

Music Fest RFP 2017 Questions and Answers

Posted at www.cityofrochester.gov/musicfesttrfp

1. Is the contracted term agreement 1 Year w/ (4) 1 Year Options? Seeking Clarification...
 - a. Yes, the agreement is for 1 year with (4) 1 year options, for a potential total of 5 years. The agreement will be renewed with mutual consent of both parties.
2. With the festival being two days; are they restricted to Friday and Saturday?
 - a. No. The festival can be Friday/Saturday or Saturday/Sunday.
3. Will the city be open to advertising outside of the general 100-mile radius?
 - a. Absolutely, as long as there is also dedicated local advertising.
4. Will the promoter be able to (in coordination with the city) determine the site?
 - a. Yes. The City is open to the promoter selecting an outdoor site. The promoter is encouraged to propose a site in the response, but the City will have to eventually approve it during the planning process.
5. Will the events committee have a dedicated person assigned to the event for the duration of the planning?
 - a. There will be a staff person from the Office of Special Events to assist and offer support to the promoter throughout the process. We would like to stress, however, that the promoter is the main point person on the festival, they will be in charge of coordinating the entire event, dealing with all of the vendors, contractors, etc. The City will assist in the items that we have a responsibility for-coordinating meetings with the police and fire department, ordering and arranging for delivery of the City equipment, etc. The City truly needs its promoter to own the event.
6. Will city assist promoter with acquisition of permits?
 - a. The City will assist the promoter in the acquisition of any City-issued permits like the special events permit and any City parks permit, but if the event is in a park controlled by Monroe County, the promoter is responsible for meeting with the County, securing the space, providing the County with whatever it requires to host a ticketed event there (the County Legislature must approve ticketed events in their parks, so this must be arranged with the County almost immediately in the process). If the promoter is considering a County-managed park, we suggest that as part of your proposal, you contact the County for availability of park and feasibility of having the event there.
7. What is the notice of sponsorship that is needed?
 - a. For proposal purposes, the promoter may provide a list of potential sponsors. If the promoter is selected, the City will provide approval for those sponsors.
8. Is there a prohibited list of sponsors that would be acceptable?
 - a. There is not a prohibited list available per se, but sponsors that would not be appropriate for a City-owned event
9. Does the city have to approve all marketing collateral?
 - a. Yes, and the purpose is to ensure the City is being properly represented on all materials and in all advertising. This is a simple process, we can usually provide approval within the day.
10. Is the city open to additional ancillary expenses that may not be on the list in section V?

- a. Without knowing what expenses are being referred to, it is hard to say. If the City has the items or services available in-kind, we can usually accommodate that. The City is not interested, however, in expending additional funds via any external contracts past its \$200,000 investment in the promoter.
11. Is the amount in section VI intended to be the city's sole contribution to the project?
 - a. The promoter fee is the City's sole cash contribution to the project. The City expenses listed in Section V also contribute significant value to the project and save the promoter a significant amount of money.

Event KEY Planning Inquiries:

In order to garner a more precise gauge on past promoter performance....
Can you please forward over the following information for the past 3 years?

1 - Names of previous event sponsors, including investment levels.

Amounts not provided by promoter.

2015:

- WDKX/Heritage Christian
- WDKX/E3
- PHU Concepts
- NYS Senator Robach
- VISION Kia

2016:

- WDKX
- Metro PCS
- Vision Federal Credit Union
- Excellus Blue Cross Blue Shield
- Rochester Area Foundation
- In Control

2017:

- WDKX
- NYS Senator Robach
- Phu Concepts
- Metro PCS
- Visions Federal Credit Union
- Yourcare Health Plan
- Spectrum
- In Control
- Rochester Community Foundation
- MVP Healthcare
- Del Lago Resort & Casinos
- Wegmans
- City Paper

2 - Names of previous event food / beverage / product vendors and fee levels.

2015

Total Fees collected: Friday: \$1200; Saturday: \$1200

Food vendors

- Boscos
- McCogle Southern BBQ
- Munchies Roc City Best Empanadas
- Savori Café & Catering (Saturday ONLY)
- Taste of Bahamas
- Unkle Moes
- Wings and Salad (Saturday ONLY)

Agencies and Non Profits

- Greater Rochester Health Foundation
- RCSD – Office of Parent Engagement
- City of Rochester – DRYS (8 tables)
- I am Isiah
- Boys & Girls Club
- COMPEER Rochester
- Child Care Council
- Eastman Dental

Small Businesses

- A Gamers Nostalgia
- Brown Publications
- Champions of Change
- FlyguyTies
- ICON Imposters
- Maureens Dressing Room
- Sensuous Satiables
- Hooseevents

2016

- Aetna, Inc
- Ausar Natural Products
- Cake Chronicles, LLC (Hooseevents, LLC)
- City of Rochester
- Excellus BlueCross BlueShield
- Florida Nut House
- FlyGuy Ties
- Gamechanger Products
- Heritage Christian Services
- Love Monkey Hand Crafted Gift Boutique
- Melissa Barrett
- METRO PCS
- National Black Leadership Commission on AIDS, Inc

- New York Life
- R.O.S.S
- Rochester Educational Opportunity Center
- Tina's Psychic Studio
- TMOBILE
- Vision Federal Credit Union
- Your Health Plan

2017:

- Conkey Cruisers
- City of Rochester – DES
- City of Rochester – Mayor's Office
- City of Rochester - DRYS
- Essential Elements
- Fire & Ice Fashion
- House of Mawawa
- Kendra Martin
- Metro PCS
- MVP
- Orange Theory Fitness
- Paparazzi/Five Dollar Ring
- Psychic Readings by Kendal
- Rochester Opportunity Education Center
- RNR Merchandise
- SNAP
- Senuous Satiabes
- YOGIBO

3 - Total revenue generated from festival ticket sales.... Day 1 & Day 2

2015:

Friday: \$27,760

Saturday: \$116,857

2016:

Friday: \$6874

Saturday: \$116,596

2017:

Friday: \$35,393

Saturday: \$41,836.50

4 - Total merchandise sales, if known...

- Unknown or no sales

5 - Previous Media Partners...Including Total Budgets for Radio/TV/ Newspaper/ Digital and Social Media... As well as amount of buys placed?

2015

WDKX \$25,000.00 plus social media

WBLK \$3,000.00

Media buys: utilized Rachel Gordon of Game Plan Marketing

WARM & FICKLE radio \$1,600.00

Time Warner cable/tv \$2,850.00

total = \$ 32,450.00

2016

WDKX \$25,000.00 plus social media

WBLK \$2,000.00

Warm & Fickle radio \$2,120.00

Time Warner tv \$2,500.00

City Newspaper \$2,302.00

Challenger \$1,200.00

ADVERTISING TOTAL \$35,122.00

2017

WDKX radio \$35,000.00

Lamar billboards \$2,967.62

Warm & Fickle radio \$3,490.00

Time Warner cable/tv \$1,400.00

City Newspaper print \$1,826.57

Challenger print \$1,117.65

Tipping Point PR \$2,000.00

ADVERTISING TOTAL \$47,801.84

6. Previous media markets targeted?

African-Americans, Latinos, Caucasians

7. Previous Production, Staging, Backline, Security, Venue partnerships and expenses.

2015- Rhinos Soccer Stadium; 460 Oak St

Production, Staging, Backline:

Audio Images Sound & Lighting Inc. \$30,000

Security:

Armor Security and Protection \$10,196.28

Venue:

Venue: Sahlen Stadium - Aironmack Sports Club -460 Oak Street, Rochester, NY 14608

- rent \$15,000.00
- Adirondack Sports \$1,584.00
- Cleaning/Housekeeping \$2,024.00
- Ticket sellers \$257.00
- Ushers/Ticket takers \$2,191.00
- Big screen \$1,005.00
- Locker Rooms \$750.00
- VIP Parking \$350.00
- Liquor License \$1,500.00
- Wrist Bands \$150.00
- Tent & Set Up \$250.00
- Flooring \$5,000.00
- Suites Beverage \$598.00
- Water \$44.00
- facility charge on combo tickets \$1,500.00
- facility charge on single tickets \$2,000.00
- Total \$ 34,203.00

2016- Rhinos Soccer Stadium, 460 Oak St

Production, Staging, Backline:

Audio Images Sound & Lighting Inc. - \$20,000

Security:

Armor Security and Protection \$ 9,000.72

Venue:

- Rent Rhino Stadium rent \$ 15,000.00
- Suites Beverage \$ 168.00
- Fiber Line installation \$ 200.00
- Ticket sellers \$ 487.00
- Suite \$ 700.00
- Credit Card Fees \$ 803.00
- Fiber Line \$ 744.00
- ButaPub suites \$ 2,409.00
- Cleaning/Housekeeping \$ 2,830.00
- Flooring \$ 4,000.00
- Big screen \$ 2,500.00
- Ticket fee \$2 \$ 4,984.00
- Ushers/Ticket takers \$ 5,021.00
- VENUE TOTAL \$ 39,846.00

2017- planned for Genesee Valley Park, moved indoors to Blue Cross Arena because of rain

Production, Staging, Backline:

sound/lighting:

Jay Wolfe Productions \$32,750.00

Stage

Mountain Productions

\$,9,093.60

Security:

Armor Security and Protection \$6,449.22

Venue:

BCA - engineer \$710.50

BCA - stage hands \$9,252.57

BCA - local police \$ 4,484.50

BCA - credit card fees \$ 458.32

BCA - smoking door \$ 230.00

VENUE TOTAL \$ 15,135.89