RFP #,
- RFP Title, and
- Due Date/Time.

c. The Cost Proposal form will be used as the primary representation of each Offeror's cost/price, and will be used extensively during proposal evaluations and ranking.

d. Additional information should be included as necessary to explain in detail the Offeror's cost/price.

e. Additional Cost proposal sheets shall not be included in proposal original or copy (paper or digital).

f. **Deliveries**: In the event there are to be deliveries on site, all goods and materials will be F.O.B. Destination, Freight Prepaid and Allowed. The onsite delivery/destination address shall in all cases be confirmed with the City's designated project manager for each event. All deliveries will be to a location within the City of Alpharetta.

g. No freight or postage charges will be paid by the City of Alpharetta unless such charges are included and accepted in the Proposal price and contract award by the City. The Contractor, at Contractor's expense, will arrange to have someone onsite to inspect and accept delivery. The Contractor has sole responsibility for securing all materials at the Project site.

h. **Taxes**: No sales tax will be charged on any orders.

Sales Tax Exempt# 301-682441

Federal Tax Identification# 58-6011454

Copies of the City's Sales and Use Tax Certificate of Exemption and Form W-9, Taxpayer Identification and Certification are available upon request.

EVENT	EVENT MANAGEMENT SERVICES FEE
Taste of Alpharetta	
Alpharetta Arts Streetfest	
Brooke Street Park Concert Series	
Food Truck Alley	
Scarecrow Harvest	
Wire & Wood	
Season of Celebration	
Total	

Award will consider price, but price will not be the sole, determining factor.

Proposal Price Certification

In compliance with Section 2 Scope of Project/Specifications, the undersigned offers and agrees that if this Proposal is accepted by the City Council within one hundred twenty (120) days of the date of RFP Proposal Response Due Date/Time, that the undersigned will furnish any or all of the deliverables upon which prices are quoted, at the price set opposite each, to the designated point(s) within the time specified.

COMPANY____

ADDRESS____

AUTHORIZED SIGNATURE(S) ____

PRINT / TYPE NAME(S) AND TITLE(S) ____

____

CONTACT INFO: PHONE NUMBER ____

CONTACT INFO: E-MAIL ADDRESS ____

4.2 Invoicing, Payment Processing, and ePayables

Replying to this RFP confirms Offeror's agreement to accept electronic payment (ePayables) of invoices if awarded a contract.

The City agrees to pay the contractor in current funds for the performance of the contract subject to additions and deductions as provided in the contract, and, if applicable, to make payments in the manner and on the periodic basis agreed to by the City during the pre-construction meeting or prior to the commencement of the work. Upon completion of the work or, if agreed to by the City, upon completion of certain portions thereof, the contractor shall submit an invoice detailing the appropriate charges as currently allowed.

The City will process approved payment requests under this project to the awarded contractor only. Payment to subcontractors and suppliers is the responsibility of the contractor. The City will not entertain any other payment arrangements.

Invoices shall be submitted to:

City of Alpharetta
Recreation, Parks & Cultural Services Department
2 Park Plaza
Alpharetta, GA 30009

Attn: Amanda Musulli

Upon receipt of invoice and inspection and acceptance of the work, the City will render payment. All such invoices will be paid within forty-five (45) days by the City unless any items thereon are questioned, in which event payment will be withheld pending verification of the amount claimed and the validity of the claim. The contractor will provide complete cooperation during any such investigation.

Offerors, who are individuals, shall provide their social security numbers on Page 1 of this RFP. Offerors that are proprietorships, partnerships, limited liability companies, corporations, or other legal entities, shall provide their federal employer identification number on Page 1 of this RFP. All offerors shall provide a completed and signed W-9 located in Appendix A: Required Forms.

4.3 Alpharetta Vendor Preference (a.k.a. Local Vendor)

It is the policy of the City to invest in the local community when appropriate through securing goods/services from local businesses at competitive pricing and terms. This is to encourage local businesses to compete for City Business for formal procurement with a contract value of $50,000.01 to $500,000.00.

To apply for the Alpharetta Vendor Preference the Vendor must meet the following requirements:

- Has a permanent place of business with full-time employee(s) within City limits for a minimum of six months prior to the issuance date of any formal solicitation to which said business is responding;
- The permanent place of business must distribute goods/services and cannot be a post office box or a residence;
- Has a valid business license from the City; and
- Is not delinquent on any taxes/fees owed to the City (e.g. property taxes, business license fees, etc.).

Vendors must complete the **Local Vendor Certification** form located in Appendix B: Optional and Information Forms. Every Vendor seeking qualification for local preference must include the completed form and all required documentation noted on the form in the Vendor's response to this RFP.

An Alpharetta vendor that has submitted the Local Vendor Certification Form with all required information and has been confirmed as eligible for preference by City personnel will be given preference of three percent (3.00%), or equivalent unit of measure, shall be provided as an evaluation criterion to any approved Alpharetta Vendor's proposal.

SECTION 5: EVALUATION CRITERIA

All proposals received will be reviewed by the Procurement Agent to ensure that all administrative requirements of the RFP package have been met, such as all documents requiring a signature have been signed and submitted. Failure to meet these requirements may be cause for rejection. Only responsive proposals will be given to evaluation committee for further review.

The evaluation committee will evaluate the remaining proposals and determine a ranking based on the information provided in response to this RFP. Proposals will be evaluated based on stated evaluation criteria. In ranking against stated criteria, the City may consider such factors as accepted industry standards and a comparative evaluation of all other qualified RFP responses in terms of differing price, quality, quantity, and contractual factors. These rankings will be used to determine the most advantageous offering to the City.

Any proposal that fails to achieve a passing ranking for any part/section for which a passing ranking is indicated will be eliminated from further consideration.

After completing the initial ranking, the evaluation committee may create a shortlist made up of a grouping of the highest-ranking offerors. In the event of a shortlist, offerors may be asked to arrange a site visit; may be invited for a presentation or interview; or may be asked to supply additional information for evaluation. Once all evaluations are complete, the evaluation committee may either recommend to award to the highest-ranking offeror or if necessary, to seek discussion/negotiation or a “best and final offer” in order to determine the highest-ranking offeror.

Each criteria will be scored for each proposal using a scale of 0 - 5; 5 = highest score available for any criteria.

Phase I

Each offeror will be evaluated individually using weights for each criterion below. A short-list will be developed from the highest scoring offerors.

Full-Service Event Planning Experience	**30%**
Staffing Capability	**20%**
Creative Approach to Work	**15%**
Technical Approach to Work	**15%**
Cost	**17%**
Local Vendor Preference	**3%**
Phase I Total	**100%**

Phase II

Only those offerors on the short-list will be invited for interviews and further evaluated.

Interview	100%
Phase II Total	**100%**

APPENDIX A: REQUIRED FORMS

Forms required to be returned with every response to this request. These forms are necessary to ensure compliance with various laws as described within the procurement.

Instructions for Submitting Required Forms

One completed original of each form listed below shall be returned within the sealed ‘Original’ Response package. Vendor’s response may be declared non-responsive if all forms are not returned complete with all information, signatures, and notarized (if required).

1. Disclosure Form and Certificate of Non-Collusion
2. IRS Form W-9 (Request for Taxpayer Identification Number and Certification)
3. E-Verify/I-9 (Affidavit Verifying Contractor Participation in Federal Work Authorization Program)

City of Alpharetta Disclosure Form and Certificate of Non-Collusion

THE CITY OF ALPHARETTA GEORGIA

DISCLOSURE FORM and CERTIFICATE OF NON-COLLUSION

Bidder must disclose any possible conflict of interest with any City of Alpharetta (City) elected official and/or employee and if a known relationship exists between any principal or employee of your corporation, firm, team, organization, or person and any City elected official and/or employee. Relationship may consist of financial, personal, or family relations or may be in the form of campaign contributions to elected officials.

If, to your knowledge, no relationship exists, this shall be stated in your response. Failure to disclose such a relationship (or lack thereof) may result in response being declared non-responsive and will not be considered further. If already awarded, may result in cancellation of a purchase and/or contract as a result of your response.

Check one of the following, as it applies to your firm and this request. Use additional forms if needed:

- ☐ **No known relationship exists**. *If this box checked, skip to signature and firm information at bottom of form.*
- ☐ **Relationship does exist**. *If this box checked, include the name and position of the City Official to whom a campaign contribution was made or official/employee relationship. Use a separate form for each official to whom a contribution has been made within the past two (2) years or for additional official/employee relationships.*

Elected Official name and position:	
Amount/Value of Contribution:	
Date and description of Contribution:	
List other Relationship Type and name of City Employee/Official:	

By signing this form, I certify that:

- As an officer of this firm, or per the attached letter of authorization, I am duly authorized to certify the information provided herein is accurate and true; and my firm shall comply with all State and Federal Equal Opportunity and Non-Discrimination requirements and conditions of employment.
- That the firm's response is made without prior understanding, agreement, or connection with any corporation, firm, team, organization, or person submitting a response for the same materials, supplies, equipment, opportunity, or services and is in all respects fair and without collusion or fraud. My firm understands and agrees that bid/proposal collusion is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards; and
- That the provisions of the Official Code of Georgia Annotated, Sections 45-10-20 et seq. have not been violated and will not be violated in any respect. O.C.G.A. 45-10-20 through 45-10-28 provide that it is unlawful for a state [*City*] employee to transact business with the agency by which that person is employed for himself, on behalf of a business in which the employee or his/her spouse or dependents has a substantial interest, or on behalf of anyone as agent, broker, dealer, or representative. Transacting business in defined as selling real property, personal property, or services, or purchasing surplus real or personal property.

Firm's Full Legal Name:
(PLEASE TYPE OR PRINT) ______________________________

Authorized Signature: ______________________________

Printed Name and Title of Person Signing: ______________________________

Date: ______________________________

Firm's Address: ______________________________

Contact's Email Address: ______________________________

**This form must be completed in its entirety, signed by the firm's authorized signer and returned with your response in order for the response to be eligible for consideration.*

Request for Taxpayer Identification Number and Certification (W-9)

Form **W-9**
(Rev. November 2017)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

► Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► ______

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ►

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) ______

Exemption from FATCA reporting code (if any) ______

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

Requester's name and address (optional)

6 City, state, and ZIP code

7 List account number(s) here (optional)

Part I **Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number

☐☐ – ☐☐☐☐☐☐☐

Part II **Certification**

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here **Signature of U.S. person ►** **Date ►**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9.*

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

Cat. No. 10231X Form **W-9** (Rev. 11-2017)

Affidavit Verifying Contractor Participation in Federal Work Authorization Program (E-Verify/I-9)

THE CITY OF ALPHARETTA GEORGIA

AFFIDAVIT VERIFYING CONTRACTOR PARTICIPATION IN FEDERAL WORK AUTHORIZATION PROGRAM

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services on behalf of the **City of Alpharetta (GA)** has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b).

Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

____
Federal Work Authorization (E-Verify) User Identification Number

____
Date of Authorization

____
Name of Contractor

____
Name of Project

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on ____________, ____, 201__ in _______________ (city), __________ (state).

____
Signature of Authorized Officer or Agent

____
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE ____ DAY OF _______________, 201__.

____
NOTARY PUBLIC

My Commission Expires:

____

APPENDIX B: OPTIONAL AND INFORMATIONAL FORMS

- **Optional Forms**: Submit with procurement response only if relevant.

1. Local Vendor Certification Form

- Return completed form with copy of current business license.
- To apply for the Alpharetta Vendor Preference the Vendor must meet the following requirements:
  - Has a permanent place of business with full-time employee(s) within City limits for a minimum of six months prior to the issuance date of any formal solicitation to which said business is responding;
  - The permanent place of business must distribute goods/services and cannot be a post office box or a residence;
  - Has a valid business license from the City; and
  - Is not delinquent on any taxes/fees owed to the City (e.g. property taxes, business license fees, etc.).

2. Notice of 'No Bid' Only return if relevant.

- **Informational Forms**: To be held on file by Bidders/Contractors and available to City for review upon request:

3. Affidavit Verifying Subcontractor Participation in Federal Work Authorization Program (E-Verify/I-9) *(if using subcontractor(s) – Prime Contractor to retain on file)*
4. Affidavit Verifying Sub-Subcontractor Participation in Federal Work Authorization Program (E-Verify/I-9) *(if using sub-subcontractor(s) – Prime Contractor to retain on file)*

Local Vendor Certification Form

City of Alpharetta
Local Vendor Certification Form

THE CITY OF ALPHARETTA GEORGIA
Finance Department
2 Park Plaza
Alpharetta, GA 30009
Phone: 678-297-6094
Fax: 678-297-6063
www.alpharetta.ga.us

The City of Alpharetta has enacted an Alpharetta Vendor Preference (a.k.a. Local Vendor Preference) which applies to all formal procurements between $50,000.01 and $500,000.00 excluding Public Works Construction Projects ($100,000.00 and greater), grant funded projects, and other exceptions as set forth in Section III(E) of the Alpharetta Purchasing Policy.

Invitation to Bid (ITB): An Alpharetta Vendor will be given preference in contract award if their responsive and responsible bid is within 3% of the low-bid offered by a non-Alpharetta vendor.

Request for Proposal (RFP): An Alpharetta Vendor will be provided a preference of 3% as an evaluation criterion.

Alpharetta Vendors must submit this form with their ITB/RFP to receive the preference.

Qualifications

A person or business entity must meet ALL of the following criteria to qualify as an Alpharetta Vendor. Please check all the apply.

- ☐ Has a permanent place of business with full-time employee(s) within City limits for a minimum of six months prior to the issuance date of any formal solicitation to which the business will be responding. The permanent place of business must distribute goods/services and cannot be a post office box or a residence.
- ☐ Has a valid business license from the City.
- ☐ Is not delinquent on any taxes/fees owed to the City (e.g. property taxes, business license fees, false alarm fees, etc.).

Certification

Business/Company Name:	
Current Business/Company Address:	

If the business has been located at the above address for less than six months, please provide the previous physical address below.

Previous Business/Company Address:	

The place of business identified above employs the following number of full-time employee(s): ______

City of Alpharetta Business License # ______

Please provide a copy of you current City of Alpharetta Occupational Tax Certificate Business Registration (a.k.a. Business License) with your ITB/RFP response.

Business Representative Approval/Contact Information

Name (print):		Date:	
Position Title:		Phone #:	
Signature:		E-mail:	

This Section is for City Use Only

Qualifications Verification: ______ Date: ______

Notice of “No Bid” Form

Finance Department
2 Park Plaza
Alpharetta, GA 30009
P: (678) 297-6052
F: (678) 297-6093
purchasing@alpharetta.ga.us

CITY OF ALPHARETTA
NOTICE OF “NO BID”

SOLICITATION # ____________ CLOSING/DUE DATE ______________________

IMPORTANT NOTICE – Please read

It is important to the City of Alpharetta to receive a reply from all invited bidders. There is no obligation to submit a bid, quotation, or proposal.

INSTRUCTIONS:

If you are unable, or do not wish to participate on this bid, quotation, or proposal, please complete this form in full and forward to the City's procurement division at the contact information provided below.

State your reason for not participating by checking the applicable space(s) or by explaining briefly in the space provided. If submitting a Notice of “No Bid”, it is not necessary to return any other bid/quotation/proposal information in connection with this solicitation.

1. We do not manufacture/supply the commodity ________
2. We do not manufacture/supply to the specification ________
3. Cannot handle due to present work load ________
4. Quantity/job too large ________
5. Quantity/job too small ________
6. Cannot meet delivery/completion requirements ________
7. Agreements with distributors/dealers do not permit us to sell direct ________
8. Licensing restrictions ________

Other reasons/additional comments: ______________________________________

____

Do you wish to bid on these goods/services in the future? Yes ________ No ________

____
Firm Name

____
Firm Address

____
Signature of Person Authorized to Bind this Firm

____
Date

____
Typed or Printed Name and Title

____
Phone Number and E-mail Address

Email, Fax, or Mail to the Procurement Agent in charge of this solicitation at the contact number/address listed in Section 1.0. Mark the correspondence as “Notice of No Bid”.

Affidavit Verifying Subcontractor Participation in Federal Work

Authorization Program (E-Verify/I-9)

THE CITY OF ALPHARETTA GEORGIA

AFFIDAVIT VERIFYING SUBCONTRACTOR PARTICIPATION IN FEDERAL WORK AUTHORIZATION PROGRAM

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with ______________________________ (contractor) on behalf of the **City of Alpharetta (GA)** has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five business days of receipt. If the undersigned subcontractor receives notice that a sub-subcontractor has received an affidavit from any other contracted sub-subcontractor, the undersigned subcontractor must forward, within five (5) business days of receipt, a copy of the notice to the contractor.

Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

____
Federal Work Authorization (E-Verify) User Identification Number

____
Date of Authorization

____
Name of Subcontractor

____
Name of Project

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on ____________, ____, 201__ in ______________ (city), __________ (state).

____
Signature of Authorized Officer or Agent

____
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE ____ DAY OF ______________, 201__.

______________________________ ______________________________
NOTARY PUBLIC My Commission Expires

Affidavit Verifying Sub-Subcontractor Participation in Federal Work Authorization Program (E-Verify/I-9)

THE CITY OF ALPHARETTA GEORGIA

AFFIDAVIT VERIFYING SUB-SUBCONTRACTOR PARTICIPATION IN FEDERAL WORK AUTHORIZATION PROGRAM

By executing this affidavit, the undersigned sub-subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract for ______________________________ (name of subcontractor or sub-subcontractor with whom such sub-subcontractor has privity of contract) and ______________________________ (contractor) on behalf of the **City of Alpharetta (GA)** has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned sub-subcontractor will continue to use the federal work authorization program throughout the contract period and the undersigned sub-subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the sub-subcontractor with the information required by O.C.G.A. § 13-10-91(b). The undersigned sub-subcontractor shall submit, at the time of such contract, this affidavit to ______________________________ (name of subcontractor or sub-subcontractor with whom such sub-subcontractor has privity of contract). Additionally, the undersigned sub-subcontractor will forward notice of receipt of any affidavit from a sub-subcontractor to ______________________________ (name of subcontractor or sub-subcontractor with whom such sub-subcontractor has privity of contract.

Sub-subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

____
Federal Work Authorization (E-Verify) User Identification Number

____
Date of Authorization

____
Name of Sub-subcontractor

____
Name of Project

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on ____________, ____, 201__ in _______________ (city), __________ (state).

____
Signature of Authorized Officer or Agent

____
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME ON THIS THE ____ DAY OF _______________, 201__.

______________________________ NOTARY PUBLIC

______________________________ My Commission Expires

APPENDIX C: PROCUREMENT INFORMATION

A. VENDOR INSTRUCTIONS

A.1 Single Point of Contact

- Any vendor interested in responding to the procurement is not allowed to communicate with any City staff or elected officials regarding the procurement, except for communication with or at the direction of the City Procurement Agent in charge of the solicitation as designated by the City Procurement Officer and, if applicable, authorized communications at the Pre-Conference or Site Visit.
- Any unauthorized contact may disqualify the Vendor from further consideration.
- Single point of contact information is located on cover page of this document

A.2 Required Review

A.2.2 **Review:** Vendors should carefully review the procurement in its entirety including all instructions, requirements, specifications, addenda, and terms/conditions. Vendor shall promptly notify the Procurement Agent, identified as single point of contact for this solicitation, in writing according to Appendix D, Section A.2.4 Form of Questions concerning any ambiguity, inconsistency, unduly restrictive specifications, or error that may be discovered upon examination of the procurement.

A.2.3 **Addenda**: The City may revise the procurement by issuing an addendum prior to the Response Due Date/Time. The addendum will be posted on the City's website alongside the posting of the original procurement document at https://www.ebidexchange.com/alpharetta. Any publicly issued addendum will become part of the procurement documents for the project and part of any subsequent contract.

- Any material changes to the procurement, including changes to the Scope of Project/Specifications/Statement of Work, Schedule of Events, etc., will be formally communicated through an addendum that will be added to the solicitation posting, which can be found at https://www.ebidexchange.com/alpharetta.
- Any other form of interpretation, correction, or change to the procurement will not be binding upon the City.
- Vendors replying to the request must sign and return any addendum acknowledgement page with their response.
- Failure to submit the procurement response in accordance with an addendum may be cause for rejection.
- In unusual circumstances, the City may postpone an opening/due date and time in order to notify vendors of an addendum and to give vendors sufficient time to respond to the addendum.
- It is the vendor's responsibility to review the Schedule of Events and the web page for additional documents and/or addenda issued for the project.

A.2.4 **Form of Questions**:

- Questions must be addressed in writing using the question tab found within the solicitation posting at https://www.ebidexchange.com/alpharetta. Registration and login are required to view documents, ask questions, and view the City's responses.
- Questions must be received by the City on or before time and date noted in Section 1 Schedule of Events**.**
- Each question must be submitted separately.
- Each question must provide clear reference to the section, page, and item in question.
- Questions received after the deadline may not be considered.

A.2.5 **City's Answers**:

- The City will provide official written answers to all written questions received on or before Question Deadline noted in procurement Section 1 Schedule of Events.

- Answers to questions for clarification can be found within the question tab found within the solicitation posting at https://www.ebidexchange.com/alpharetta. Registration and login are required to view documents, ask questions, and view the City's responses.
- All questions will be answered within the question tab or in an officially posted addendum**.**

A.3 Pre-Conference, Site Visit (If Offered)

(1) If Offered, the date and time of a pre-bid conference or site visit will be noted in Section 1 Schedule of Events**.**

- **Mandatory Pre-Bid or Pre-Proposal Conference or Site Visit**: Mandatory pre-bid or pre-proposal conference or site visit will start on time. Late attendees may not be admitted or allowed to sign-in. Bids or Proposals will only be accepted from Vendors that were in attendance and signed-in at the meeting.
- **Voluntary Pre-Bid or Pre-Proposal Conference or Site Visit**: Participation in the conference is optional. However, it is advisable that all interested parties participate.
- For either Mandatory or Voluntary Conference, Event Registration prior to the conference is requested, but not necessary to attend. Registration may be completed at the Events tab found within the solicitation posting at https://www.ebidexchange.com/alpharetta
  - All responses to questions at the Pre- Conference or Site Visit will be oral and in no way binding on the City. (See Section A.2)

A.4 Submitting a Response to an ITB, RFP, RFQ

A.4.1 Failure to Comply with Instructions: The City may choose not to evaluate, may deem non-responsive, and/or may disqualify from further consideration any response that fails to comply with the instructions, is difficult to understand, is difficult to read, or is missing any requested information.

A.4.2 Standard Forms: Vendors **must** respond to the procurement by completing the standard forms set forth in Appendix A: Required Forms. The standard forms include legal requirements that must be met before the contract award process commences. See procurement Appendix A: Required Forms for further instructions.

A.4.3 Standard Contract: By submitting a response to the procurement, Vendor agrees to execute a contract materially incorporating those certain provisions set forth in all procurement documents and including, but not limited to Appendix D, Section C. Additional Terms and Conditions upon contract award by the City Council. However, the City notifies and the Vendor acknowledges that Additional Terms and Conditions does not define the total extent of the contract language.

A.4.4 Vendor's Signature:

- The Cover Page of the procurement and any other pages requiring signatures must be completed and signed in ink by an individual authorized to legally bind the entity submitting the response and must be submitted with the response.
- The Bid or Proposal Price Certification with Vendor's signature in response to the procurement represents, warrants, and guarantees that the prices quoted have been established without collusion and without effort to preclude the City from obtaining the best possible supply or service.
- By signing and submitting a response to the procurement, Vendor acknowledges and agrees that the Vendor has carefully examined and fully understands the provisions and requirements of this procurement; has made a personal examination of the Project site (if applicable); is satisfied as to the actual conditions, specifications/scope of work, and requirements; and hereby agrees that if Vendor's bid/proposal is accepted, Vendor will enter into a contract with the City and perform same in full conformance with the Contract Documents.
- Proof of authority of the person signing the response must be furnished upon request.

A.4.5 Organization of Response: Each response must be organized in the order set forth in Section 2.2 of the Procurement.

A.4.6 Late Submissions, Withdrawals, and Corrections:

Late Response: Regardless of cause, late responses will not be accepted and will automatically be disqualified from further consideration. It shall be the Vendor's sole risk to assure delivery to the receptionist's desk at the designated office by the designated Response Due Date/Time as noted in Section 1 Schedule of Events. Late responses will not be opened and may be returned to the Vendor at the expense of the Vendor or destroyed if requested.

Response Withdrawal: A Vendor requesting to withdraw their Bid/Proposal prior to the Response Due Date/Time as noted in Section 1 Schedule of Events may submit a letter to the Procurement Agent for this procurement (noted on cover page of procurement) requesting to withdraw. The letter must be on company letterhead and signed by an individual authorized to legally bind the firm.

A Vendor requesting to withdraw after the Response Due Date/Time as noted in Section 1 Schedule of Events will be required to submit a letter with documented facts supporting the reason for withdrawal within two (2) business days of the Response Due Date/Time. The letter must be on company letterhead and signed by an individual authorized to legally bind the firm. The Vendor must present clear and convincing evidence that an unintentional error was made. The Procurement Officer will review the withdrawal request and a judgment will be made. Generally for Bids, withdrawal is not permitted after Bids are opened (for reasons other than obvious clerical errors).

Response Correction: If an error is discovered prior to the Response Due Date/Time as noted in Section 1 Schedule of Events, the Vendor can submit a corrected response. The corrected response should be clearly marked to indicate that it replaces the original response.

For Bids (ITB) with public openings, if an obvious clerical error not involving unit pricing is discovered after the Bid has been opened, the Bidder may submit a letter to the designated Procurement Agent within two (2) business days of opening requesting that the error be corrected. The letter must be on company letterhead and signed by an individual authorized to legally bind the firm or subject legal entity. The Bidder must present clear and convincing evidence that an unintentional error was made. The Procurement Officer will review the correction request and a judgment will be made. Generally, modifications to opened Bids for reasons other than obvious clerical errors are not permitted. No changes to any unit price will be made after the bids are opened. Errors in the mathematical extension of the quantities and unit prices will be corrected by the City and the revised total bid amounts are then to be used to determine the lowest reliable bidder.

A.4.7 Notice of "No Bid": It is important to the City of Alpharetta to receive a reply from all invited Vendors. There is no obligation to submit a bid, quotation, or proposal; however, if the vendor is unable or do not wish to participate in a procurement and the "Notice of No Bid" is not executed and returned to the City, the firm may be deleted from our list of qualified Bidders/Offerors. This form is located in Appendix B: Optional and Informational Forms.

A.5 Cost of Preparing a Response

A.5.1 City Not Responsible for Preparation Costs: The costs for developing and delivering bids, responses, proposals, or submissions to the procurement and any subsequent presentations of the procurement as requested by the City are entirely the responsibility of the Vendor. The City is not liable for any expense incurred by the Vendor in the preparation and presentation of their response.

A.5.2 All Timely Submitted Materials Become City Property: All materials submitted, including those from awarded Vendor as well as those from unsuccessful Vendors, in response to the procurement become the property of the City and are to be appended to any formal documentation, which would further define or expand any contractual relationship between the City and Vendor resulting from the procurement process.

A.6 Accessing Procurement Opportunities and Vendor Registration

A.6.1 Accessing Procurement Opportunities Online: Vendors interested in responding to the procurement can locate all associated documents at https://www.ebidexchange.com/alpharetta. Registration and login at this eBid Systems site are required to view/download documents and view/ask questions.

A.6.2 Vendor Registration: Vendors may also register as a vendor with the City by going to www.alpharetta.ga.us, select the **Business** dropdown, and then choose **Vendors**. Web based registration is the method of registration used by the City for all transactions such as contracts, purchase orders, payments, etc. A Vendor may submit a response without first entering vendor registration, but online registration is required of an awarded contractor.

A.7 Alpharetta Vendor Preference (a.k.a. Local Vendor)

It is the policy of the City to invest in the local community when appropriate through securing goods/services from local businesses at competitive pricing and terms. This is to encourage local businesses to compete for City Business for formal procurement with a contract value of $50,000.01 to $500,000.00. If applicable to this procurement, the form can be found in Information Forms.

Vendors must complete the **Local Vendor Certification** form in Appendix B: Optional and Information Forms. Every Vendor seeking qualification for local preference must include the completed form and all required documentation noted on the form in the Vendor's response to this procurement.

To apply for the Alpharetta Vendor Preference, the Vendor must meet the following requirements:

- Has a permanent place of business with full-time employee(s) within City limits for a minimum of six months prior to the issuance date of any formal solicitation to which said business is responding;
- The permanent place of business must distribute goods/services and cannot be a post office box or a residence;
- Has a valid business license from the City; and
- Is not delinquent on any taxes/fees owed to the City (e.g. property taxes, business license fees, etc.).

B. RESPONSE RECEIPT AND EVALUATION PROCESS

B.1 Authority

The procurement is issued under the authority of the City of Alpharetta Procurement Policy and applicable law. The City has the authority to reject any and all Bids and to waive technicalities and informalities as further set forth in this section.

B.2 ITB: Receipt of Bids and Public Inspection

B.2.1 ITB Public Information:

During the opening of Bids, the Bidder's name, Bid amount and other pertinent information will be read aloud and recorded. No other information will be disclosed at that time. Each Bid and all information received in response to an ITB, including copyrighted material, is deemed "public record" in accordance with O.C.G.A § 50-18-70, et seq., and will be subject to public inspection and copying shortly after Bid opening with the following four exceptions:

1. bona fide trade secrets that have been specifically identified, properly marked, separated, and documented and to which the Bidder has attached an affidavit declaring that such specific information constitutes a trade secret pursuant to Article 27 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated, will not be disclosed; provided however, if the City determines that such specifically identified information does not in fact constitute a trade secret, the City will notify the Bidder of its intent to disclose such information prior to its initial disclosure as required by law;
2. matters involving individual safety, as determined by the City, may be withheld from disclosure;
3. any company financial information in the form of records containing tax matters or tax information that is confidential under state or federal law, which has been requested by the City to determine vendor responsibility, unless prior written consent has been given by the Bidder will not be disclosed;
4. any document or record, or portion thereof, containing information exempt from disclosure pursuant to O.C.G.A. § 50-18-70, et seq., may be withheld from disclosure as determined by the City; and
5. any other document or record, or portion thereof, mandated by law to be kept confidential, as determined by the City.

All open records requests must be presented in writing with specific items requested. The Open Records Request form is available from the City's main website and requested through the City Clerk's office.

B.2.2 Procurement Agent's Review of Bids: The Procurement Agent in charge of the solicitation will open and review the Bids and separate out any information that meets the referenced exceptions in *Section B.2.1* above, providing the following conditions have been met:

1. Documents or records containing information that the Bidder wishes to keep confidential must be specifically identified and clearly marked and separated from the rest of the Bid;
2. The Bid does not contain any such confidential material in the cost/price section; and
3. An affidavit from the Bidder specifically identifying information as a trade secret and declaring that such information constitutes a trade secret pursuant to Article 27 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated is attached to each separated document or record in the Bid that Bidder wishes to be kept confidential because it contains trade secrets.

Information separated out under this process will be available for initial review only by the Procurement Officer, Procurement Agent, and limited other designees. Bidders acknowledge that the act of separating out such information by the Procurement Agent does not operate to exempt such information from disclosure as a public record; rather, the disclosure of such information is governed by O.C.G.A. § 50-18-70, et seq. Bidders should be prepared to pay all legal costs and fees associated with defending a claim for confidentiality in the event an (open records) request is submitted by another party and the City determines that such information is subject to disclosure.

B.3 RFP/RFQ: Receipt of Proposals or Statements of Qualifications, Public Inspection

B.3.1 RFP/RFQ Public Information:

Upon receipt of all sealed proposals, only the name of each supplier and the date and time of receipt shall be recorded. No other information will be disclosed nor shall the proposals be considered open record until after council award. All information received in response to an RFP or an RFQ, including copyrighted material, is deemed public information and will be made available for public viewing and copying shortly after the council award with the following five exceptions:

1. bona fide trade secrets that have been specifically identified, properly marked, separated, and documented and to which the Offeror has attached an affidavit declaring that such specific information constitutes a trade secret pursuant to Article 27 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated, will not be disclosed; provided however, if the City determines that such specifically identified information does not in fact constitute a trade secret, the City will notify the Offeror of its intent to disclose such information prior to its initial disclosure as required by law;
2. matters involving individual safety, as determined by the City, may be withheld from disclosure;
3. any company financial information in the form of records containing tax matters or tax information that is confidential under state or federal law, which has been requested by the City to determine vendor responsibility, unless prior written consent has been given by the Offeror will not be disclosed;
4. any document or record, or portion thereof, containing information exempt from disclosure pursuant to O.C.G.A. § 50-18-70, et seq., may be withheld from disclosure as determined by the City; and
5. any other document or record, or portion thereof, mandated by law to be kept confidential, as determined by the City.

All open records requests must be presented in writing with specific items requested. The Open Records Request form is available from the City's main website and requested through the City Clerk's office.

B.3.2 Procurement Agent's Review of Proposals and SOQs: The Procurement Agent in charge of the solicitation will open and review the Proposals or Statements of Qualifications (SOQ) and separate out any information that meets the referenced exceptions in *Section B.3.1* above, providing the following conditions have been met:

1. Documents or records containing information that the Offeror wishes to keep confidential must be specifically identified and clearly marked and separated from the rest of the Proposal or SOQ;
2. The Proposal or SOQ does not contain any such confidential material in the cost/price section; and

3. An affidavit from the Offeror specifically identifying information as a trade secret and declaring that such information constitutes a trade secret pursuant to Article 27 of Chapter 1 of Title 10 of the Official Code of Georgia Annotated is attached to each separated document or record in the Proposal or SOQ that Offeror wishes to be kept confidential because it contains trade secrets.

Information separated out under this process will be available for initial review only by the Procurement Officer, Procurement Agent, and limited other designees. Offerors acknowledge that the act of separating out such information by the Procurement Agent does not operate to exempt such information from disclosure as a public record; rather, the disclosure of such information is governed by O.C.G.A. § 50-18-70, et seq. Offerors should be prepared to pay all legal costs and fees associated with defending a claim for confidentiality in the event an (open records) request is submitted by another party and the City determines that such information is subject to disclosure.

B.4 Classification and Evaluation of Responses

B.4.1 Initial Classification of Responses as Responsive and Responsible:

All responses will initially be classified as either "responsive" or "nonresponsive".

1. Responses may be found nonresponsive any time during the evaluation process if
   - any of the required information is not provided;
   - the submitted price is found to be excessive or inadequate; or
   - the Bid, Proposal, or SOQ does not comply with the plans and specifications as described and required by the procurement.
   - Submissions found nonresponsive will not be considered further.
2. The Procurement Officer or designee will determine whether a Bidder has met the standards of responsibility – i.e., whether the Bidder has the capability in all respects to perform fully and reliably the requirements of this ITB and resulting contract based on the factors below. Such a determination may be made at any time during the evaluation of a Bid response if information surfaces that would result in a determination of non-responsibility.
   - If a Bidder is found non-responsible, the determination must be in writing, made a part of the procurement file, and mailed to the affected Bidder.

***(2) Invitation to Bid (ITB)*:**

B.4.2 Evaluation of Bids: During the evaluation of the Bids, the City reserves the right to request clarification of Bid responses, if deemed necessary for a complete evaluation of Bids. See Appendix D, Section A.4.6, Late Submissions, Withdrawals, and Corrections for allowable corrections.

Award will be made to the responsive and responsible Bidder whose Bid is most economical according to designated criteria.

The determination of the lowest responsive and responsible Bidder may involve all or some of the following factors. The City shall be the judge of the factors and will make the award in the best interest of the City.

- price;
- conformity to specifications;
- financial ability to meet the contract;
- previous performance;
- facilities and equipment;
- availability of repair parts;
- experience;
- delivery promise;
- terms of payment;
- compatibility as required;
- other costs;
- and other objective and accountable factors, if any.

B.4.3 Completeness of Bid: Selection and award will be based on the Bidder's Bid. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested.

B.4.4 Contract Award Based on Bid Response: Contract award, if any, will be made by City Council upon recommendation, to the Bidder providing the lowest responsive and responsible Bid and who provides all required documents.

- ***Electronic Signature***: The City of Alpharetta may elect to electronically deliver contracts to the awarded contractor for digital signing. Both State of Georgia and Federal law recognize and uphold the use of electronic signatures. DocuSign is the City's current electronic signature solution allowing users to route and sign contracts and agreements securely.

***(3) <u>Request for Proposals (RFP)</u>*:**

B.4.5 Evaluation of Proposals: All responsive proposals will be evaluated based on stated evaluation criteria within the RFP. The City shall be the judge of the factors and will make the award in the best interest of the City.

B.4.6 Completeness of Proposals: Selection and award will be based on the Offeror's Proposal and other items outlined in the RFP. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested.

B.4.7 Opportunity for Discussion/Negotiation and/or Oral Presentation/ Product Demonstration: After receipt of all proposals and prior to the determination of the award, the City may initiate discussions with one or more Offerors should clarification or negotiation be necessary. Offerors may also invite Offerors to a Presentation and Interview and/or product demonstration to clarify their RFP response or to further define their offer. In either case, Offerors should be prepared to send qualified personnel to the City to discuss technical and contractual aspects of the proposal. Oral presentations and product demonstrations, if requested, shall be at the Offeror's expense.

B.4.8 Best and Final Offer: The "Best and Final Offer" is an option available to the City under the RFP process which permits the City to request a "best and final offer" from one or more Offerors if additional information is required to make a final decision. Offerors may be contacted asking that they submit their "best and final offer", which must include any and all discussed and/or negotiated changes.

B.4.9 Evaluation Committee Recommendation for Award: The Evaluation Committee will provide a written recommendation for award to the Procurement Agent that contains the ranking and related supporting documentation for its decision. The Procurement Agent will review the recommendation to ensure its compliance with the RFP process and criteria before concurring with the Evaluation Committee's recommendation.

B.4.10 Contract Award: Contract award, if any, will be made by City Council upon recommendation from the Evaluation Committee to the highest-ranking Offeror who provides all required documents and successfully completes the negotiation process.

- ***Electronic Signature***: The City of Alpharetta may elect to electronically deliver contracts to the awarded contractor for digital signing. Both State of Georgia and Federal law recognize and uphold the use of electronic signatures. DocuSign is the City's current electronic signature solution allowing users to route and sign contracts and agreements securely.

(4) *<u>Request for Qualifications (RFQ)</u>*:

B.4.11 Evaluation of SOQs: The Evaluation Committee will evaluate the Statements of Qualifications (SOQ) and recommend whether to award to the highest-ranking Offeror or add to the Approved list to participate in any subsequent RFP or ITB process; or if necessary, to seek additional information in order to determine the highest-ranking Offeror(s).

All responsive SOQs will be evaluated based on stated evaluation criteria within the RFQ. These rankings will be used to determine the most advantageous offering(s) to the City.

B.4.12 Completeness of SOQs: Selection and award will be based on the Offeror's SOQ and other items outlined in the RFQ. Submitted responses may not include references to information located elsewhere, such as Internet websites or libraries, unless specifically requested. Information or materials presented by Offerors outside the formal SOQ or additional information, if requested, will not be considered, will have no bearing on any award, and may result in the Offeror being disqualified from further consideration.

B.4.13 Opportunity for Interview: After receipt of all SOQs and prior to the determination of the award (or addition to Approved list for subsequent RFP or ITB process), the City may invite Offerors to an interview to clarify their RFQ response or to further define the SOQ. Offerors should be prepared to send qualified personnel to the City to discuss technical and contractual aspects of the SOQ. Interviews, if requested, shall be at the Offeror's expense.

B.4.14 Evaluation Committee Recommendation for Award or Shortlisted Offeror List: The Evaluation Committee will provide a written recommendation to council for any award. If it is determined to be necessary, the Evaluation Committee may develop and present a shortlist including the highest ranked Qualified Contractors to the Procurement Officer that contains the ranking and related supporting documentation for its decision. The Procurement Officer will review the recommendation to ensure its compliance with the RFQ process and criteria before concurring with the Evaluation Committee's recommendation.

Only the Offerors included in the shortlist may be invited to participate in any subsequent RFP/ITB or interviews for the good/service detailed herein. Contract award, if any, will be made through the RFP/ITB to the highest-ranking Offeror(s)/Bidder(s) who provides all required documents and successfully completes the contract negotiation process.

RFQ's may not result directly in a Contract Award. An RFQ may be Step 1 of a two-step process followed by an RFP or ITB to be issued only to shortlisted Offerors determined through SOQ evaluation to be Qualified Offerors.

B.5 City's Rights Reserved

While the City has every intention to award a contract as a result of the procurement process, issuance of the ITB, RFP, or RFQ in no way constitutes a commitment by the City to award and execute a contract. Upon a determination such actions would be in its best interest, the City, in its sole discretion, reserves the right to:

- cancel or terminate the ITB, RFP, or RFQ at any time. A notice of cancellation will be issued on the City's website. If the ITB, RFP, or RFQ is cancelled, the City will not reimburse any vendor for the preparation of their Response. Responses may be returned, at Vendor's expense, upon request if unopened;
- reject any or all Bids, responses, or submissions received in response to the ITB, RFP, or RFQ;
- waive and/or amend any technicalities or informalities, or undesirable, inconsequential, or inconsistent provisions or specifications of the ITB, RFP, or RFQ which would not have significant impact on any Bid or response;
- not award a contract if it is in the best interest of the City not to proceed with contract execution; and
- terminate any contract if the City determines adequate funds are not available.

C. ADDITIONAL TERMS AND CONDITIONS

Certain City standard terms and conditions, which will be incorporated into the Contract, are set forth below ("Terms and Conditions"). Vendors should notify the City of any Terms and Conditions that either preclude them from responding to this procurement or add unnecessary cost. This notification must be made by the deadline for receipt of written questions or with the Vendor's response. Any requests received prior to the deadline for receipt of questions for material, substantive, important exceptions to the Terms and Conditions will be addressed by formal written addendum issued by the designated Procurement Agent. The City reserves the right to address any non-material, minor, and/or insubstantial exceptions to the Terms and Conditions.

C.1 Additional Contract Provisions and Terms

The procurement, including all documents and appendices attached hereto, referenced herein and/or incorporated herein, and any addenda hereto, and the response of the awarded Contractor, including any amendments thereto, will be incorporated into the Contract (as previously set forth, all of such documents are collectively referred to as the "Contract Documents").

The Terms and Conditions set forth herein do not define the total extent of the contract language. In the event of a conflict or dispute as to the duties and responsibilities of the City and Contractor under any resulting Contract Documents, the Contract, will govern in accordance to the order of precedence set forth therein.

C.2 Performance Prior to Contract Execution

The successful Contractor shall not begin performance of the Project prior to the execution of a formal written contract by the City and the successful Contractor. Any Contractor beginning performance prior to the execution of the Contract shall be deemed to be proceeding at the Contractor's risk, and shall not be entitled to any compensation for such performance. Under such circumstances, the City reserves the right to withdraw or cancel the award of the procurement.

C.3 Subcontractors

The lowest responsive and responsible Contractor will be the prime contractor if a contract is awarded and executed and shall be responsible, in total, for all work of any subcontractors. All subcontractors, if any, must be listed in the Contractor's response to this procurement. The City reserves the right to approve all subcontractors. The Contractor shall be responsible to the City for the negligent acts and negligent omissions of all subcontractors or agents and of persons directly or indirectly employed by such subcontractors, and for the acts and omissions of persons employed directly by the Contractor. Further, nothing contained within the procurement, or otherwise in the Contract Documents created as a result of any contract award derived from the procurement, shall create any contractual relationships between any subcontractor of the Contractor and the City.

C.4 Independent Contractor

The Contractor shall at all times be acting as an independent contractor and not be considered or deemed to be an agent, employee, joint venture, or partner of the City. The Contractor shall have no authority to contract for or bind City in any manner. Neither the Contractor nor its employees are employees of the City. The Contractor shall have and maintain the responsibility for and control of the rendition of the Work (including, the services performed) under the Contract, the discipline of its employees, and other matters incident to the performance of the Work (services, duties, and responsibilities as described and contemplated in the Contract). The Contractor is required to supply the City with proof of compliance with the Workers' Compensation Act while performing work for the City. Proof of compliance must be received with the Contractor's response to the procurement at the address listed on the Cover Page of the procurement.

C.5 Compliance with Illegal Immigration Reform and Enforcement Act

***E-Verify Program**:*

The City of Alpharetta is committed to compliance with Federal and State laws requiring the verification of newly hired employees to ensure they are lawfully entitled to work in the United States. As such, the City shall not enter into a contract for the physical performance of services unless the Contractor registers and participates in a federal work authorization program (E-Verify). Further, Contractors submitting a Bid or Proposal for the physical performance of service shall include a fully executed E-Verify affidavit as part of their Response to the procurement.

Requirement to Participate in a Federal Work Authorization Program (E-Verify):

No Contractor shall submit a response for the physical performance of service unless the Contractor participates in a Federal Work Authorization Program and complies with the requirements of O.C.G.A. § 13-10-91.

(5) Pursuant to O.C.G.A. § 13-10-91, the Contractor represents, warrants, acknowledges, and/or agrees that:

a. The Contractor has registered and participates in a federal work authorization program to verify the employment eligibility of all newly hired employees;

b. Subcontractors shall not enter into any contract with the Contractor for the physical performance of services within the State of Georgia unless such subcontractor registers and participates in a federal work authorization program to verify the employment eligibility of all newly hired employees; and

c. Sub-subcontractors shall not enter into any contract with a subcontractor or sub-subcontractor for the physical performance of services within the State of Georgia unless such sub-

subcontractor registers and participates in a federal work authorization program to verify the employment eligibility of all newly hired employees.

(6) As of the date of enactment of O.C.G.A. § 13-10-91, the applicable federal work authorization program is "E-Verify"

(*https://e-verify.uscis.gov/enroll/StartPage.aspx?JS=YES*), operated by the United States Citizenship and Immigration Services Bureau of the United States Department of Homeland Security. Information and instructions regarding E-Verify program registration, corporate administrator registration, and designated agent registration can be found at such website address.

Contractor, Subcontractor, and Sub-subcontractor Evidence of Compliance:

(1) The Contractor, if entering a contract with the City providing the physical performance of services, shall comply with the requirements of O.C.G.A. § 13-10-91.

(2) Pursuant to O.C.G.A. §13-10-91, in the event the Contractor employs or contracts with a subcontractor in connection with a covered contract, Contractor shall secure from such subcontractor attestation of the subcontractor's compliance with O.C.G.A. § 13-10-91 by the subcontractor's execution of the subcontractor affidavit, the form of which is provided in *Appendix A* hereof, and maintain records of such attestation for inspection by the City at any time. Such subcontractor affidavit shall become a part of the contractor/subcontractor agreement.

(3) Pursuant to O.C.G.A. §13-10-91, in the event the Contractor employs or contracts with a subcontractor that employs or contracts with any sub-subcontractor, the subcontractor will secure from such sub-subcontractor attestation of the sub-subcontractor's compliance with O.C.G.A. § 13-10-91 by the sub-subcontractor's execution of the sub-subcontractor affidavit, the form of which is also provided in *Appendix A* hereof, and maintain records of such attestation for inspection by the City at any time. Such sub-subcontractor affidavit shall become a part of the subcontractor/sub-subcontractor agreement.

(4) The Contractor shall comply with any and all other applicable requirements and provisions of O.C.G.A. § 13-10-91 and other applicable rules and regulations promulgated in relation thereto.

(5) All portions of contracts pertaining to compliance with O.C.G.A. § 13-10-91 and all other applicable rules and regulations promulgated in relation thereto, and any affidavit related hereto, shall be open for public inspection in this State at reasonable times during normal business hours.

Forms necessary to ensure compliance with this section are included in Required Forms and must be received at the address listed on the procurement's Cover Page prior to review of Contractor's response.

C.6 Compliance with Laws

The Contractor shall, in performance of work under the Contract, fully comply with all applicable federal, state, or local laws, rules, and regulations, including, but not limited to, the Civil Rights Act of 1964, the Age Discrimination Act of 1975, the Americans with Disabilities Act of 1990, and Section 504 of the Rehabilitation Act of 1973. Any subletting or subcontracting by the Contractor subjects subcontractors to the same provision. The Contractor agrees that the hiring of persons to perform the contract will be made on the basis of merit and qualifications and there will be no discrimination based upon race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, or national origin by the persons performing the contract.

C.7 Compliance with Title VI of the Civil Rights Act of 1964

The City of Alpharetta, as a federal grant recipient, conforms to Title VI of the Civil Rights Act of 1964 and its amendments. Title VI of the Civil Rights Act of 1964 requires that no person in the United States shall, on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance. Presidential Executive Order 12898 addresses environmental justice in minority and low-income populations. Presidential Executive Order 13166 addresses services to those individuals with limited English proficiency.

The City is committed to enforcing the provisions of Title VI and to taking positive and realistic affirmative steps to ensure the protection of rights and opportunities for all persons affected by its programs.

Any person who believes they have been subjected to unlawful discriminatory practice under Title VI has a right to file a formal complaint. Any such complaint must be filed in writing or in person with the City of Alpharetta's, Title VI Compliance Officer, within one hundred-eighty (180) days following the date of the alleged discriminatory action. For more information or Title VI Discrimination Complaint Forms contact the Title VI Compliance Officer at the following:

Human Resources: Title VI Compliance
City Of Alpharetta
2 Park Plaza
Alpharetta, GA 30009
Tel: 678-297-6014

C.8 Substitutions and Change Orders

NO substitutions of material, schedule cancellations, or Change Orders are permitted after Contract award without written approval by the Director of the contracting City Department or his authorized representative. Cumulative Change Orders in excess of $50,000.00 or 10% of the original contract shall require the approval of the City Council.

Where specific employees are proposed by the Contractor for the work, those employees shall perform the work as long as those employees work for the Contractor, either as employees or subcontractors, unless the City agrees to a replacement or requests same based on an objective standard of review of past performance. Requests for any substitution will be reviewed and may be approved by the City at its sole discretion. Verbal agreements to the contrary will not be recognized. In the event a substitution of a Contractor employee is required due to termination of employment by Contractor, Contractor shall provide the City with prompt written notice of the need for such substitution and shall cooperate with the City in providing a replacement.

C.9 Contract Termination

The City may, by written notice to the Contractor, terminate the Contract without cause; provided, the City must give notice of termination to the Contractor at least 14 days prior to the effective date of termination.

D. DEFINITIONS OF CERTAIN TERMS

The intent and meaning of the following terms, which may be used throughout the ITB process, shall be interpreted as follows:

Bid: The response submitted by a Bidder to an Invitation to Bid (ITB) to provide goods or services at the prices quoted.

Bidder: One who submits a response to an ITB.

Bonds:

Bid Bond: An insurance agreement, accompanied by a monetary commitment, by which a third party (the surety) accepts liability and guarantees that the bidder will not withdraw the bid. The bidder will furnish bonds in the required amount and if the contract is awarded to the bonded bidder, the bidder will accept the contract as bid, or else the surety will pay a specific amount. A Bid Deposit may be accepted in lieu of the Bid Bond.

Labor and Materials Bond (Payment Bond): A financial or contractual instrument, issued by a surety that guarantees that subcontractors will be paid for labor and materials expended on the contract. Acceptable forms of payment bonds may include cashier's check, certified check, or irrevocable letter of credit issued by a financial institution; a surety or blanket bond; United States Treasury bond; or certificate of deposit.

Performance Bond: An instrument executed, subsequent to award, by a successful bidder that protects the public entity from loss due to the bidder's inability to complete the contract as agreed. A risk mechanism that secures the fulfillment of all contract requirements. *May be referred to as a Completion Bond.*

Contract: The formal written agreement executed by the City and the Contractor setting forth the obligations of the parties thereunder, including, but not limited to, the performance of the Work/Services and the basis of payment.

Contract Documents: Collectively refer to the ITB, RFP, or RFQ as issued by the City and including all appendices attached, referenced, and/or incorporated in the request; addenda; and Bid or proposal of awarded contractor including any amendments thereto.

Contractor: The successful Bidder or Offeror to whom (or which) a contract resulting from the ITB, RFP, or RFQ is awarded by the City, and who (or which) has executed a formal written contract with the City to furnish goods, services, or construction for an agreed upon price.

DOAS: The State of Georgia's Department of Administrative Services.

Ineligible Vendor List: List maintained by the procurement team of vendors that are not eligible to provide any commodities or services to the City due to non-performance (see Penalties for Non-Performance section for more information). The length of time a vendor remains on the Ineligible Vendor List is dependent upon the severity of the performance problem(s), not to exceed three years

Invitation to Bid (also known as ITB, Competitive Sealed Bids, Request for Bids, or Bid): The method of procurement when the cost of goods and/or services is $50,000.01 or greater, where there are clear and defined specifications available, and where cost is the primary basis of award. Evaluation is based solely on the response to the criteria set forth in the Bid document. This process does not include discussion or negotiations with bidders.

Legal Organ: The local newspaper selected for the posting of legal notices and advertisements for the City to reach the most citizens in an economical manner. At the time of this publication, our legal organ is the Alpharetta-Roswell Revue & News.

NIGP: National Institute of Governmental Purchasing whose mission is to develop, support and promote the public procurement profession through premier educational and research programs, professional support, and advocacy initiatives that benefit members and constituents.

Offeror: One who submits a response to a Request for Proposal (RFP).

Procurement Agent: Procurement team member representing the primary public contact for these procurement processes: facilitating, issuing, and receiving Bids, Proposals, and Statements of Qualifications.

Procurement Officer: Director of Finance or his/her designee.

Project: The entire services, function, construction, work product, improvement, repairs, deliverables, and/or goods to be performed, provided, and/or supplied as set forth in the ITB, RFP, or RFQ and the Contract Documents and as generally described in the title to this ITB, RFP, or RFQ.

Proposal: A document submitted by an Offeror in response to an RFP to be used as the basis for evaluation, for negotiations, for entering into a contract.

Request for Proposals (also called RFP, Formal Sealed Proposal, or Proposal): The method of procurement when the cost of goods and/or services is $50,000.01 or greater and where the Competitive Sealed Bid method is neither practical nor advantageous and cost is not the primary consideration. This process does provide for the negotiation of terms, including price, prior to contract award.

Request for Qualifications (also called RFQ, Request for Qualified Contractors, or RFQC): The Formal Request for Qualifications is a prequalification process used to obtain statements of qualifications from contractors prior to issuing the solicitation. An RFQ is often Step 1 of a two-step process followed by an RFP or ITB to be issued only to Providers/Suppliers determined to be Qualified Providers/Suppliers.

Response: Synonymous with Bid, Proposal, or Statement of Qualifications (SOQ).

Responsible: The contractor has the capacity in all respects to perform fully the contract requirements, and the experience, integrity, perseverance, reliability, facilities, equipment, and credit which will assure good faith performance. Must possess the full capability, including financial and technical, to perform as contractually required. Must be able to fully document the ability to provide good faith performance.

Responsive: The contractor has submitted a Bid/Proposal that conforms in all material respects to the requirements stated in the solicitation document, including all form and substance.

Scope of Work/Project: A detailed, written description of the contractual requirements for materials and services contained within a Competitive Sealed Bid/ Request for Proposal. A well-conceived and clearly written scope serves many purposes including:

- Establishing a clear understanding of what is needed;
- Encouraging competition in the marketplace and promoting economic stimulus;
- Satisfying a critical need of government; and
- Obtaining the best value for the taxpayer.

Specifications: A precise description of the physical or functional characteristics of a product, good, or construction item. A description of goods and/or services. A description of what the purchaser seeks to buy and what a bidder must be responsive to in order to be considered for award of a contract. Specifications generally fall under the following categories: design, performance, combination (design and performance), brand name or approved equal, qualified products list and samples. May also be known as a purchasing description.

Statement of Qualifications (also called SOQ): Response to an RFQ which includes the qualifications of the contractor to provide or supply the requested services.

Subcontractor: Any person or business entity employed to perform part of a contractual obligation under the control of the principal contractor. Any supplier, distributor, or firm that furnishes supplies or services to a prime contractor or another subcontractor.

Title VI of the Civil Rights Act of 1964 states: No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

- ***Complaint:*** Any verbal or written communication received by the City of Alpharetta from members of the public referencing a general complaint regarding the inequitable distribution of benefits, services, amenities, programs or activities financed in whole or in part with federal funds is perceived as an informal charge. A complaint is further defined as any written complaint by an individual or group seeking to remedy perceived discrimination by policies, practices or decisions, which have an adverse impact resulting in inequitable distribution of benefits, services, amenities, programs or activities financed in whole or in part with federal funds.

Vendor: A supplier/seller of goods and/or services. Synonymous with Bidder, Offeror, or Contractor within City's formal procurement.

Work: The furnishing of all labor, materials, equipment, superintendence, and other incidentals necessary or convenient to the successful completion of the Project, including the performance of all services and requirements set forth in the ITB, RFP, or RFQ hereof as the Scope of Work or Specification (in accordance with the specifications provided therein), and the carrying out of all obligations, duties, and responsibilities imposed by the Contract Documents in the provision thereof.

APPENDIX D: ALLOWED TRUCK ROUTE MAP

Online: http://www.alpharetta.ga.us/government/departments/public-works/alpharetta-truck-routes