

Roc Summer Soul Music Festival RFP 2022: Questions and Answers

1. We noticed that this year's RFP mentions that the City of Rochester is looking to negotiate a "Share of ticket, food, and beverage revenue(s)"...

- a) What share % range has the COR asked for in prior partnerships?

Answer: The City has not sought a share of ticket, food, and beverage revenue for this particular event in the past 10+ years. For its other event, Party in the Park, the City receives a share of the food and beverage revenue and takes the entire general admission ticket while the promoter keeps the VIP portion.

- b) When will share % discussions take place between the COR / promoter partner?

Answer: Promoters will propose a competitive share percentage in the table in Exhibit B as part of their replies to the RFP. The share for each category can be decided by the promoter in the form of a flat rate, percentage, or combination. If selected for the contract, further negotiation between the City and the promoter may still take place before a final contract is signed.

2. Scope of services consideration:

- a) Can you please tell us more about... City of Rochester Ticketing services: online ticketing platform, ticket taking and cash handling staff at maximum of two gates (location dependent)

Answer: The City's contract for ticket taking services expires this year and the City will be rebidding the contract in the coming months. Currently, the City's service utilizes Ticketmaster and provides an in-person box office location at the Auditorium Theater. The service then provides on-site ticket takers, cash handling, etc.

- b) What are specific terms for withdrawing ticket revenue(s) to cover expenses leading up to RSSMF weekend?

Answer: The City's current vendor, Rochester Broadway Theater League, does not allow this. Per the vendor, it is both their official policy and the law in New York State that the box office has a fiduciary responsibility to the ticket holder to protect those ticket receipts as the buyer retains an interest in that money until the performance has occurred. In the event of show cancellation, or other unforeseen circumstances, (Covid-19 related issues, for example) those receipts must be available to the ticket buyer for immediate refunds.

3. We noticed that the "Party in The Park" RFP agreement term has a 3 Year with the option of 2, one-year renewals, based upon mutual agreement between promoter and the City of Rochester.... And "Rochester Summer Soul Music Festival" has a 2 Year with option of 3, one-year renewals. We would like to request the same – so that we may maintain a consistency in operations and corporate partners.

Answer: Due to the new elements and structure that may be proposed for this event, the City is committing to 2 years with a promoter to determine the viability of any changes and will address renewals thereafter.

4. On-site power if we were to utilize a COR venue like Parcel 5.
 - c) As part of the expanded \$65,000 production budget... If funds are available, is the COR A.) Open to utilizing current funds to expand generator lighting (outside of permanent lighting structures) to increase visibility? B.) Plus, add additional structure(s) for camera placement and risers to increase sponsor and fan visibility?

Answer: The promoter may spend up to \$65,000 with the City's production vendor on any items and services that the vendor has available. The City would advise the promoter to completely cover the basic staging and sound needs first and then add on "extra" or enhanced items if there is room within the remaining allowance. Note that any spending over \$65,000 will be the sole responsibility of the promoter and the promoter will be billed directly by the vendor for that portion.

5. Previous years we were given \$150K upon contract confirmation, 40K on July 1st & 10K after audit completion. — How will the \$200K distribution be structured moving forward to allow us to book/ secure artists in advance (given the deadline has been set for March)? Or will it be distributed like previous years?

Answer: The structure of payments will be similar, but the first disbursement can be greater if that is helpful (i.e. \$180/10/10). In the first year of a contract, the first disbursement of funds can come as soon as the contract is fully executed (including the provision of all insurance documentation). In a subsequent year, the first payment can come as soon the previous year's closeout requirement is met and the City has the next year's updated insurance documents. *The City's financial system will not allow us to disburse funds without updated insurance policies each year*, a hurdle that some promoters face as their renewals may not coincide with these dates. This is unfortunately not something we can adjust.