

DRAFT

Request for Proposals (RFP) for New Daggett County Events

Daggett County in conjunction with the Flaming Gorge Chamber is seeking proposals for the establishment of new annual events that promote tourism in the Flaming Gorge area. All proposals must be received no later than 5:00 p.m. April 30, 2015. The event must be completed by February 28, 2016, if not sooner. Late submissions will not be accepted. Proposals may be submitted in hard copy format by mail or via email to:

Daggett County

Attn: Event RFP – Brian Raymond

PO Box 219

Manila, UT 84046

Email: Brian Raymond at braymond@daggettcountry.org

For additional information contact by phone at: 435-784-3218 ext. 134

INTRODUCTION:

Daggett County is a very rural county with 90% of its land being Federal or State controlled. The population and business base is limited, but the area is quite busy with tourists between Memorial Day and Labor Day. Daggett County, Utah seeks proposals from interested parties to produce new festivals, special events or unique experiences to add to the tourism mix for the Flaming Gorge area. Preference will be given to those who demonstrate they have the vision, experience, capability and industry contacts to develop and produce successful events, but novice event planners are also encouraged to apply.

Currently, \$2,000 to \$3,000 has been set aside for this program and additional funds are being sought. It is anticipated that 1 to 4 awards of at least \$500, but possibly as much as \$2000, will be given away. The population is limited in Daggett County which limits the number of volunteers possible to man any event. The small number of businesses in the County and modest number of events already occurring limits the number of potential local sponsors and the amount they may be able to contribute.

Currently there are approximately 165 rooms/cabins in the Daggett County area and over 600 improved campground sites. From Memorial Day through Labor Day many of these rooms are booked months in advance on weekends. Mid-week event dates offer greater lodging availability. July is the busiest month for advance bookings of rooms and campsites.

The RFP does not constitute any commitment implied or otherwise that Daggett County will formalize a contract with any party on this matter. Further, Daggett County will not be responsible for any costs incurred by applicants or travel costs to review/discuss applications prior to a contract being initiated.

FUNDING AND ELIGIBLE EXPENSES

Marketing and operational expenses are eligible expenses under this RFP. Marketing expenses must be at least half of the funds required and includes activities designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting

and welcoming tourists. State Cooperative Marketing funds may also be used (http://www.travel.utah.gov/cooperative_mktg/co-opmktg.htm), but the deadline is June 25th, 2015 with funds not being available until mid August for events that have not already been marketed or held. Operation costs include, but are not limited to, typical expenses associated with managing and operating an event such as salaries, supplies, awards, travel expenses, equipment or other rentals, etc. and must not exceed 50% of the funds requested.

Events should be primarily based in Daggett County but may spill over into surrounding counties and states if the primary site and primary economic benefit occurs in Daggett County.

BACKGROUND INFORMATION

Daggett County is known for its natural beauty and abundant outdoor recreation. As previously mentioned there are events already occurring. Dates and information can be found on the County webpage at www.daggettcountry.org/events . We are more interested in new and different events, but **significant** improvements in the size and focus of existing events will also be considered. Daggett County is primarily interested in family events but will consider other events. Events held from September – March will be given preference unless it can be demonstrated that the economic impact will be significant from sources other than lodging.

Events held on Federal Lands will require Federal permits. Multi-state wildlife related events may require permits from all states involved. Fishing tournaments on the Flaming Gorge may or may not be permitted by the Ashley National Forest due to the large number of tournaments already being held unless those tournaments are unique and do not adversely affect fish during critical time periods. Any food sales or other related food available for public consumption must meet Tri-County Health Department requirements relating to food handlers permits and other required permits.

It is hoped that if successful, the event will be continued the following year, but there is no guarantee that funding will be available for a second year and it is hoped that funding will not be needed to continue this event perpetually.

PROGRAM GOALS

- Create an annual event with long-lasting positive impressions of the Flaming Gorge Area.
- Create a self-sustaining event that will not require additional county funds in future years.

REQUIRED SUBMITTALS:

Submissions must be received no later than 5:00 p.m. on April 30, 2015! Late submissions will not be accepted.

1. **Cover Letter (REQUIRED).** 1 page Maximum. Please include a brief summary of the proposed event and how it will enhance the quality of life for Daggett County residents and provide a positive experience for area visitors. Also include the name of the Primary Contact Person – his/her address,

phone number and email address along with the name of the fiscal agent (whether government, non-profit or for-profit) if different from the Primary contact.

2. Narrative (75 Points). 10 Pages Maximum.

a. Event Description (15 Points). In detail, describe the proposed event, proposed dates, and the benefits of the event. Is this a new event or does it significantly build upon an existing but very small event. Be specific in order for the reviewers to have enough information to qualify your application as an eligible event. Who is the target market for this event, how will they find out about the event and how will this event meet the program goals stated earlier?

b. Project Plan/Scope of Work (15 points). Prepare a detailed plan showing the schedule and key way points in the event development and marketing. When will the County \$ be required, sponsors secured, venue secured, permits acquired, advertising launched, event be held, etc. Note: Contract negotiation will likely begin in early May of 2015, with the earliest proposed dates getting priority. Funding availability will be within two weeks of contract finalization. Include safety plan, plans for inclement weather, refund policy and other information to show you have a well thought out and viable, sustainable event. How will you secure volunteers, employees and other event staff?

c. Management/Project Team (15 Points). Identify name of key personnel and describe their role and experience. Differentiate between paid and volunteer staff. Resumes of key personnel must be attached, but will not be included in the 10 Page limit.

d. Partnerships, Sponsors and Vendors (10 Points). Describe all partnerships such as leveraging other events, proposed use of State Resources, or coordination with other government entities or events, facilities or organizations including Daggett County and the Flaming Gorge Chamber. Letters of support or letters of commitment by partners are strongly encouraged.

e. Community & Economic Impact (15 Points). Please describe the expected economic benefit to the involved communities or Daggett County. Explain your target market and how and where you will reach your market, total estimated number of attendees/beneficiaries, estimated number of tourist attendees, and estimated number of room night stays generated at commercial hotel/motel lodging or camping establishments. Describe secondary economic benefits such as the utilization of local facilities, businesses and potential employment opportunities for residents or increased sales tax or other local revenues.

f. Sell it (5 Points). Applicants are encouraged to convince the reviewers that their event proposal helps build Flaming Gorge's reputation as a superior tourist destination. Describe how your project impacts the area's standing in terms of regional sporting and outdoor recreation events, and/or heightening awareness of the area's history or natural amenities or developing visual or performing arts in the area. This can be done throughout the proposal and does not need its own section.

3. Budget (25 Points). No Page Limit.

a. Budget Spreadsheet. Please be very specific about sources of revenue (i.e. “Town or County”, “Sponsorships”, “Ticket Sales”, “T-shirt sales”, “Foundation Grant”, etc. Be specific about expenses (i.e. “Payroll”, “Insurance”, “Website Design”, “Graphic Design”, “T-shirts/Collateral Swag”, “Advertising”, “Materials”, “Communication Expenses”, “Insurance,” etc. It must be clear which line items Daggett County funding will be used for and when that funding will be needed.

b. Budget narrative. A narrative may accompany the spreadsheet to outline details such as the types of advertising and promotional materials, the vendors utilized, the locations/venues where the advertising will be displayed. Describe (or show via spreadsheet) how the event will continue without County funding – i.e. what does the budget look like in 2016? Please explain what will be done with “excess” profits or how will a shortfall in projected revenue be handled.

ALL MATERIALS ARE DUE BEFORE 5:00 P.M. ON APRIL 30, 2015

For any addendums, FAQs or updates, please frequent <http://www.daggettcounty.org/eventrfp> between now and April 30, 2015.