

Alton Amphitheater Concert Promoter

Alton Amphitheater Commission

City of Alton, Illinois

Robert Stephan, Chairman

618-616-8476

Request for Proposals

Notice is hereby given that proposals for the Alton Amphitheater Concert Promoter shall be submitted by **4:00 PM** on Monday Nov 20, 2017 and shall be submitted to the Alton City Clerk's Office, 101 E. 3rd Street, Alton, IL 62002 to the attention of Amphitheater Commission Chairman Robert Stephan. It is the responsibility of the proposer to ensure the Commission receives the Proposal by the specified date and time. All late proposals will be rejected.

I. BACKGROUND

The City of Alton, IL through the Alton Amphitheater Commission, operates a 4000 + outdoor Amphitheater on the banks of the Mississippi River. For the past several years the venue has hosted a summer concert series, as well as charitable events, weddings and church services, among other community events. The Commission desires to expand its concert schedule and is requesting proposals for Amphitheater Concert Promoter.

II. SCOPE of WORK

The Commission desires to host an annual concert series with national acts, as well as events which may include, but not be limited to, Food Truck Festivals, BBQ Festivals, Car Shows, Art Festivals and similar events for the purpose attracting visitors to Alton and providing quality entertainment and enhanced quality of life for the Alton community. The selected promoter of these concerts will work with the Alton Amphitheater Commission as needed and necessary as determined by the Commission, for the purpose of managing and promoting concerts. The Commission desires to enter into a multi-year year contract with the selected promoter but may approve one year contracts as determined by the Commission.

III. QUALIFICATIONS/EXPERIENCE

A successful proposal must demonstrate the applicant possesses the following qualifications and experience:

- 1.) Financial viability. Proposal should include a summary of the company's financial viability.
- 2.) Experience/expertise in booking a variety of touring acts with national name recognition that will appeal to a diverse audience with examples of consistently successful, revenue generating concerts.
- 3.) Experience/expertise with stage management
- 4.) Experience/expertise with business management, including marketing.
- 5.) Experience/expertise in sound systems and sound level monitoring.
- 6.) Experience/expertise with outdoor concert lighting.
- 7.) Experience/expertise with concert publicity.
- 8.) Experience/expertise with concert security for national acts.
- 9.) Experience/expertise with problem solving, especially in a non-profit situation.
- 10.) Experience/expertise with corporate sponsor procurement and relationship management.
- 11.) Demonstrated understanding of volunteer dynamics.

IV. PROPOSAL INSTRUCTIONS

A. Submission of Sealed Proposals

Ten (10) physical copies of the proposal shall be furnished to the Amphitheater Commission in a sealed envelope, addressed to:

Alton City Clerk
Attention: Chairman Robert Stephan
101 E 3rd Street
Alton, IL 62002

One PDF copy of the proposal may be emailed to: kclark@cityofaltonil.com

B. Information release

All proposers are hereby advised the Commission may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal all Proposers agree to such activity and release the Commission, its members, the City of Alton and its agents and designees from all claims arising from such activity. Proposals submitted shall be considered part of the public record.

V. PROPOSAL CONTENTS

A. Transmittal Letter: Indicate who will be assigned to the project, who will be the project manager and that the proposal will be valid for 90 days.

B. Work plan: If your firm was selected please provide a detailed schedule as to the dates by which you would have national entertainment acts/talent under contract for the 2018 concert schedule.

C. Staffing/Project management: Identify the project manager and onsite staff who will be assigned to each event. What are their roles and responsibilities at each event? What experience do they have in performing the roles and responsibilities identified.

D. Experience: Provide a list of all artists your firm has booked over the last five years, with an emphasis on national acts with a consistent history of successful events with at least 2000 + paid tickets, and the persons currently in your firm who have worked with these artists. Provide a detailed description of your experience booking festivals and non-music related events.

E. Schedule: Present your proposed schedule for a “Summer” concert series (late spring to early fall) as well as non-concert events which may include festivals, fairs, shows, etc. Your proposal should include your expert opinion as to the number of concerts the Commission can successfully include in an annual concert schedule and your analysis as to why you believe your proposed number of concerts will be successful (profit generating). Your proposed schedule should include: acts with national name recognition and/or acts with a history of successful concerts with 2000-3000 + tickets sold (not including free concerts) and acts that represent diverse musical genres. Present a proposed schedule, using same criteria as above, for the 2017 concert season.

F. Target Audience: Present information about the demographic you believe the Commission can successfully market to in order to sell 3000 + tickets at several concerts on an annual basis. What genres of music do you believe will be most successful in generating a profit at the Alton Amphitheater and why? What experience and capabilities do you have securing these artists for the Alton Amphitheater?

G. Cost/Budget/Compensation: Present the proposed cost of producing the concert schedule you are presenting, the proposed annual budget and your proposed method of compensation including fixed-costs, variable costs and bonus structure if applicable. Make sure your proposed compensation method is clear and complete. Present the costs that will be the responsibility of the Promoter and any costs that may be the responsibility of the Commission, if applicable. The Commission reserves the right to select the form of compensation deemed most advantageous to the Commission.

H. Insurance: Promoter must carry, at minimum, a general liability insurance in access of \$2,000,000, Personal and Injury Liability of \$1,000,000.00 per occurrence, automobile liability insurance of \$1,000,000 per occurrence and workers compensation insurance as required by law. An up-to-date certificate of this coverage should be presented as part of your proposal

VI. General Proposal/Contract Conditions

This RFP does not commit the Commission to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. The Commission reserves the right to waive minor irregularities, accept or reject any or all proposals received as a result of this request, negotiate with all qualified sources, or to cancel all or part of the RFP.