SUBJECT: JACKSONVILLE JAZZ FESTIVAL – TALENT BOOKING AND PRODUCTION AGENCY

BID #: ESC-0351-18 **OPEN DATE: 2018-01-10**

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: SERVICE CONTRACT – CONTRACT EXECUTION THROUGH JUNE 1, 2018, WITH TWO (2) THREE (3) YEAR RENEWAL OPTIONS

AGENCY: OFFICE OF SPECIAL EVENTS

BASIS OF AWARD: EVALUATION CRITERIA

NUMBER OF BIDS INVITED: 5 **NUMBER RECEIVED:** 3 **OTHER:** 2

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
On January 10, 2018, the City of Jacksonville, Procurement Division received three (3) valid bid responses for subject bid. The evaluation of the responses has been completed and scored as follows:

Vendor	RFP Evaluation Score
ADAMS ENTERTAINMENT & C3 PRESENTS	66.62
AEG PRESENTS	96.33
NESTE EVENT MARKETING	76.33

AEG Presents failed to submit proof of insurance coverages as required in the minimum requirements, Procurement has received the appropriate proof and requests to accept and waive the technicality as a minor irregularity.

Accordingly, recommend approval of award to the highest scoring respondent, AEG Presents. The period of service will be from contract execution through June 1, 2018, with two (2) three (3) year renewal options. The total requested expenditure not-to-exceed $45,000.00.

Funding to be encumbered by accounts SPET01ASE-04938 and PRSE134SE-04904, to be executed by formal contract through the Office of General Counsel.

ATTACHMENTS: Recommendation Memo, Scoring Sheet, Scope of Services, Pricing Tabulation, Evaluation Matrix

ANALYST: _____ CHELSEY FLEMING

RESPECTFULLY SUBMITTED: _____ GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: Brent Fine, Special Events Manager

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF CSPEC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Jacksonville
Where Florida Begins.

MEMORANDUM

TO: Gregory Pease, Chief of Procurement

FROM: Brent Fine, Special Events Manager BF

CC: Dave Herrell, Sports & Entertainment Officer; Teneese Williams, Event Logistics Manager; Krista Alford, Special Events Finance Manager

DATE: February 2, 2018

RE: Bid #ESC-0351-18, Jacksonville Jazz Festival – Talent Booking & Production Agency

A total of three (3) vendor proposals were received and evaluated in this competitive bid process under the City of Jacksonville Bid #ESC-0351-18. Our evaluation team scored each bidder utilizing the evaluation criteria set forth in the Request for Proposal documents. Please see the summary document attached.

The following is the ranking of the proposals received:

AEG Presents	1
Neste Event Marketing	2
Adams Entertainment & C3 Presents	3

The Office of Special Events recommends award of this bid to the highest ranked bidder, AEG Presents. According to the bid documents AEG Presents provided, the maximum indebtedness of the contract will not exceed $45,000.

Thank you for your consideration with this request.

EXPENDITURES NOT TO EXCEED - $45,000.
FUNDING SOURCE SPET01ASE-04938-EVT006-18 and PRSE134SE-04904

OFFICE OF SPECIAL EVENTS – SPORTS AND ENTERTAINMENT
117 W. Duval St., Ste. 280 Jacksonville, FL 32202 Phone: 904.630.3690 Fax: 904.632.3693 www.coj.net

SCORE SHEET

TITLE: JACKSONVILLE JAZZ FESTIVAL - TALENT BOOKING & PRODUCTION AGENCY BID NO: ESC-0351-18 OPEN DATE: JANUARY 10, 2018 @ 2:00 PM ANALYST: Chelsey Fleming No. Invited: (5) No. Received: (3) No Bids: (2) Recorded By: John Hernandez		Adams Entertainment & C3 Presents	AEG Presents	Neste Event Marketing
DESCRIPTION	POINTS			
COST	25	13.29	25	23.33
EXPERIENCE	25	17.67	24.00	18.33
QUALIFICATIONS	25	18.00	24.67	19.67
BUYING POWER	10	8.00	9.33	7.67
CURRENT WORKLOAD	5	3.67	4.33	2.67
PAST PERFORMANCE	10	6.00	9.00	4.67
Total Points	100	66.62	96.33	76.33
Minimum Requirements:		Y	Y	Y
Conflict of Interest:		Y	Y	Y
Addendums (1-4):		1 ONLY	Y	1, 2 & 3 ONLY

BID TABULATION SHEET

Title: JACKSONVILLE JAZZ FESTIVAL - TALENT BOOKING & PRODUCTION AGENCY Bid # ESC-0351-18 Bid Date: 1/10/18 Buyer: CHELSEY FLEMING No. Invited: 5 No. Received: 3 No Bids: 0 Recorded By: John Hernandez 1/10/2018 Date	Adams Entertainment & C3 Presents	AEG Presents	Neste Event Marketing
PERIOD OF SERVICE	PRICE	PRICE	PRICE
Contract Execution – June 1, 2018	$81,350.00	$45,000.00	$47,500.00
June 2, 2018 – June 1, 2019	$83,791.00	$45,000.00	$47,500.00
June 2, 2019 – June 1, 2020	$86,305.00	$47,250.00	$50,000.00
June 2, 2020 – June 1, 2021	$88,893.00	$47,250.00	$50,000.00
June 2, 2021 – June 1, 2022	$91,560.00	$47,250.00	$52,500.00
June 2, 2022 – June 1, 2023	$94,307.00	$49,750.00	$52,500.00
June 2, 2023 – June 1, 2024	$97,136.00	$49,750.00	$55,000.00
GRAND TOTAL:	$623,342.00	$331,250.00	$355,000.00

4. SECTION 4 - DESCRIPTION OF SERVICES AND DELIVERABLES

4.1. PURPOSE

The City of Jacksonville's Office of Special Events, a division of the Office of Sports and Entertainment ("City") seeks bids for talent booking and production services for the Jacksonville Jazz Festival ("Event"). The City desires to retain a firm to collaborate with the City to produce the Jacksonville Jazz Festival. It is the City's intention to select a provider that will handle all aspects of talent booking and production services for the Event while giving the City a return on its investment by growing the Event. It is further anticipated that any agreement reached will encompass a multi-year agreement, and that the City will retain a certain level of approval over the Event. It is critical that prospective bidders understand the enclosed requirements for a successful bid process. Please examine this RFP carefully. Ignorance of the requirements will not relieve the winning Contractor from liability and obligation under the Contract.

4.2. BACKGROUND

The Office of Sports and Entertainment's mission is to attract, host and create opportunities that positively influence economic impact and improve the quality of life and cultural engagement for residents, visitors and businesses. Annually during late May and each Memorial Day weekend, local enthusiasts and aficionados from around the world unite at the Jacksonville Jazz Festival to celebrate the music, art, and culture of America's music! What began over three decades ago as the humble Mayport and All That Jazz Festival is now one of the largest free multi-day jazz and music festivals in the country. In most recent years, the festival has returned downtown for an epic street party full of great food, good fun and plenty of FREE live entertainment. The festival boasts multiple outdoor stages with state—of-the-art light and sound spread across a walkable, open container footprint covering more than 15 city blocks! The Jacksonville Jazz Festival has a bright future ahead as it will look to grow new audiences, program city-owned venues and develop a lasting legacy in Northeast Florida. For more information on the history of this event please visit http://jacksonvillejazzfest.com/festival-history/.

4.3. OTHER REQUIREMENTS

In addition to the Minimum Requirements listed in Section 1.4, Contractors should also meet/comply with the below requirements:

1. Be available for meetings via phone and video conference calls and in person in Jacksonville, FL.
2. Have two points of contact: booking agent and booking assistant.
3. Provide input and direction for backstage catering needs
4. Provide input and direction for site & labor management.
5. Provide input and direction for performance artists.
6. Provide input and direction for all aspects of production.
7. Provide input and direction for the overall event experience.
8. Collaborate with City to provide ideas and recommendations for the implementation.
9. Provide artist customer relation services.

4.4. DEFINITIONS

Load-in: the period in which the first production staff arrives at event to begin setting event site until the event begins.

Load-out: the period after the event has concluded and equipment is removed from the event footprint.

Rider: a set of requests or demands that an artist sets as criteria for performance including hospitality and technical specifications.

Artist: the individual or group of individuals who will perform musical selections on stage during the event.

Talent booking: the process of finding and securing musical groups to enter into a contract with the City to perform at the event.

Production: the process of generating and managing all technical components of stage operations, including staging, sound and lighting.

Stage Manager: individual responsible for overseeing all daily stage operations, artist arrangements and overall day-of production at the stage. Individual will ensure the performances & production transitions remain on schedule, extend hospitality to artists and their traveling groups and troubleshoot any issues that occur at the stage.

Backline: the instruments and equipment used for onstage performances.

4.5. SCOPE OF SERVICE

Booking Process

- Serves as the liaison between the City and Artist agent/management for performing artists at the event.
- Researches and suggests possible performers that would be a strategic fit for festival needs, given the City's directive. This includes identifying performance fees and rider requirements.
- Extends offers on the City's behalf to selected performers.
- Negotiates on the City's behalf for Artist's booking fees, rider requirements and hospitality demands.
- Creates *Authorization to Make Offer* agreements and artist offer letters.

Contract Process

- Coordinates the contract execution process between the Artist and the City.
- Reviews Artist agreements and recommends changes/edits which will be beneficial to the City.
- Ensures Artist submits the necessary Certificate of Insurance and Release of Liability Waivers to the City, as applicable.
- Ensures Artist submits proof of signatory, if the Contract Addendum is signed by an individual other than the Artist.

Artist Payments

- Issues advance initial payments of Performance Fees to Artists on behalf of City after City contract has been fully executed by the Artist and City.
- Holds advanced initial payments on behalf of the City once an artist has accepted an offer in writing and until City contract is fully executed by both Artist and City. City will issue final payment to Artist, per Artist Agreement.
- Submits invoices for initial payments of Artist Performance Fees to City.
- Provide Artist W-9s to City as required for payment processing.

Technical and Hospitality Rider Advancing

- Creates and manages a final production schedule for the event in collaboration with the City's special event staff. This responsibility includes that the contractor:
  - Coordinates sound checks as needed and possible based on production schedule with each artist.
  - Reviews riders and advances accordingly, given the provisions set forth in the Artist Agreement (collectively the Artist Contract & COJ Addendum) including but not limited to production design, stage construction, backline, lighting, and sound implementation requirements.
  - Communicates Artist needs to the backline contractor, production contractor and instrument tuner to ensure each Artist is adequately equipped for their performance.
  - Advises City on technical and hospitality needs of the artist.
  - Works with the City's production company to ensure all technical requirements are met per the Artist agreements.

Stage Managers

- Contractor shall provide a minimum of one (1) stage manager for each event stage to oversee the stage setup and event operations. Each stage manager is to be onsite at least one day prior to the festival and remain onsite for every day the festival is in operation. At least one stage manager must be onsite one day prior to production setup beginning through the time last stage has been completely removed from the event site.
- Ensures each day's performance schedule stays on track to the schedule as directed by the City.
- Works closely with the city, backline contractor, production contractor, piano tuner and union stage hands to ensure setup is complete between each performance within the designated transition time.
- Distributes Artist credentials, meal tickets, hotel reservations and any other artist management materials.
- Addresses Artist needs & requests within the scope of the City's provisions.
- Maintains the backstage atmosphere to be hospitable for the Artists and functional for the staff & stagehands.
- Communicates effectively with the City to address any changes to the event plan.
- Ensures the stage and event operations are professional and to the high standards of the city and event.

4.6. CITY SHALL PROVIDE

- Festival style stage, sound, conventional lighting, backline gear, catering & mutually agreeable production rider requirements per artist.
- Contact information for vendors providing production services, backline gear, festival transportation, catering and others, as applicable.
- One hotel room per stage manager for each night of the festival and required load in/out days.
- A hotel room for one booking agent representative during the festival and load in as required.
  **All other travel expenses are the responsibility of the contractor.*

ATTACHMENT B
EVALUATION CRITERIA

The evaluations will be based upon the following criteria, and Proposers are requested to provide, as a minimum, the information listed under each criterion. Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive. The response to each of the criterion will be evaluated relative to the other responses received and will be awarded a score based on the criteria listed. Proposers are encouraged to arrange their responses in a format that will offer ready review and evaluation of each criterion. Please note that 100 points is the maximum total for all categories combined.

Criteria	Description of Criteria	Maximum Points Available
Cost	**The proposer submitting the lowest cost to the City shall receive the maximum number of points for cost. Each sub-sequentially higher cost shall be divided into the lowest cost received and the products score % will be multiplied by the maximum points available to render the points.** *Score = ((Lowest Bid)Next Low Bid) X 25*	25
Experience	**Describe relevant experience of implementing event planning.** **Prior experience of the firm or team with projects of similar size and complexity:** • Number of similar projects • Complexity of similar projects: Name of project, project budget, final cost, location, date of completion, role and responsibilities of company, personnel involved • References/Letters of recommendation from past projects. Minimum of three (3) non-City of Jacksonville references that are comparable in size from projects within the last four (4) years. Governmental/Public entities are preferred. • Previous projects performed for the City (provide description) • Litigation within the past 5 years arising out of firm's performance (list and describe outcome) *Maximum of twenty-five (25) points*	25
Qualifications	**Qualifications of personnel including sub-consultants:** • Organizational chart for the project • Resumes and qualifications of individuals assigned to project • Number of knowledgeable technical staff • Qualifications of technical staff including number of licensed or certified staff, education of staff and relevant experience of staff on similar projects. • Qualifications and relevant experience of all sub-contractors, if any, to be used in this project. *Maximum of twenty-five (25) points*	25

Buying Power	**Current buying power within the entertainment industry:** • Describe the strong international buying power within the musical entertainment industry with personal access to managers and agents including a list of A list artist booked by Contractor as defined by Billboard (http://www.billboard.com/charts/greatest-hot-100-artists or http://www.billboard.com/charts/jazz-albums) • List the major artist management companies such as (but not limited to) ICM Partners, The Kurland Agency, United Talent Agency, Creative Artists Agency, Unlimited Myles, William Morris Agency, Paradigm, etc. where the contractor has done more than $150,000.00 in business with the management company between 10/1/2016 – 10/1/2017. *Maximum of ten (10) points*	**10**
Current Workload	**Recent, Current and Projected Workloads of Firms:** • List all projects, including project number, during the past five (5) years, current year, and upcoming in the next two years both active and completed with approximate percent complete. *Maximum of five (5) points*	**5**
Past Performance	**Past and Present Record of Professional Accomplishments with City Agencies & Music Festivals:** • Provide statements of vendors past and present record of professional accomplishments or performance with the City of Jacksonville and its various "using agencies," which is defined in the Jacksonville Ordinance Code as "a department, division, office, board, agency, commission or other unit of Buyer and an independent agency required by law or voluntarily requesting to utilize for services of the (Procurement) Department"; OR with any of Buyer's "Independent Authorities"; and on projects undertaken with others that are similar in nature to the size and scope of professional services and/or work required for the project solicitation herein; OR with major Music Festivals *Maximum of ten (10) points*	**10**