Notice
City of Traverse City and Charter Township of Garfield
Recreational Authority Board of Directors
Special Meeting

11:30 a.m.

Thursday, November 20, 2014

Second Floor Large Meeting Room, Garfield Township Hall

3848 Veterans Drive
Traverse City, MI 49684

Posted: 11-18-14

The Authority does not discriminate on the basis of disability in the admission or access to, or treatment or employment in, its programs or activities. Penny Hill, Assistant City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, 922-4440, TDD: 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

If you are planning to attend and you have a disability requiring any special assistance at the meeting and/or if you have any concerns, please immediately notify the ADA Coordinator.

Recreational Authority Board of Directors
Matthew Cowall, Executive Director
324 Munson Avenue
Traverse City, MI 49686
(231) 929-3696 TDD: (231) 922-4412
http://www.traversecitymi.gov/recauthority.asp
mcowall@liaa.org

Agenda

Roll Call.

1. Review of proposals for Event Facility Management Consultant. (Matt Cowall)

2. Public Comment.

3. Adjournment.

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The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF NOVEMBER 20, 2014

DATE: TUESDAY, NOVEMBER 18, 2014

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: REVIEW OF PROPOSALS FOR EVENT FACILITY MANAGEMENT CONSULTANT

A special meeting has been scheduled to interview the three bidders who submitted a proposal for event facility consulting services. I have asked each bidder to make a brief presentation (5 minutes or so) on their firm and qualifications, then we'll dedicate the rest of each interview to Q&A with the Board on their proposal and their approach.

I drew lots for the schedule as follows:

- 11:30 p.m. - 12:00 p.m. Events to Remember (Madeline Begley and Tiffany Klemm)
- 12:00 p.m. - 12:30 p.m. Events North (Allison Beers)
- 12:30 p.m. - 1:00 p.m. Activate Inc. (Kirsten Britten, Meagan Cobb, Brittany George and Ashley Fortuna)

Following the interviews, the Board could identify the firm with which it intends to enter a contract, subject to positive references and/or background check; or the board could elect to have further presentations or meet at a future date to discuss next steps (e.g., at the next regular meeting on December 3).

The following motion would identify the preferred firm and authorize the appropriate due diligence:

That the Board identifies _____ as its preferred choice for event facility management consulting services, subject to a review of references and criminal background check information.

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The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF NOVEMBER 5, 2014

DATE: FRIDAY, OCTOBER 31, 2014

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: INITIAL REVIEW OF PROPOSALS FOR EVENT FACILITY MANAGEMENT CONSULTANT SERVICES

Three firms submitted proposals to serve as an event facility management consultant for Historic Barns Park. All three proposals are scoped for a three-month period as requested. The bid summaries (in alphabetical order) are as follows:

Firm	**Proposed Monthly Retainer**	**Proposed Performance-Based Commission (% of net income)**
Activate Inc.	$12,000	6%
Events North	$10,500	0%
Events to Remember	$5,000/$2,500/$2,500 Months 1-3, NTE $15,000	20%

My recommendation is to have an initial review of the proposals on Wednesday night, then schedule interviews with any or all of the applicants at a subsequent meeting of the board. In the past the board has conducted interviews at a dedicated special meeting, the scheduling of which we can discuss on Wednesday night; please bring your calendars. A preferred vendor could be selected at the special meeting or at the next regular board meeting (Dec. 3), contingent upon any desired check of references or backgrounds.

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The City of Traverse City and Charter Township of Garfield
Recreational Authority

324 Munson Avenue
Traverse City, MI 49686
(231) 929-3696

October 9, 2014

Dear Prospective Consultant,

I am pleased to write to you today with an opportunity to put your unique stamp on one of the most interesting community projects in Michigan. Historic Barns Park at the Grand Traverse Commons is being reborn as a one-of-a-kind showcase for historic redevelopment, outdoor recreation, agriculture, horticulture, art and community events. There really is nothing else like it in the state, and perhaps in the nation. And now you have an opportunity to leave your own indelible mark on this legacy project.

As the beautiful Cathedral Barn nears its public opening as an event space in the spring of 2015, the park is in need of your professional guidance. For the next few months, the Recreational Authority and its Board of Directors wants to contract your experience and expertise in event facility management, helping to inform the Board on everything from rental rates and policies to booking and operations. A firm foundation is in place, including a business plan and an amazing space. The Authority needs your help to fill in some gaps, work out some details, and develop an appropriate long-term framework for event operations and management. If you have some professional expertise that would benefit this effort — and share in the excitement and passion that surrounds it — we will enjoy hearing from you.

The following pages comprise the formal Request for Proposals (RFP), including more details about the park and this project. Please don't hesitate to contact me if you have any questions about the park or the contents of the RFP. The deadline for proposals is October 30, 2014, at 2 p.m. We appreciate your interest and look forward to your response.

Sincerely,

Matt Cowall, Executive Director
mcowall@liaa.org
231-929-3696

The City of Traverse City and Charter Township of Garfield
Recreational Authority

324 Munson Avenue
Traverse City, MI 49686
(231) 929-3696

October 9, 2014

The City of Traverse City and Charter Township of Garfield Recreational Authority (the Authority) will receive **sealed proposals** in the Office of the Executive Director, c/o LIAA, 324 Munson Avenue, Traverse City, Michigan, 49686, until **Thursday, October 30, 2014, at 2 p.m.** for the following:

EVENT FACILITY MANAGEMENT CONSULTANT AT HISTORIC BARNS PARK

If the specifications are obtained from the Authority's website at http://www.traversecitymi.gov/recauthority.asp, it is the **sole responsibility of the applicant** to check the website for updates and addendums prior to submittal.

Historic Barns Park is open to the public and all interested bidders are welcome to visit it at any time. If you would like more specific information on the park, please contact the Authority's Executive Director, Matt Cowall, at mcowall@liaa.org (email preferred) or via telephone, (231) 929-3696.

The Authority reserves the right to accept or reject any or all proposals, waive irregularities, and to accept proposals either on an entire or individual basis that is in the best interest of the Authority. The Authority accepts no responsibility for any expense incurred by the applicant in the preparation and presentation of a proposal. Such expenses shall be borne exclusively by the applicant.

You must indicate on the outside of the sealed envelope that the package is for the "Proposal – Event Facility Management Consultant." Please submit two (2) original copies of your proposal with one copy being unbound, along with an electronic copy (PDF preferred).

Proposals must be submitted to the Executive Director's office prior to the above-indicated time and date or they will not be accepted. Telefaxed or Email proposals will not be accepted.

Please note that if you have previously submitted an informal proposal, you will still need to submit a sealed proposal prior to the date and time specified above in order to be considered.

If you have any questions, please contact Matt Cowall, City of Traverse City and Charter Township of Garfield Recreational Authority Executive Director, at mcowall@liaa.org or (231) 929-3696. Email communication is preferred.

Please Submit Proposals to:
City of Traverse City and Charter Township of Garfield Recreational Authority
c/o LIAA
324 Munson Ave
Traverse City, MI 49686

October 9, 2014

REQUEST FOR PROPOSALS:
EVENT FACILITY MANAGEMENT CONSULTANT

Issued by
The City of Traverse City and Charter Township of Garfield Recreational Authority
c/o Matt Cowall, Executive Director
324 Munson Avenue
Traverse City, Michigan 49686
Phone: 231-929-3696
Fax: 231-929-3771
Email: mcowall@liaa.org

EXECUTIVE SUMMARY

The City of Traverse City and Charter Township of Garfield Recreational Authority *("Recreational Authority")* invites sealed bids (referred to herein as bid(s) or proposal(s)) from visionary, community-minded companies or individuals that have demonstrated professional expertise in the management, operation, administration, leasing, scheduling, and marketing of event facilities for events such as weddings and wedding receptions, meetings and conferences, staged and theatrical performances, and community events. The selected firm or firms ("Contractor") will serve as a consultant to the Authority in preparation for the opening of the Cathedral Barn at Historic Barns Park as a public event space.

I. BACKGROUND INFORMATION AND PROJECT REQUIREMENTS

I-A. BACKGROUND

The Grand Traverse Commons is one of the largest mixed-use historic redevelopment efforts in the nation. The Commons is the 500-acre campus of the former Traverse City State Hospital (1881-1989), a nationally significant site that has some of the most notable historic structures in northern Michigan. Through extensive and ambitious public and private partnerships, the Commons is being transformed into a unique micro-community of residences, businesses, schools and preserved open space.

Historic Barns Park includes 56 acres of rolling meadows, woodlots and wetlands in the southwest corner of the Grand Traverse Commons, a sea of green located in the heart of northern Michigan's most populated urban center. The site was the agricultural production area for the former State Hospital, feeding patients and staff from the 1880s into the 1950s. The site is still dominated in its center by its namesakes, two majestic barns that have come to be known as the Historic Barn (built in 1900) and the Cathedral Barn (built in 1932).

In 2004, voters in Traverse City and the Charter Township of Garfield overwhelmingly approved a millage funding the purchase of the Barns site and two other properties for development into public parks, to be overseen by the newly formed Recreational Authority. The Recreational

Authority is a joint municipal body governed by a seven-member citizen Board of Directors. The millage only provided the Authority with a very modest operating budget to be spread across all three properties. As a result, the Recreational Authority has always had to seek additional partnerships and sources of funding to improve and maintain the three parks.

In 2007, an extensive public visioning process known as "Brainstorming the Barns" established that the Barns and surrounding property should remain in public use, and that use of the Barns and surrounding property should be economically self-sufficient.

To rehabilitate the park and provide the experiences desired by the public, the Recreational Authority has employed a cooperative process in which community groups collaborate on a unified, shared, and synergistic approach to the use of the buildings and surrounding property. As a result, the park is home to the Botanic Garden at Historic Barns Park (BGHBP), a nonprofit organization dedicated to redeveloping 25 of the park's 56 acres as a Botanic Garden for northwest Lower Michigan. Another nonprofit partner, SEEDS, conducts agricultural and ecological programming on the site. A third nonprofit, the Traverse City Community Garden (TCCG), operates several acres of community vegetable gardens that are open to the public.

In 2010, the Recreational Authority completed a business plan that focuses on the sustainable use of the Barns as community facilities. As the operating millage for the Authority is insufficient to maintain large buildings, a *facility rental enterprise* was identified in the business plan as the most viable way to provide operating and maintenance income for the Barns within the parameters established by the public.

The Cathedral Barn and an adjoining natural "Amphitheater" space form the centerpiece of the Recreational Authority rental enterprise. A three-year fundraising campaign was initiated in 2010 to provide the funds necessary to renovate the Cathedral Barn for public use. That campaign has reached its Phase I target, and renovation work on the Cathedral Barn is scheduled to be complete in the fall of 2014. The current Phase I interior renovation of the Cathedral Barn is focused on the upper loft level, with anticipated posted space for 450 people (or approximately 200 seated at round tables). The renovation includes the addition of utility services, restrooms, catering space, and HVAC.

I-B. SCOPE OF SERVICES TO BE PROVIDED

In the selected Contractor, the Recreational Authority seeks an enthusiastic partner in the park that shares the vision, excitement and commitment of the community in seeing this unique project succeed and thrive. The Contractor will provide professional guidance and expertise to the Recreational Authority in preparation for the use of the Cathedral Barn as an event space.

The scope of services may include, but would not necessarily be limited to, the following:

a. Assist the Authority with the initial development and coordination of administration policies, procedures, calendars, user contracts and materials to competently, safely and legally manage and operate event facilities and services (i.e., an annual budget, marketing plan, events calendar plan).

b. Assist the Authority with defining specific needs, roles and responsibilities for long-term management of the facility rental enterprise.
c. Assist the Authority with identifying, soliciting and selecting long-term contractual assistance to manage the facility rental enterprise.
d. Assist the Authority with booking, scheduling and managing events during the contract period.

Bidders are welcome to suggest additions or revisions to this scope of services in their proposal based on their own professional assessment of needs.

I-C. CONTRACT TERM

The Recreational Authority envisions a contract with an original term of three (3) months, though respondents are free to suggest a different term in their proposal if they feel a different term (longer or shorter) would produce better results. The total term of the proposed contract may extend for additional months beyond the original term at the sole discretion of the Authority.

I-D. ANTICIPATED CALENDAR OF CONTRACTOR PRIMARY ACTIVITIES

Month 1

a. Assist the Authority with the initial development and coordination of administration policies, procedures, calendars, user contracts and materials to competently, safely and legally manage and operate event facilities and services (i.e., an annual budget, marketing plan, events calendar plan).
b. Assist the Authority with defining specific needs, roles and responsibilities for long-term management of the facility rental enterprise;
c. Assist the Authority with booking, scheduling and managing events.
d. Attend monthly meeting of the Recreational Authority Board of Directors to provide updates and solicit feedback.

Month 2

a. Assist the Authority with identifying and soliciting contractual assistance to manage the facility rental enterprise by informing the development and distribution of Request for Proposal(s) to fulfill pertinent needs, roles and responsibilities.
b. Assist the Authority with booking, scheduling and managing events.
c. Attend monthly meeting of the Recreational Authority Board of Directors to provide updates and solicit feedback.

Month 3

a. Based on responses to the Request for Proposal(s), assist the Authority with selecting long-term contractual assistance to manage the facility rental enterprise.
b. Assist the Authority with booking, scheduling and managing events.
c. Attend monthly meeting of the Recreational Authority Board of Directors to provide updates and solicit feedback.

I-E. COMPENSATION

Bids should be based on a detailed scope of work that clearly demonstrates hours and rates. Bids should be in not-to-exceed amounts. The Authority reserves the right to negotiate with the selected firm on the rates and fees as submitted in the bid.

II. PROPOSAL REQUIREMENTS

The proposal should describe a Work Plan to be used to accomplish the tasks and services expected as defined in Section I above. The proposal should also describe the work that shall be necessary to satisfactorily complete the tasks and service requirements.

Please note that this Request for Proposals cannot identify each specific, individual task required to successfully and completely implement this service. The Recreational Authority relies on the professionalism and competence of the bidder to be knowledgeable of the general areas identified in the Scope of Services and of adequate competence to include in its proposal, including the proposed compensation, all required tasks and subtasks, personnel commitments, person hours, direct and indirect costs, etc. The Recreational Authority will not approve addenda to the selected Contractor's agreement that do not involve a substantial change from the general Scope of Services identified in this Request for Proposals.

Responses to this Request for Proposals shall be organized into five categories as follows:

II-A. INFORMATION/BACKGROUND ON THE CONTRACTOR

Provide a brief introduction to include the size of the Contractor, the number of years in business, the availability of the Contractor to perform the tasks and services requested, and the history of the Contractor. Include key contact information (address, phone, fax, and email).

The Contractor must demonstrate skill and experience in the performance of event facility management. The Contractor's experience shall be set forth and submitted, as follows:

a. Contractor ownership, and if incorporated, the state in which the firm is incorporated and the date of incorporation;
b. Location of Contractor's office(s);
c. Number of employees at location which will provide services to the Park, and total of all employees;
d. Name, address, email address, and telephone number of the Contractor's point of contact;
e. Contractor background/history;
f. Contractor qualifications to provide the services described in this RFP;
g. Length of time the Contractor has been providing services described in this RFP;
h. A complete disclosure of any alleged significant prior or ongoing contract failure, as well as any civil or criminal litigation or investigation pending which involves the Contractor and/or Contractor employees proposed or assigned to this contract or in which the Contractor has been judged guilty or liable within the last five (5) years. If there is no negative history to disclose, please state that in the Proposal.

II-B. KEY PERSONNEL/QUALIFICATIONS

Provide a résumé for each of the key persons proposed to work on this project. Any key subconsultants proposed should be identified, and information on their respective role in the project shall be included. The prospective Contractor shall designate, by name, the project manager to be employed for this project. Substitution of the project manager by the selected Contractor will not be allowed without prior approval by the Recreational Authority.

II-C. PAST EXPERIENCE/REFERENCES

Provide at least three references from other governmental agencies, companies or private parties to include:

a. Client name, client Project Manager, address, telephone number, and email address;
b. Contract Term (starting date and ending date);
c. Contract value; and
d. Staff assigned to that project.

II-D. UNDERSTANDING OF SCOPE OF SERVICES/WORK PLAN/TIMELINE

Demonstrate understanding of and expertise in the tasks and services requested in Section I, and provide a detailed Work Plan and timeline to accomplish the services described in this RFP. Please speak to any event facility management experience that may directly relate to the specific characteristics of Historic Barns Park (e.g., public setting, historic buildings, expertise in "green" events and waste minimization, etc.).

II-E. BID FORMS

All Contractors shall indicate the proposed compensation for providing all-inclusive services on the Bid Summary Sheet provided below. Each bidder shall sign the Bid Summary Sheet giving bidder's name, address and status, that is, whether an individual, partnership or corporation. Bidders shall be well qualified in the type of work which is included in this request for bids. Bids are solicited only from those who will start work promptly after the award is made. Also include a signed Consent to Background Check form, provided below, for each individual who will provide services under this proposal.

The Recreational Authority reserves the right to accept any bid or portions thereof or to reject any or all bids or portions thereof, and also to waive defects or informalities in bids should it deem it in the best interest of the Authority to do so.

III. SUBMISSION OF PROPOSALS

To be considered, firms must submit a complete response to this RFP, using the format provided in Section II. Each proposal must be submitted in two (2) original copies to the Issuing Office with one copy being unbound, along with an electronic copy (PDF preferred). For this RFP, the

proposal must remain valid for at least ninety (90) days. Facsimile (fax), email or other electronically transmitted bids will not be accepted in lieu of printed copies.

All bids must be received by the Recreational Authority by the date and time shown in the cover letter. It is the responsibility of the bidder to see that any bid sent through the mail, or any other delivery method, shall have sufficient time to be received by the Authority prior to the bid due date and time. Bids shall be clearly marked and identified, sealed, and submitted to:

The City of Traverse City and Charter Township of Garfield Recreational Authority
c/o LIAA
324 Munson Ave
Traverse City, MI 49686

Any questions, technical or otherwise, pertaining to this Request for Proposals must be submitted IN WRITING at least seven (7) days prior to the proposal due date specified in the cover letter and directed to:

Matt Cowall
Executive Director
The City of Traverse City and Charter Township of Garfield Recreational Authority
324 Munson Ave
Traverse City, MI 49686
mcowall@liaa.org

Interpretations or clarifications considered necessary in response to such questions will be resolved by the issuance of formal Addenda to the RFP. Only questions that have been resolved by formal written Addenda via the Executive Director will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect.

Note that the bid, including all fees and compensation shall remain firm for a minimum of 90 days from the proposal submission deadline.

IV. CONTRACTOR SELECTION

Each proposal will be reviewed by the Recreational Authority Board of Directors or an evaluation subcommittee to determine if it meets the bid requirements. Failure to meet the requirements for the Request for Proposals may be cause for rejection of the proposal.

The Recreational Authority may, at its sole option, ask for interviews or oral presentations by any bidder(s) participating in this process. Attendance at any such interview will be at the bidder's expense. A final selection of the best qualified Contractor as determined by the Recreational Authority in its sole discretion will be determined following review of all proposals and/or formal oral presentations.

The selected Contractor will work closely with the Recreational Authority throughout the duration of the contract. A firm will be selected based upon the following factors and weightings:

- Firm Information/Background: 10%. Information on the history of the firm, selected firm background, and any negative history;
- Key Personnel/Staff Qualifications: 15%. Qualifications of the staff assigned to manage and provide services related to the project;
- Experience/References: 10%. Past experience and client references;
- Understanding of Scope of Services and Work Proposal: 25%. Proposed work approach to the project, including all tasks and services defined in the document, and a demonstrated interest in and commitment toward this unique community project;
- Cost: 40%.

The selected Contractor will be expected to enter into a contract with the Recreational Authority. The contract may contain service performance requirements and penalties for non-compliance. Failure to enter into the contract within 10 days of award will be cause for voiding the award of the contract. The Authority may then negotiate and execute a contract with the next highest ranked Contractor.

V. GENERAL INFORMATION

V-A. ISSUING OFFICE

This RFP is issued by the City of Traverse City and Charter Township of Garfield Recreational Authority. Matt Cowall, Executive Director, is the point of contact for purposes of contract administration and oversight: Matt Cowall, LIAA, 324 Munson Avenue, Traverse City, MI 49686, (231) 929-3696, mcowall@liaa.org.

V-B. CONTRACT AWARD

Contract negotiations will be undertaken with those bidders whose proposals show them to be qualified, responsible, and capable of performing the work. The contract that may be entered into will be that which is most advantageous to the Recreational Authority. The Recreational Authority reserves the right to consider proposals or modifications received at any time before award is made, if such action is in the best interest of the Recreational Authority. The Authority may choose all or part of the content of one or more responses for further consideration and possible development.

V-C. REJECTION OF PROPOSALS

The Recreational Authority reserves the right to reject any, all, or portions of proposals received as a result of this RFP, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the Recreational Authority. The Recreational Authority does not intend to award a contract solely on the basis of any response made to this request or otherwise pay for the information solicited or obtained.

V-D. WITHDRAWAL OF PROPOSALS

A Proposal may be withdrawn, or modified or in the manner that a Proposal must be submitted, prior to the date and time for opening the proposals.

V-E. INCURRING COSTS

All costs associated with responding to this RFP shall be the responsibility of the Contractor. The Recreational Authority is not liable for any cost incurred in responding to this RFP.

V-F. ADDENDA TO THE RFP

In the event it becomes necessary to revise any part of this RFP, addenda will be provided to all bidders who received the basic RFP. If the specifications are obtained indirectly or from the Authority's website at http://www.traversecitymi.gov/recauthority.asp, it is the sole responsibility of the bidder to check the website for updates and addendums prior to the proposal being submitted.

V-G. RESPONSE DATE

To be considered, proposals must arrive at the Issuing Office on or before the date and time specified in the cover letter. Bidders mailing proposals should allow normal delivery time to insure timely receipt of their proposals.

V-H. PROPOSALS

To be considered, firms must submit a complete response to this RFP, using the format provided in Part II. Each proposal must be submitted in two (2) original copies to the Issuing Office with one copy being unbound, along with an electronic copy (PDF preferred). For this RFP, the proposal must remain valid for at least ninety (90) days.

V-I. ACCEPTANCE OF PROPOSAL CONTENT

The contents of the proposal of the successful bidder, as mutually modified, amended or supplemented shall become contractual obligations if a contract ensues. Failure of the successful bidder to accept these obligations may result in cancellation of the award.

V-J. INTERVIEW/ORAL PRESENTATION

The Recreational Authority may request an interview and/or oral presentation of any interested parties who submit a proposal. These meetings provide opportunity for the issuers to ask questions and for the bidder to clarify the proposal. The Issuing Office will schedule these presentations if needed.

V-K. PRIME CONTRACTOR RESPONSIBILITIES

The selected bidder will be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. Further, the Recreational

Authority will consider the selected firm to be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

V-L. NEWS RELEASES

News releases pertaining to this RFP or the service, study, or project to which it relates will not be made without prior Recreational Authority approval, and then only in coordination with the Issuing Office.

V-M. DISCLOSURE OF PROPOSAL CONTENTS

Proposals are subject to disclosure under the Michigan Freedom of Information Act (P.A. 1976, Act 442).

V-N. CONTRACTOR'S LIABILITY

The selected bidder will provide and maintain general and professional liability, property damage, and worker's compensation insurance insuring, as they may appear, the interests of all parties to any agreement that results from this RFP as required by the Recreational Authority. The selected bidder is responsible for insuring that all precautions are exercised at all times for the protection of all persons and property. Documentation of the above insurances will be provided by the successful bidder to the Recreational Authority prior to contract execution and will be included as a contract rider.

The successful bidder shall secure all necessary certificates and permits from municipal or other public authorities and comply with all national, State, and municipal laws, ordinances, and regulations as may be required.

V-O. RECREATIONAL AUTHORITY LIABILITY

The selected bidder agrees to indemnify, defend, and save harmless the City of Traverse City and Charter Township of Garfield Recreational Authority and its officers, agents, and employees from any and all claims and losses accruing or resulting from the negligent performance of work as described in any agreement that results from this RFP. Further, if any recipient of a contract subcontracts for work, they will enter into a contract with such subcontractor(s) which indemnifies the City of Traverse City and Charter Township of Garfield Recreational Authority as provided herein.

V-P. EXAMINATION OF BIDDING DOCUMENTS, OTHER RELATED DATA, AND SITE

On request, owner will provide bidder access to the site to conduct examinations, investigations, explorations and studies as bidder deems necessary for submission of a proposal.

It is the responsibility of each bidder before submitting a bid to:

1. Examine and carefully study the bidding documents, including any addenda and

the other related data identified in the bidding documents;

2. Visit the site and become familiar with and satisfy bidder as to the general, local, and site conditions that may affect cost, progress, and performance of the work;

3. Become familiar with and satisfy bidder as to all federal, state, and local laws and regulations that may affect cost, progress, or performance of the work;

4. Agree at the time of submitting its bid that no further examinations, investigations, explorations, tests, studies, or data are necessary for the determination of its bid for performance of the work within any price bid and within the times and in accordance with the other terms and conditions of the bidding documents;

5. Become aware of the general nature of the work to be performed by owner and others at the site that relates to the work as indicated in the bidding documents;

6. Correlate the information known to bidder, information and observations obtain from visits to the site, reports and drawings identified in the bidding documents, and all additional examinations, investigations, explorations, tests, studies, and data with the bidding documents;

7. Promptly give the Recreational Authority written notice of all conflicts, errors, ambiguities, or discrepancies that bidder discovers in the bidding documents and confirm that the written resolution thereof by the Executive Director is acceptable to bidder; and

8. Determine that the bidding documents are generally sufficient to indicate and convey understanding of all terms and conditions for the performance of the work.

Bidder has been provided with a November 5, 2010 Due Care Plan and a November 24, 2010 Environmental Studies Report prepared by Inland Seas Engineering for the Recreational Authority regarding environmental conditions at the Property:

ftp://www.liaa.org/energypark/Environmental_Studies_Historic_Barns_Park/Facility_Mgmt_RFP

The successful bidder shall be required to execute a waiver and acknowledgment form agreeing that it has received a copy of the report(s), will comply with the report(s), will assume the risk and waive any liability for the conditions identified in the report, and shall insure that any subcontractors will do the same.

V-Q. INVESTIGATIONS

The Recreational Authority reserves the right to make such investigations as it deems necessary to determine the ability of the bidder to perform the work, and the bidder shall furnish to the Authority all such information and data for this purpose as the Authority may request. The

Authority reserves the right to reject any Proposal at any time if the evidence submitted by or investigation of such bidder fails to satisfy the Authority that such bidder is properly qualified to carry out the obligations of the Contract and to complete the work contemplated therein.

The submission of a bid will constitute an incontrovertible representation by bidder that bidder has complied with every requirement of this Part V, that without exception the bid is premised upon performing and furnishing the work required by the bidding documents and applying any specific means, methods, techniques, sequences, and procedures of construction or performing the work that may be shown or indicated or expressly required by the bidding documents, that bidder has given the Executive Director written notice of all conflicts, errors, ambiguities, and discrepancies that bidder has discovered in the bidding documents and the written resolutions thereof by Executive Director are acceptable to bidder, and that the bidding documents are generally sufficient to indicate and convey understanding of all terms and conditions for performing and furnishing the work.

By submitting this Proposal, the Contractor waives any and all claims against the Recreational Authority related to the Recreational Authority's selection of the successful Contractor.

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management Consultant at Historic Barns Park
DUE DATE: Thursday, October 30, 2014, 2:00 p.m.

Having carefully examined the attached specifications and any other applicable information the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder understands and agrees that all necessary permits, licenses and insurances must be obtained and that all applicable federal, state and local codes, laws and regulations must be complied with.

Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

Bidder understands that the Authority reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the Authority. The bid will be evaluated and awarded on the basis of best value to the Authority. Criteria used will include but will not be limited to, price, accessories, options, and overall capability to meet the needs of the Authority.

Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Monthly Retainer (100% summer rate): $_____

Proposed Performance-Based Commission (percentage of net income): _____ %

Submitted by:

_____ _____
Signature Company Name

_____ _____
Name and Title (Print) Company Address

_____ _____
Phone Fax City State

_____ Circle one: Sole proprietorship / partnership / corporation
Email

_____
If corporation, state of corporation

Consent to Background Check
(Must be completed by each individual who will provide services under this Proposal)

Name of Firm Submitting Bid: _____

By signing the release below, I hereby authorize the Recreational Authority to contact any and all corporations, former employers, credit agencies, educational institutions, law enforcement agencies, city, state, county, and federal courts, military services to release information about my background including, but not limited to, information about employment, education, driving record, criminal record and general public records history to the Recreational Authority.

I release from all liability all persons, companies, schools supplying such information. I indemnify and hold harmless the Recreational Authority, its agents and officers from and against any claims, damages, or liability, which may result from making such requests. This release shall remain in effect for the length of the contract with myself, my corporation or the corporation with which I am employed. I understand and I may have a right to request additional disclosures regarding the nature and scope of the investigation.

I believe to the best of my knowledge that all information I have provided is accurate, true and correct and that I fully understand the terms of this release.

Name:_____

(Please print) Other names used:_____

Address:_____

City/State/Zip:_____

Date received degree (if applicable) _____

Social Security #: _____

Driver's License Number & State:_____

_____
(Signature of Individual to Perform Services under this agreement)

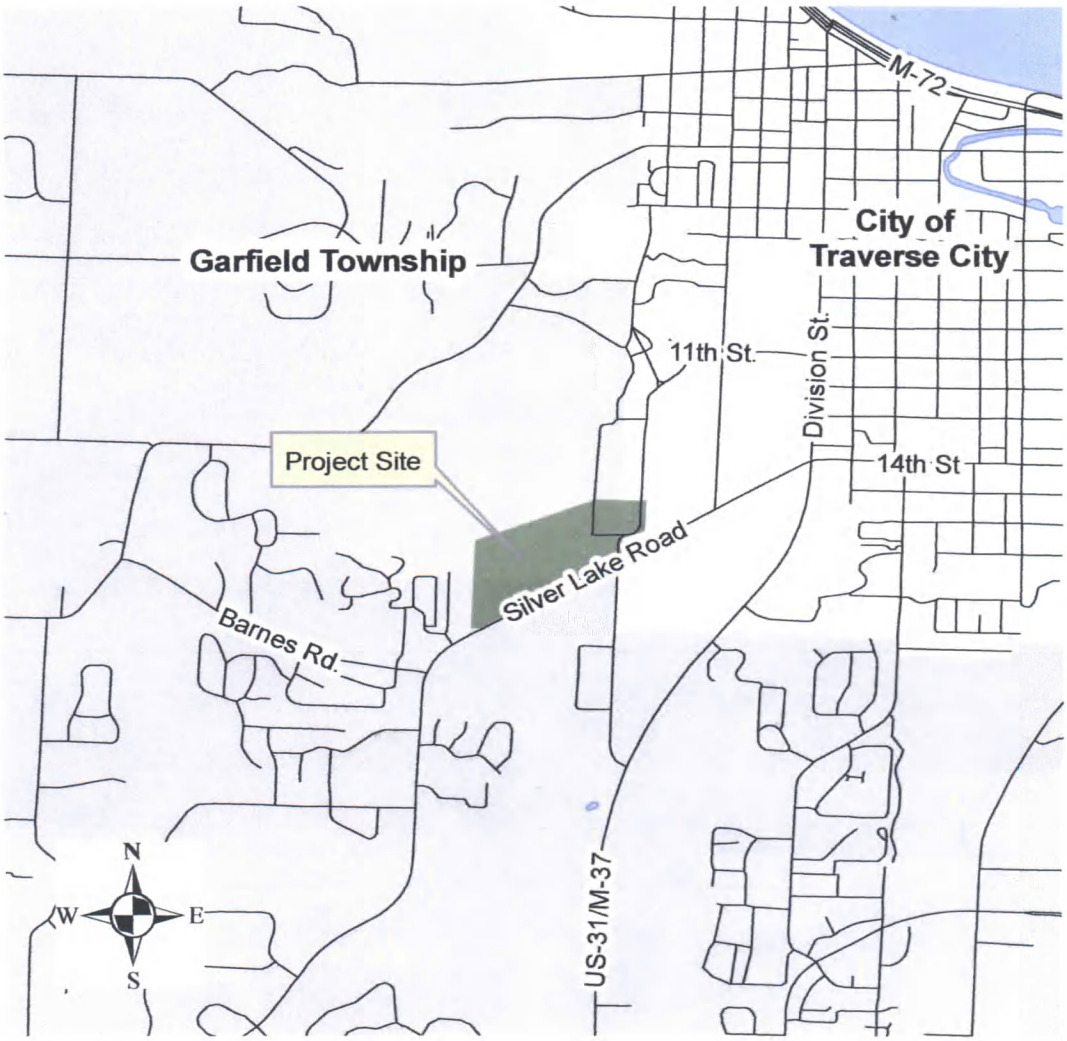
_____
(Signature of head of Firm/organization CEO)

_____
(Date)

EXHIBITS
Map of Park and Facilities

Project Location Map

2011 MNRTF Parkland Development Application
Garfield Township, Grand Traverse County, Michigan



Master Site Plan

Site Plan Detail

Cathedral Barn

The Historic Barn (left) and the Cathedral Barn

Cathedral Barn under renovation, October 2014

Interior rendering, upper level, Cathedral Barn

Rendering of an event in the Amphitheater

Events to Remember
PLANNING COORDINATING

121 East Front Street, Suite 102
Traverse City, MI 49684

October 30, 2014

City of Traverse City and Charter Township of Garfield Recreational Authority
c/o LIAA
324 Munson Ave
Traverse City, MI 49686

Dear Matt Cowell,

Congratulations on the progress that has been made at the Historic Barns Park. It is exciting to see the transition that has taken place and collaboration of the community for the redevelopment.

Attached you will find the Bid for the Request for Proposal (RFP) for the Event Facility Management Consultant at Historic Barns Park for Events to Remember LLC based in Traverse City. The response is formatted and based on the specific information request in Section II of the original RFP.

Thank you in advance for your consideration of Events to Remember LLC for this project.

Sincerely,

Madeline Begley
Owner/Event Coordinator, Events to Remember

Tiffany Klemm
Venue Coordinator, Events to Remember

EVENTS TO REMEMBER LLC BID FOR REQUEST FOR PROPOSAL: EVENT FACILITY MANAGEMENT CONSULTANT AT HISTORIC BARNS PARK

EXECUTIVE SUMMARY

Events to Remember LLC dba Events to Remember, a venue management and event planning service company based in Traverse City, MI, is submitting a proposal for consulting services for the Historic Barns Park located at Grand Traverse Commons. Events to Remember, and its representatives, recognize the significance of the project as it relates to historic redevelopment, sustainability, community and horticulture.

II-A. INFORMATION/BACKGROUND ON THE CONTRACTOR

An introduction to Events to Remember LLC dba Events to Remember is outlined below:

a. Events to Remember is owned by Madeline Begley. It is a Limited Liability Corporation registered in Michigan in 2012;
b. The business office for Events to Remember is located in the Front Row Centre Building at 121 E. Front Street Suite 102, Traverse City 49684;
c. Madeline Begley is the owner of Events to Remember and performs the services of venue management and event coordinating. Events to Remember utilizes local and independent contractors for the performance of a multitude of services. Tiffany Klemm performs services as an independent contractor for Events to Remember including event coordinating, venue management, marketing promotions and social media. Two to three college student interns are staffed for event coordinating and marketing based on the projected needs. The Historic Barns Park will have a minimum of two consultants, Madeline Begley and Tiffany Klemm, working on the project, with Tiffany serving as the project manager.
d. Events to Remember primary contact for Historic Barns Park project: Tiffany Klemm, 121 E. Front Street Suite 102, Traverse City, MI 49684, tiffany@etrtc.com, (o)231-714-4003 (c) 231-499-5278;
e. Events to Remember was established in 2012 as an event coordination service primarily focused on weddings but also included nonprofit and social events. In 2013, the services were expanded to include festival and venue management. This included the National Cherry Festival and ECCO event space in downtown Traverse City. The services have since grown to include venue management, event coordinating, event marketing, consulting and promotion. Event coordinating services have included but are not limited to weddings, non-profit/fundraising events, private parties and festival events;
f. Events to Remember currently manages all event services for ECCO Event Space including scheduling, booking, contractor relations with vendors including caterers, djs, cleaning staff etc. This is includes pricing strategy, contract execution, marketing as well as accounting and inventory control.
g. Events to Remember, as its own entity, has performed venue management services since 2013. Madeline Begley and Tiffany Klemm independently have more than 23 combined years in event planning, coordinating logistics and execution. Tiffany also brings extensive experience in asset management including budgeting, venue marketing and preventative maintenance.

h. There is no contract failure or negative history on the part of Events to Remember LLC or its employees related to the business or to performance of the functions of the Historic Barns Park contract.

II-B. KEY PERSONNEL/QUALIFICATIONS
Madeline Begley (Resume Attached Exhibit 1) and Tiffany Klemm (Resume Attached Exhibit 2) will be the primary personnel, representing Events to Remember, for the Event Facility Management Consultant Contract at Historic Barns Park. Tiffany Klemm will act as the project manager.

Outside vendors/contractors may be consulted for specific items or services which offer alternate expertise or meet material needs. This may or may not include but is not limited to:

- Music/Entertainment: Freshwater Events, Create TC, Porterhouse Productions
- Equipment: American Rentals, Sound Environments, Sweet Themes
- Caters: Catering by Kelly, Grandview Catering, Chef's Pride Catering
- Waste Management: Bay Area Recycling for Charities (BARC)

In addition, community organizations that have played an active role in the redevelopment of the site will be consulted and actively involved in the process as it evolves. This may include but is not limited to SEEDS, The Botanic Garden at Historic Barns Park and Traverse City Community Garden.

II-C. PAST EXPERIENCE/REFERENCES
Three past/current client references are listed below:
Reference 1:

a. ECCO Event Space, Lois Dockery, 121 E. Front Street, Traverse City, MI 49686, 231-935-4500, and lois@rockmi.com;
b. 12 month (1/1/14-12/31/14) Started 1/1/13; renewing annually;
c. 25% of all event bookings; and
d. Tiffany Klemm, Madeline Begley

Reference 2:

a. Big Brothers/Big Sisters of Northwestern Michigan, Cecilia Chesney, 900 E. Front Street Ste. 125, Traverse City, MI 49686, 231-392-6497, and director@bigsupnorth.com;
b. 8 month (10/13 and 5/14);
c. $2500; and
d. Madeline Begley, Intern: Molly Walker

Reference 3:

a. Jarrold/Morrison Wedding, Meredith Morrison, 509 Baldwin, Royal Oak, MI 48067, 248-891-1668, and meredithanne.morrison@gmail.com;
b. 10 months (10/30/14-8/9/14)
c. $5000; and
d. Madeline Begley, Interns: Sydney Denoyer, Molly Walker

II-D. UNDERSTANDING OF SCOPE OF SERVICES/WORK PLAN/TIMELINE
Below is a tentative time line based on the needs outlined for Historic Barns Park and expertise of Events to Remember.

Time Line	Task	Time Estimate (Hrs)
Week 1-3	Assist Authority in the development of, which may include but is not limited to: • User contracts/rental agreements • User guidelines and policies including: limitations, requirements, fines and accountabilities • Rate structure(s) • Payment schedules and procedures • Approved uses for venue	40-60
Week 1	Assist with the development of communication systems between contractor and the authority which may include: • Lead points of contact • Venue booking system • Internal venue booking policy • Maintenance requests	15-25
Week 1-4	Develop a tentative marketing strategy which may include: • Annual budget • Promotional branding materials • Web/social media strategy • Grand Opening/Special launch event(s) • Public/community events/fundraisers • Community outreach strategy	40-60
Week 5-6	Assist with long term management plan to include but not limited to: • Defining specific venue equipment needs (short term and long term) • Identifying potential vendor needs and regulations • Recommended compensation strategy • Preparation of RFP for future needs, roles, responsibilities	40-60
Week 7-8	Request for Proposal (RFP) Communication: • Identify and convey RFP to potential vendors	10-20

Time Line	Task	Time Estimate (Hrs)
	• Follow up to ensure sufficient bids are received (if applicable)	
Week 10-11	Based on responses to the Request for Proposal(s), assist the authority with: • Proposal review • Follow up with potential vendors • Selection of quality vendors • Preparation and implementation vendor of contracts	30-40
Ongoing Weeks 4-12	Implementation of approved marketing strategy to include but not limited to: • Web/Social media management • Marketing and promotion • Press Release (with Authority approval) • Event Coordinating (if applicable) • Event Promotion (if applicable)	80-160
Ongoing Weeks 4-12 (or upon approval of rate information and user/rental agreements)	Assist the Authority with: • Event bookings • Venue tours • Onsite management • Vendor communication and collaboration • Venue maintenance communication • Approved Vendor Agreements • Preparation of User/Rental Contracts	40-90
First event once venue is available	Grand Opening Event to include: • Planning and coordination with vendors • Event marketing and promotion • Event Logistics • Venue set up and onsite management (Event income and expenses will be recognized by event beneficiary(s))	160-200
As Scheduled or By Request	Attend monthly meeting of the Recreational Authority Board of Directors to provide updates and solicit feedback and consultation.	4-8

Assumptions:
Hours will be tracked and billed monthly at a rate of $30/hr. Time estimate ranges will vary based on the needs of the Authority as well as time lines for completion. The contract will not exceed 500 hours or $15,000 for the term of the 12 week contract, unless approved in writing by Authority.

MADELINE TEAL BEGLEY

321 Knollwood Dr., Traverse City, MI 49686
(312) 217-6187 • madeline@etrtc.com

OVERVIEW

Passionate, creative, inquisitive event planner with excellent oral and written communication skills. Over ten years experience with planning high quality events; including but not limited to weddings, festivals, races, fundraisers, corporate events and social gatherings. Positive and enthusiastic individual with the desire to constantly research, learn new skills and gain additional knowledge on a daily basis. Excellent interpersonal skills and great ability to interact with people at all levels, including quality vendors. Driven self-starter with individual or team oriented projects. Proven multi-tasker and an extremely detail-minded and organized professional with the ability to meet tight deadlines and keep on schedule. Strong competency with MS Office, Adobe Creative Suite, Basic HTML Coding, Facebook, Twitter, LinkedIn and other social media outlets.

WORK EXPERIENCE

ECCO event space – Traverse City, MI
A modern elegant event space conveniently located in the heart of Traverse City
Venue Manager/ Events & Marketing Coordinator **January 2013 – September 2014**

- Supervise and manage the venue space for over 100 events
- In charge of venue up-keep as well as constantly improving the space's overall appearance
- Constantly looking for new ways to market and promote the venue in order to attract new clients and book events
- Manage phone calls, emails and site tours for the venue, including creating contracts and up until recently have been the main contact for the space

Events to Remember – Traverse City, MI
Creating unforgettable events throughout the northern Michigan region
Event Planner & Manager **January 2012 – Present**

- Responsible for coordinating all events put on by Events to Remember, including planning, day-to-day operations, financial planning, working with vendors, customer service, marketing & promotions and ultimately providing high-quality events
- Plan, organize, execute & delegate all events for a wide range of clients
- Serve as the primary point of contact for clients and vendors and able to manage and work with budgets at every level
- Build and maintain strong relationships with clients, vendors & employees, and constantly networking to promote company & services

WDRV 97.1 FM "The Drive" – Chicago, IL
Classic hit rock and roll music radio station
Sales and Promotions Administrator **September 2009 – September 2011**
Digital Enterprise Daily Operations Manager

- Contributed to the success of the sales/marketing departments by being an effective team member and performing all administrative and secretarial functions
- In charge of ChicagolandSavers.com - the station cluster coupon website, as well as the Quarterly Online Auction for WDRV, WTMX, and WILV
- Assist the General Sales Manager and Sales staff with order processing, copy writing, invoicing, proposals, promotions, research, and data reports

Sales Promotion Intern **April 2009 – September 2009**

- Assisted sales promotion staff with special projects and updated client database
- Represented the station at on-site events and implemented web and streaming sales initiatives
- Conducted and compiled research into useful sales resources and coordinated mass mailings
- Coordinated prize fulfillments and contest entries

EDUCATION

The Illinois Institute of Art – Chicago, IL **2004-2009**
Bachelor of Arts in Marketing and Management **Graduation, June 2009**

MEMBERSHIPS

- **BBB** – Better Business Bureau **2013 – Present**
- **BNI** – Business Network International **2012 – June 2014**
- **TC Chamber of Commerce** **2012 – Present**
- **YPTC** – Young Professionals of Traverse City **2011 – Present**
- **BNC –** Business Network Chicago **2008 – Present**

Tiffany L. Klemm
873 Indian Trail Blvd ● Traverse City, Michigan 49686
231.499.5278 ● tiffany@eventstoremembertc.com

SUMMARY

Creative, detail oriented self-starter with a diverse background in operations, client relations and marketing, lending to an understanding of various aspect of project development. Over 15 years of experience in strategic planning from the early planning stages of projects to reimaging of existing; including but not limited to marketing strategy, community engagement, budget preparation, policy development and contract negotiation. Strong communication skills which create clients and vendors.

EXPERIENCE

June 2014-Present *Events to Remember* *Traverse City, MI*

- Event planning and coordination including weddings, private parties and non-profit events
- Lead generation through networking and community involvement
- Communication and follow up with potential clients via email, telephone and in person presentation
- Venue management including lead follow up, onsite tours, venue marketing, set up and schedule coordination with clients.
- Event marketing and promotion through social media, promotional materials, email communications and communication outreach

May 2014-Present
Business Manager *231 Outfitters/ Sweetwater LLC* *Traverse City, MI*

- Supervised 28 employees including interviews, scheduling and payroll
- Menu preparation including pricing strategy, inventory management and purchasing
- Development and administration of marketing strategy including events, social media strategy and promotional materials
- Coordinated special events to increase revenues during National Cherry Festival and Traverse City Film Festival
- Assisted with planning and coordination of live music events, fitness classes, off site caterings and weddings in the park

September 2012- April 2014 *yo2mo Marketing Agency* *Traverse City, MI*
Project Manager

- Coordinated events for clients to increase brand awareness, as well as promote products and services. These including networking events, open houses and sponsored events.
- Created and managed comprehensive marketing strategies for multiple clients based on their desired growth and branding strategies. This included branding, media buying, PR, event planning, social media, print advertising and website maintenance.
- Developed and designed 8 applications for iOS and Android including National Cherry Festival, Traverse City Film Festival, Emmet County and Grand Hotel Jazz Festival.

Operations Manager

- Administered bookkeeping functions including A/P, A/R, payroll, monthly reconciliations
- Recruited, hired and trained staff including development of job descriptions and company policies.
- Recruited and retained vendors/independent contractors for content writing, graphic design and PR

March 2004-August 2012 *IPA Management LLC* *Grand Haven, MI*
Senior Property Manager December 2010-August 2012 Grand Haven, MI

- Supervised a portfolio of 1020 units in four locations. Two receiving communities receiving the 2011 J. Turner National Award for Customer Service Excellence.
- Assist with program development for a resident engagement model which included coordinating and implementing social, community and volunteer opportunities throughout the company portfolio.
- Development of standard operating procedures, webinars, training, education and personal development opportunities for staff members.

- Forecast 3-5 year operations and capital budget projections. Review and monitor monthly financial statements to ensure budgetary goals are achieved.

Property Manager March 2007-December 2010 Traverse City, MI

- Supervised various aspects of the community development from 96 to 360 units including site development, staffing and daily operations.
- Develop and coordinate monthly marketing plans to include on site events promoting community to the broader community through professional networking, web based presentation and print marketing.
- Maintained positive and engaging relationships with residents increasing retention rates 20% in two years.
- Prepared annual capital and operations budgets, approve accounts payable, monitor accounts receivables and monthly financial statements.
- Voted 2010 Property Manager of the Year, Overall Star Community and Best Curb Appeal by the Property Management Association of Michigan.

Leasing Consultant November 2006- March 2007 Traverse City, MI

- Developed and implemented marketing strategies for a new construction property including professional networking, small business outreach and large employer referral programs.
- Leasing and renewal execution including background screening and preparation of legal documents.
- Implemented large employer referral program in new market to increase leads and generate traffic.

Assistant Manager March 2004-October 2006 Ludington, MI

- Monitor account receivable implementing legal process for delinquent rents as needed.
- Developed marketing strategy for new construction community increasing awareness through professional networking, community involvement and traditional media.
- Created large employer referral program increasing source leads 38%.

June 2001- August 2004 *P.M.Steamers* *Ludington, MI*
Assistant Manager

- Assisted with food and beverage menu development.
- Recruiting, hiring and training of dining room team members in a casual fine dining restaurant.
- Worked with clients planning special event including weddings, holiday banquets and charity events.
- Inventory and product management.

EDUCATION

Western Michigan University *May 2001* *Kalamazoo, MI*
Bachelors of Business Administration

COMMUNITY INVOLVEMENT

Traverse City Professionals-Board Member	2013-Present
Traverse City Young Professionals-Committee and Participant	2009-2012
Garfield Township Parks and Recreation-Commissioner	2010-2011
Property Management Association of Northern Michigan-Vice President	2009-2010
Traverse City Chamber of Commerce -Ambassador	2008-2010

II-E. BID FORMS

BID SUMMARY
TITLE: Event Facility Management Consultant at Historic Barns Park
DUE DATE: **Thursday, October 30, 2014, 2:00 p.m.**

Having carefully examined the attached specifications and any other applicable information the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder understands and agrees that all necessary permits, licenses and insurances must be obtained and that all applicable federal, state and local codes, laws and regulations must be complied with.

Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

Bidder understands that the Authority reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the Authority. The bid will be evaluated and awarded on the basis of best value to the Authority. Criteria used will include but will not be limited to, price, accessories, options, and overall capability to meet the needs of the Authority.

Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Monthly Retainer (100% summer rate): 1st Month: $5000, 2nd Month, $2500 3rd Month: $2500

Proposed Performance-Based Commission (percentage of net income): 20% of future event bookings

Submitted by:
_____ Events to Remember LLC_____
Signature Company Name
Madeline Begley, Owner Events to Remember LLC, 121 E. Fronts Street, Ste. 102, Traverse City, MI 49684
Name and Title (Print) Company Address

231-714-4014, Traverse City, MI
Phone Fax City State

madeline@etrtc.com Circle one: Corporation
Email

Presentation of Services for

Historic Barns Park at the Grand Traverse Commons

October 29, 2014

Events North
Allison Beers
231.883.2708
EventsNorth.com

Part One: Information

About Events North & Allison Beers
Events North is a full service meeting and event management agency specializing in corporate, social and nonprofit events and meetings.

Allison Beers, owner of Events North, has over 15 years of experience in event management, incentive and meeting planning and marketing. While living on the East Coast, she planned and executed a 40,000 guest carnival fundraiser for the opening of the Philadelphia Eagles new stadium and planned a two-week regional road show for America Online.

While in Philadelphia, she guest lectured for a class at Temple University in event management and served as a board member of the Philadelphia Chapter of the International Special Event Society for 3 years.

Allison is a graduate of Albion College with a double BA in English and Speech Communications and also has a certification in event management from The George Washington University School of Business.

Since Beers and her husband Adam, a Traverse City native, moved to Northern Michigan from Philadelphia ten years ago, she has been involved in a variety of local activities, including serving as Events Manager for the Traverse City Film Festival for four years and Chair for the Women's Resource Center Extravaganza for two years and then creating the Taste of Grand Traverse for them.

Beers currently serves on the Board of Directors for Rotary Charities. Beers served as the President of the Board of Directors of the National Cherry Festival Foundation for three years and still serves on the board. She is serving a second term on the Downtown Traverse City Association (DTCA) Board of Directors. She is a past board member of Rotary Club of Traverse City and Big Brothers Big Sisters of Northwestern Michigan.

In 2014 *Michigan Meetings + Events Magazine* inducted Allison in the Hall of Fame as Best Event Planner. In 2010, 2011 and 2013 Events North was named the Readers' Choice Best Of Award Winner from *Michigan Meetings + Events Magazine* for best Meeting and Event Planner. In 2008, 2009, 2010, 2011, 2012, 2013 and 2014 the Traverse City Business News named Beers one of the 40 Most Influential Business People Under 40. Michigan Society of Association Executives named Beers one of four Rising Leaders in the industry in 2013. In 2014, Allison was inducted into *Michigan Meetings & Events Magazine* Hall of Fame as the Best Event Planner.

In 2010, Beers was named the Top 10 in '10 from Albion College. Top 10 in 10 awards were created to recognize noteworthy and distinctive achievements made by ten alumni who have graduated within the past ten years. Allison is also a freelance writer for *Michigan Meetings + Events Magazine* and has served on their editorial advisory board for a two year term.

Background of Events North
Full time staff: 2
Part time staff: 2
Years in business: 7
LLC, Allison Beers is sole proprietor
No negative history to disclose

Allison Beers

10248 Fishers Run
Traverse City, MI 49685
(231) 883-2708 Allison@EventsNorth.com

Employment

Events North: (Traverse City, MI) October 2005 – present
Owner
- Planning and execution of nonprofit, corporate and social meetings and events

Put Your Phone Down: (Traverse City, MI) December 2013- present
Owner
- Public speaker on modern day business etiquette

Idea Stream: (Traverse City, MI) February 2007 – May 2008
Director, Public Relations & Marketing
- Managed client relations and projects
- Developed marketing plans for clients and implement them

VIKTOR Incentives & Meetings: (Traverse City, MI) October 2005 - February 2007
Product Development & Purchasing
- Researched, planned, budgeted and negotiated contracts for all future programs
- Planned and operated programs for budgets from $300K to $7 million
- Implemented new procedures for contract negotiations
- Managed all contact and relationships with vendors/suppliers

Global Events Partners, Philadelphia: (Philadelphia, PA) February 2004 – May 2005
Director of Operations
- Managed day to day operations for a office with $5 million revenue
- Planned and operated programs for budgets over $300,000.00
- Supervised 30+ employees, 6 on a day to day basis
- Developed computer program for the special events industry

PGI, Inc.: (Philadelphia, PA) July 2002 – Feb. 2004
Project Manager / Production Manager
- Planned, managed and operated meetings, events and video production

Manayunk Brewery: (Philadelphia, PA) Oct. 2001 -June 2002
Director of Special Events & Communications

Education

Albion College
Bachelor of Arts Degree May 2001
Double Major:
English and Speech Communication
Concentration in Mass Communication with emphasis in Public Relations

The George Washington University
Certificate in Event Management August 2001

Industry & Volunteer Involvement / Awards

Traverse City Business News
40 Under 40 2008 - 2014

Michigan Meetings + Events Magazine
Hall of Fame Inductee- Best Event Planner 2014
Best Event & Meetings Planner in Michigan 2010, 2011 & 2013

Michigan Society of Association Executives

Rising Star	2013

Albion College- Young Alumni Awards

Top 10 Graduates in 10 Years	May 2010

Traverse City Chamber of Commerce

Board of Directors	January 2015- present
Chamber's Business Advocacy Council	September 2014- present
Young Professionals Program Chair	January 2015 – December 2015
Young Professionals Founding Member	November 2007
Young Professionals Advisory Council	November 2007- Nov. 2009
Annual Dinner Planning Committee	November 2008- present
Young Professionals Program Coordinator	November 2009- December 2014
Founder of Buy Local Initiative (20%)	November 2011

Rotary International- Traverse City Noon Club

Member	March 2006- present
Youth Exchange Committee	May 2007- June 2013
Good Works Committee	December 2009- present
Board of Directors	June 2012- June 2014
Wheels of Hope Board of Directors	June 2012- June 2014
Rotary Charities Board of Directors	June 2013- present

Big Brothers Big Sisters of Northwestern Michigan

Board of Directors	June 2009- May 2011

Downtown Traverse City Association

Board of Directors	June 2011- present
Secretary	June 2012- present

Women's Resource Center Extravaganza / Taste of Grand Traverse

Raffle Chair	June 2005 – June 2007
Marketing Chair	June 2007 – June 2008
Event Chair	June 2008 – May 2010

Inland Seas

Consultant-Special Events	March 2008 – present

Michigan Meetings + Events Magazine

Editorial Advisory Board	December 2010- 2012
Contributing Writer	December 2008 – present

National Cherry Festival

Cherry Festival Foundation President	November 2011- August 2014
Cherry Festival Foundation Board of Directors	May 2011- November 2011
Board of Directors Nominating Committee	September 2010

Traverse City Film Festival

Special Events Manager	June 2006 – August 2009

Ladies in the Business

Founder	June 2004 – present

Mid-Atlantic Events Magazine

Contributing Writer	December 2004- August 2005

Allison Beers – continued

International Society of Event Specialists (ISES)
Member — September 2000-August 2006
Vice President of Membership, Philadelphia Chapter — June 2003- June 2005

Northern Michigan Environmental Action Council
Nominee- Environmentalist of the Year (Professional) — April 2012

Speaking/Educational Instruction

Temple University (Philadelphia, PA) — March 2005 - May 2006
Faculty Appointment for Event Management Certification Classes

Northwestern Michigan College (Traverse City, MI) — September 2008- present
Instructor for Event Management Classes

Michigan Festivals and Events Association — September 2013
Big Impact, Small Budget:
Creating the Perfect Event While Keeping Your Budget in Mind

NorthSky Nonprofit Network — February 2013
Getting Strategic About Event Planning

***Put Your &*($(%^ Phone Down!* - Business Etiquette Presentation**
Michigan Recreation and Parks Association — February 2013

MPI Annual Conference — March 2014

Leadership Lunch Club, Traverse City — July 2014

MSAE CMP Summit — October 2013 & 2014

Michigan Works! Annual Conference — October 2013

MSAE Planning Summit, Lead Presenter — November 2014

Private Client Presentations — April 2012- present

Part Two: Key Personnel Qualifications

Statement of Understanding & Qualification to Perform Work
Events North is a proven industry leader with an impeccable reputation for exceeding expectations while working on projects. We stick to timelines and deadlines. We work until the job is complete when many times the project scope is bigger than first anticipated by our clients. We are team players that feel blessed to get to live and work in the state of Michigan, but more important, to serve the Grand Traverse Region.

Owner, Allison Beers has 15 years experience in the meeting and event industry working with a wide range of corporate, social and nonprofit clients. Working in venues across the state and around the world, she knows what world-class service looks like and what it takes to run a venue properly.

Not only has Allison Beers worked in hundreds of venues, but also has assisted many clients with opening new meeting and event spaces. Venues that Allison has worked with include; Brengman Brothers Winery, Shady Lane Cellars, ECCO Event Space, Kirkbride Hall and The Corner Loft. Events North and Allison Beers have worked with these venues to develop marketing plans, set rental rate structure, produce marketing materials, establish potential revenue projections, create operational plans, and more. Allison Beers has been providing this type of service for the last five years.

Allison is passionate about Traverse City and the community. This project is one that she has been following for years and is excited to see the space open for events.

An important note, Events North does not seek to submit a bid for phase two of this project. This would allow Events North to review submitted RFPs with an unbiased view and create the established guidelines that would be best for long-term management of the Historic Barns Park.

Lead/Key Personnel on Project
Allison Beers, Owner
100% of the project will be managed by Allison Beers
Allison@EventsNorth.com
231-883-2708
250 East Front Street Suite 317
Traverse City, MI 49684

Graphic designer for marketing materials- TBD based on availability at time of contract

Part Three: Past Experience & References

1. The Minervini Group
Raymond Minervini
830 Cottageview Drive
Traverse City, MI 49684
231-218-5530
Raymond@TheVillageTC.com
Contract Term: October 2013 – May 2015
Contract Value: $28,500
Staff Assigned: Allison Beers

To Whom it may Concern:

The following is my client testimonial regarding Allison Beers of Events North.

My company has been working with Allison as a consultant for nearly one year, as part of our new business effort to rent our historic Kirkbride Hall for events. We needed a professional who could listen to what we envisioned, understand the constraints of our site and our budget, and take that information and develop a plan and a process to build a viable event business for us.

We hired Allison to develop revenue projections, staffing and equipment needs, a marketing plan, and budget. She has delivered on all counts. At every step of the way Allison has been thorough, diligent and professional, and willing to roll up her sleeves to get things done. She has met deadlines and helped push things forward even when her client was slow to respond. Her expertise in the event planning business, her professional connections in the community and her knowledge of the Grand Traverse regional market has been critically important to her effectiveness.

In short, we strongly recommend Allison Beers and Events North. - Raymond R. Minervini II

2. The Corner Loft
Marie Schwartz, Owner
201 East Front Street
Traverse City, MI 49684
231-883-9367
jschwartz517@charter.net
July 2013
Contract Value: $1,875
Staff Assigned: Allison Beers

I was in need of a consultant to help me with the start up of a new event venue in downtown Traverse City. Allison came highly recommended due to her reputation with event planning and knowledge of venues located in and around Traverse City. She helped me establish the rental rates for my venue by performing an analysis of other comparable venues and drafted a Rental Agreement that has worked out well for my facility. Allison also shared some valuable tips that I've used time and again when working with my renters and local vendors. She is a smart, energetic, well connected and lovely person to have on your team. – Marie Schwartz

3. Cherry Capital Foods
Lee Michaels, Operations Manager
807 Airport Access Rd.
Suite 111
Traverse City, MI 49686
231-342-0232
Lee@CherryCapitalFoods.com
Contract Term: December 2013-open end date (client since 2010)
Contract Value: $43,200 per year
Staff Assigned to Contract: Allison Beers

I have had the pleasure to work with Allison for the past four years. She has grown to become a part of our team so much so that in 2013 we contracted with her to manage and produce several meetings and events around the state for us. She meets and exceeds all expectations that we have. She is professional and is truly an industry expert. – Lee Michaels

Part Four: Scope of Work & Timeline

SCOPE OF WORK & WORK PLAN

Rental Program Development

- Assess the needs of the facility for renters
- Develop a rental plan for weekdays, weekends and nonprofits (establish seasonal rate schedule)
- Forecast sales revenue
- Develop & negotiate with repeat vendors for cost savings
- Develop floor plans for event space for sales of the space
- Set renter guidelines and policies
- Set turn around times for room for multiple events

Marketing

- Create brand for the Historic Barns Park including logo and identity system
- Develop website for Historic Barns Park
- Create the marketing plan and budget for advertising venue rentals
- Manage the production of marketing materials
- Manage the implementation of the marketing plan
- Create and plan opportunities for exposure with planner open houses, networking events, etc.

Operations

- Assess the needs for operation of events
- Advise of staffing needs for events based on scope
- Develop the flow of the event
- Create a facility usage guide for vendors (rules and regulations as well as onsite training for repeat users)
- Edit rental contract and guidelines for renting
- Set renter guidelines and policies
- Set room turn around times for hosting multiple events
- Establish time tracking system for staff to best monitor needs of the facility
- Establish calendar of events
- Establish administrative policies
- Establish staff roles for operation and management of the space
- Management and order placement of necessary signage (signage at expense of client based on budget)
- Establish renter guidelines for zero waste events onsite

Sales

- Field inquiries
- Conduct site tours as requested
- Follow up on leads
- Contract with renters
- Invoice renters
- Collect payment

Management of the RFP/Hiring Process to Operate the Barns

- Establish needs of the facility for management
- Establish staff roles necessary to manage the space
- Create the RFP and timeline for process
- Manage submissions
- Work with necessary team to review submissions
- Work with selected party for transition to management of space

Deliverable Materials

- Banquet Event Order (BEO)
- Inquiry tracking form
- Time tracking software for one year contract
- Post event walk through documentation
- Proforma Budget for Revenue Projections
- Clear rental pricing guidelines
- Marketing Plan
- Marketing Budget
- Marketing Materials
    - Logo, rack cards, business card template, map for renters, note cards, rack cards and #10 envelopes
- Website
    - Domain registration and hosting for one year
- Organizational outline
- RFP for management of the space
- Calendar of events

PROPOSED TIMELINE

Three months should be sufficient to complete the tasks listed in the scope of work. Should the project extend into four months, no additional fees will be charged to client as long as the scope of the project remains the same.

Month One- Discovery Phase

- Work with necessary team to collect background information to establish guidelines
- Work with necessary team to establish desires for the space
- Begin documentation of items for operation
- Report to the board as necessary
- Field inquiries and conduct site tour as necessary

Month Two- Development

- Finalize documentation of items for operation
- Create the RFP and distribute to interested parties
- Report to the board as necessary
- Field inquiries and conduct site tour as necessary

Month Three- Selection & Transition

- Review RFPs for management
- Work with necessary team to select the party to manage the property
- Work through transition of the space
- Report to the board as necessary
- Field inquiries and conduct site tour as necessary

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management Consultant at Historic Barns Park
DUE DATE: Thursday, October 30, 2014, 2:00 p.m.

Having carefully examined the attached specifications and any other applicable information the undersigned proposes to furnish all items necessary for and reasonably incidental to the proper completion of this bid. Bidder submits this bid and agrees to meet or exceed all requirements and specifications unless otherwise indicated in writing and attached hereto.

Bidder understands and agrees that all necessary permits, licenses and insurances must be obtained and that all applicable federal, state and local codes, laws and regulations must be complied with.

Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

Bidder understands that the Authority reserves the right to accept any or all bids in whole or part and to waive irregularities in any bid in the best interest of the Authority. The bid will be evaluated and awarded on the basis of best value to the Authority. Criteria used will include but will not be limited to, price, accessories, options, and overall capability to meet the needs of the Authority.

Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Monthly Retainer (100% summer rate): $ $10,500

Proposed Performance-Based Commission (percentage of net income): 0 %

Submitted by:

Allison M. Beers
Signature

Events North
Company Name

Allison Beers, Owner
Name and Title (Print)

250 East Front Street Suite 317
Company Address

231-883-2708 none
Phone Fax

Traverse City, MI 49684
City State

Allison@EventsNorth.com
Email

Circle one: Sole proprietorship / partnership / corporation

If corporation, state of corporation

30777 Northwestern Hwy, Ste 101
Farmington Hills, MI 48334
231.218.1660 | 248.487.0402
Kirsten@ActivateExperiential.com

PROPSAL

27, October 2014

Historic Barns Park

27, October, 2014

Dear Reviewing Committee,

I want to thank you for taking the time to review our bid for this project. Within this proposal we outlined our suggested approach to this challenge, and also provided a few examples of possible events, activations, and programs we could implement to support the sale of the venue within the first three months. If granted this opportunity, we will ensure that Historic Barns Park is not only up-and-running by early 2015, but that it is also booked for the majority of the 2015 Summer. We hope to have a chance to collaborate with Seeds, the Botanic Gardens, and the Traverse City Community Garden to develop a strategy that is mutually beneficial for Historic Barns Park.

Sincerely,

Kirsten Britten
Owner, Activate Inc.

Background and Qualifications

Background

For the past four years, Kirsten Britten has been producing events and managing branded environments for high profile companies such as Nike, Microsoft, the Pac 12, Columbia Sportswear Company, and Nokia amongst others. In 2013, Kirsten relocated from Los Angeles back to Michigan where she founded Activate Inc, and joined forces with producers Brittany George, Meagan Cobb, and Ashley Fortuna. In their first year, the team has produced over 2 million dollars worth of events nationally.

The Facts

Activate is an S-Corp, incorporated in the state of Michigan
We have two offices:

2322 Cass Rd.,
Traverse City MI 49684
Contact: Ashley Fortuna

30777 Northwestern Hwy, Ste. 101,
Farmington Hills, MI 48334
Contact: Kirsten Britten

Our Team: 4 Producers

- Kirsten Britten, Meagan Cobb, and Brittany George work out of our Detroit location. (Total of 3 Employees)
    - Kirsten Britten splits her time between the Traverse City and Detroit locations.
- Ashley Fortuna works in our Traverse City location with Kirsten Britten (Total of 1 Employee)

Point of Contact:

- Kirsten Britten: 231.218.1660 (c) 248.487.0402 (o)
  30777 Northwestern Hwy, Ste. 101,
  Farmington Hills, MI 48334

Activate has never been accused on contract failure and has not been involved in any type of civil or criminal litigation or investigation.

Qualification Snapshots

Kirsten Britten: Project Lead

- Kirsten Britten will be the primary producer and contact for the Historic Barns Park Initiative
- She will use her expertise to plan, produce, and oversea all elements described in this proposal
- Kirsten will attend all monthly meetings of the Recreational Authority Board or Directors

Relevant Experience

- Has produced high-profile live events with guest lists including government officials such as US President Barack Obama and celebrities such as Rascall Flatts, Billy Curington and Magic Johnson
- Built and managed venues and pop-up stores for Nike, Microsoft, and Nokia
- Managed budgets for ranging from $1000 – 2.5 million
- Close relationships with venue managers at high profile venues such as:
    - Wynn Las Vegas
    - Smithsonian Institute
    - Central Park Zoo in Manhattan
- Extensive vendor resources in the Northern Michigan Area
- Graduated from the University of Michigan
- Grew up hiking, playing, and exploring the State Hospital Grounds

Meagan Cobb: Production Support and Promotional Relations

- Meagan will help produce all marketing initiatives and events for the project
- She will assist in the drafting of all contracts, and proposed agreements
- She will act as the primary sales women for the space

Relevant Experience

- Has widespread experience in PR and Communications
- Experience creating and managing booking and event calendars
- Publishing experience for Shoreline Visitor's Guide
- Oversaw distribution for three products including two magazines maximizing the percentage of target
- Graduated from the University of Michigan in 2012
- Has managed sponsored events for brands such as Red Bull and Diageo.

Brittany George: Social Media Manager and Promotional Support

- Brittany will build, design, and maintain all social media platforms for the park
- She will work with industry influencers to market the barn via social media
- She will assist with the coordination and production of all marketing initiatives related to the space

Relevant Experience

- Managed all social media including Facebook, Twitter, Instagram, and Blog pages for Detroit based company, Healthy Living Simplified
- Provided promotional and recruitment services for events such as the annual IHOP campaign in Novi, MI.
- Coordinated and directed all events for Be Well, Inc.
- Facilitated mutually beneficial partnerships between clients and countless vendors
- Managed branded events for Lexus, IHOP, and Columbia Sportswear
- Graduated from the University of Michigan in 2011

Ashley Fortuna: Bridal Consultant and Associate Producer

- Ashley will assist with all bookings and calendar management
- She will manage the showing of the space to all potential clients
- She will assist in the drafting and filing of all contracts and paperwork
- She will provide her bridal expertise to the team

Relevant Experience

- 10 years of venue management expertise
  - Locally managed the Williamsburg Showcase Dinner Theater
- Certified bridal consultant for over three years and is an expert in:
  - Client consultation and support
  - Set-up and tear-down of events
  - Vendor contact, booking, coordination, and scheduling
  - Budgeting
- Executive Assistant experience results in extensive organizational skills
- Graduated from Northwestern Michigan College

Client References

BeCore Inc.
1652 Mateo St.,
Los Angeles, CA 90021
Kelsey Turman or Mark Billik

Future Entertainment
30777 Northwestern Hwy, Suite 300
Michael George
248.763.5400

Trinity Restaurant Group
43317 Grand River Ave,
Novi, MI 48375
Robert Henderson
949.375.6435

RELEVANT EVENTS

NIKE HOUSE OF PHENOMENAL:

Activate managed the programming, recruitment, staffing, onsite operations, and management of the Nike House of Phenomenal. We developed and implemented operation manuals for all 120 staff members, and recruited professional athletes to make appearances within the venue to draw crowds.

RELEVANT EVENTS

Custom Venue Fabrication

Activate designed, built, and managed a pop-up photo studio for Nokia during the 2014 Consumer Electronics Tradeshow in Las Vegas. Activate was responsible for the design and management of the space, all vendor coordination and production elements, as well as social media content.

lili_gazizova, mmclean5, vodguk, sunshinefromrussia, florante99, roman_vrn, kristina_dumina, prostoecaterina, kissingtour, xslasvegas_kenny

RELEVANT EVENTS

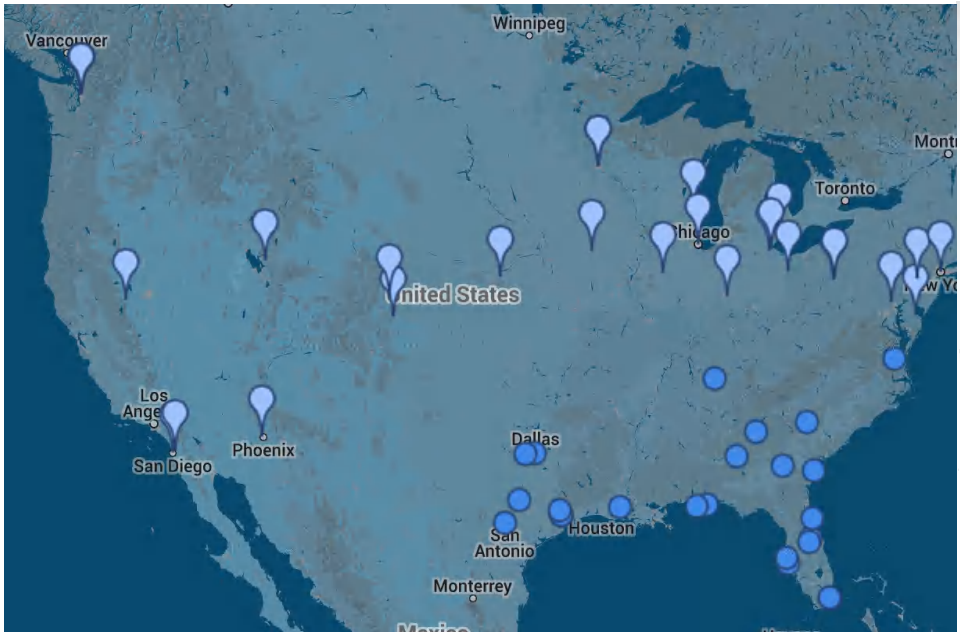
Thematic Events and Venue Decor

For the release of the video game Tomb Raider, we converted a ballroom at the Wynn Las Vegas into a scene from the game. We facilitated celebrity interviews within the space for Microsoft and hosted numerous VIP events throughout the weekend.

RELEVANT EVENTS

City Permit Negotiation

Activate negotiated over 500 event permits from May – August 2014 for the 2014 Omni-Freeze ZERO tour. The event reached over 4 million consumers in just four months.



Proposed Scope of Work

Historic Barn Project Scope of Work

We believe that with the plan below the Historic Barns Park will not only be event-ready, it will be booked for the majority of weekends during the 2015 summer. We included a few of our initial ideas within this scope of work as an example of the type of strategies we could implement to ensure the facility is ready for 2015.

Our proposal consists of 4 elements:

1. **Build**: a baseline management system for the rental of the facility
2. **Launch**: a marketing campaign for the venue
3. **Sell**: the Cathedral barn…over and over again.
4. **Maintain**: a management, promotional, and sale structure that can be maintained indefinitely

Phase 1: Build

Step one of our proposal is laying the foundation for the rental of the venue. At the end of three months, Activate will be able to hand the City of Traverse City a clear set of guidelines, documents, and systems to facilitate the rental and management of the park.

- **Determine the operating cost of the barn**
  - Our end goal is for the Historic Barns Park to be profitable for the City of Traverse City. Step one in this process is determining how much the barn costs to maintain.
- **Set rental prices and both quarterly and annual sales goals**
  - In order for the barn to be profitable, we will determine the necessary cost of rental and the minimum booking goal to cover the operating costs, and turn a profit.
- **Develop rental packages and agreements**
  - Activate will propose and develop a series of rental packages to maximize the sale of the park as an entire entity
  - Activate will also develop lower cost packages to increase the frequency of rental
- **Develop policies and procedures for the space**
  - Activate will develop a list of polices and procedures to ensure that the facility is properly and safely maintained
- **Create a website for the park**
  - Include photos of the space
  - Information about the park itself
  - Contact information for rental agreements
  - Aggregate all press related to the park on the webpage
- **Propose a series of possible event management software systems to the city**
  - We will rely on an agreed upon software plan to assist in the following areas:
    - Increased communication with the following parties:
      - Botanic Garden at Historic Barns Park
      - SEEDS
      - Traverse City Community Garden
    - Organization and transparency of booked events, showings, and appointments
    - Facilitate the easy transition to a full time manager at the end of the three-month contract

    - We will build the cost of this software into the operating cost of the barn
    - Options will be low cost and streamlined
    - If the city is not interested in using a third party software for bookings, Activate will develop an internal process using Google documents to reach the same end goal.
- **Develop the agreed upon software plan so that it contains:**
        - Scheduling assistance
        - Master event calendar
        - Rolodex of all current and prospective clients
        - To-do lists

Phase 2: Launch

Phase two of our proposal is the marketing of the venue. Each year, almost 1/3 of marriage proposals occur over the holiday season. To us, that means that in just a few months, 1/3 of all brides-to-be will be looking for a venue in 2015. Our marketing strategy below is designed to position the space as one of the most beautiful, trendy, and wanted venues in Northern Michigan for more than just weddings.

- **Generate Content**
    - Activate suggests hiring a local photographer to do a photo shoot of the venue
        - Potential partnership with a local bridal salon and potential preferred vendors
    - Create a press release to generate hype about the space
        - Feature the article and photos in all local resources:
            - Record Eagle
            - Northern Express
            - Chamber of Commerce
            - TC Ticker
            - Traverse City Business News
        - Feature article on popular the following websites, or in their publications:
            - The Knot
            - Wedding Wire
            - Martha Stewart Weddings
- **Social Media Integration**
    - Blogs
        - Work with wedding bloggers to feature the space on their blogs
        - Activate will research, contact, and partner with wedding influencers to gain traction for the rental of the barn
    - Twitter
        - Tweet at popular wedding publications to generate interest, and start mentioning the barn in conversations
    - Pinterest
        - Create a Pinterest board filled with ideas of how to dress out our space
        - Eventually feature real weddings within the space
        - Feature other barn weddings that are relevant to the space
    - Instagram
        - Follow and interact with existing wedding publications

        - Congratulate and interact with local brides in the area
    - Facebook
        - Create and manage a Facebook page for the venue
        - Feature photos of all events, updates, and news articles
- **Experiential Marketing:** Historic Barns Park is one of the most beautiful venues Activate has ever seen. This being said, we feel that the most powerful way to market the space is to get people inside!
    - Throw a grand opening gala
        - As a way to position the venue as a space that is not just for weddings, Activate suggests through a black-tie event in the venue at the end of January/early February.
        - Event would help to raise funds for the initiative
        - Invite influential locals and business men and women to the space
        - Generate additional content for the barn's marketing strategy
        - Position the space as a location for corporate events
    - Throw low-cost winter events to engage with the public
        - Sledding/Snowshoe party at the Historic Barns Park
            - Hosting a series of low-cost community events in the first winter will help the community connect to the initiative, and will increase publicity for the space
            - Potential partnership with neighbors in the Commons

Phase 3: Sell

By the end of February, our goal is to have an event booked every weekend through the 2015 summer.

- **Conversion**
    - As an event marketing agency, our specialty is converting our marketing strategies into sales. Below are a few of the ways we will make this happen:
        - **Personal outreach**
            - Our goal of the marketing strategies above is to generate leads
            - We will be following up personally with every single lead generated from our marketing campaign to sell the venue
            - We will monitor social media and follow up directly with newly engaged couples in Northern Michigan
        - **Corporate Outreach**
            - We will compile a list of annual corporate events in the area, and reach out to their coordinators to consider using our venue
        - **Vendor partnership**
            - We will work to develop relationships with influential vendors in the Traverse City area, and mutually promote each others work
        - **State wide influence**
            - By having a Detroit office, our promotional and sales reach is not just confined to the Traverse City area. We plan on reaching out to the following organizations to sell the venue:
                - Detroit based event promoters
                - Film and television location scouts

- **Personal Tours**
    - We plan on booking as many private tours of the facility as we possibly can
    - We will walk through the space with prospective clients, and brainstorm ways that the venue can be transformed into their ideal venue
    - At least one member of our Activate team will be readily available at all ties to show the space

Phase 4: Maintain

At the end of the three-month contract, we will have all of the elements described above ready to hand off the to the full time manager. Below is our plan for finding the right person.

- **Hire**
    - Activate will design an RFP that specifically describes the tasks needed to ensure the longevity of the administrative, marketing, and sales plans set forth in this proposal
    - Activate will vet all potential contractors and suggest the most qualified candidates to the city
    - Activate will use their industry experience and connections to ensure that the most qualified candidate is secured for this job
- **Train**:
    - We will train the candidate to ensure that they are able to fulfill the necessary roll
    - We will ensure that the candidate is fully versed in the marketing strategies of the venue
    - We will make sure that candidate is comfortable planning and executing events within the space as a producer
    - We will ensure the candidate is able to upkeep the administrative ground work needed to manage the facility
- **Support**
    - Activate will be an available resource to the candidate for all questions that may arise after the duration of this project at no cost to the city

Please note that if granted this work, Activate will also submit a bid to be the long-term facility manager.

Proposed Production Schedule

Production Milestones		
Projected Deadline	**Task**	**Category**
Month 1: December		
December 1, 2014	Contract Term Begins	
December 5, 2014	Determine Operating Cost, Set Sales Goals	Build
December 5, 2014	Propose Website to City	Build
December 12, 2014	Develop Social Media Pages	Launch
December 12, 2014	Propose Rental Agreements and Packages to City	Build
December 12, 2014	Complete Scheduling Assistant and Calendar	Build
December 12, 2014	Host Photo shoot	Launch
December 19, 2014	Launch Website	Launch
December 19, 2014	Finalize Rental Agreements and Rates	Build
December 29, 2014	Publish Press Release	Launch
December 29, 2014	Add Photo Shoot content to all social media platforms	Launch
December 29, 2014	Outreach to newly engaged couples via social media	Sell
Month 2: January		
December 31, 2014	Host Black-Tie New Years Eve Party	Launch
January 5, 2015	Connect with wedding bloggers and social media influencers	Launch
January 9, 2015	Personal and Corporate Outreach	Sell
January 9, 2015	Continue all Launch and Sell efforts	Launch/Sell
January 16, 2015	Draft RFP for Long term facility management	Maintain
January 23, 2015	Publish RFP for Long term facility manager	Maintain
Month 3: February		
February 6, 2015	Select Long Term Facility Manager	Maintain
February 9, 2015	Begin Training Facility Manager	Maintain
February 14, 2015	Host Community Sledding Event on Valentines Day	Launch
February 20, 2015	Work with Facility Manger to follow leads from Community Event	Sell/Maintain
February 27, 2015	Ensure all marketing platforms have been transitioned to new manager	Launch/Sell
February 27, 2015	Contract Ends	Maintain

Estimated Budget

Below is a breakdown of our estimated costs associated with the work described in this proposal. Please note that if the City of Traverse City is interested in working with Activate long-term to manage the venue, the retainer below will be re-evaluated at that time.

Contact: Kirsten@ActivateExperiential.com		
Event Facility Management Consultant at Historic Barns Park		
Kirsten Britten	120 hrs/mo.	Project Management, Vendor Negotiation, Sales, Marketing, Main Point of Contact, Attend monthly meetings
Meagan Cobb	100 hrs/mo.	Scheduling, Accounting, Contracts, Client Contact, Production Support, Promotional Events
Brittany George	100 hrs/mo.	Social Media, Website Support, Media Contact, PR
Ashley Fortuna	80 hrs/mo.	Venue Showings, Client Communication, Organizational Support
Monthly Retainer		$12,000.00
Sub-Total		$36,000.00
Activate believes that this hourly allocation will cover the scope of work described in this proposal. If we exceed the hourly allocation, the city of Traverse City will not be charged for any overages. If Activate does not use the expected number hours each month, Activate will credit the retainer accordingly so the city is not billed for unused time.		
Project Cost Not to Exceed		**$36,000 + 6% Sales Commission on Gross Revenue**

Sales Commission

Activate will produce a financial review at the end of each month to report the number of secured rentals agreements sold within that month. We will determine a rental as being secured when we receive a security deposit from the proposed client. Activate will receive a 6% commission on the gross rental rate of the secured agreements on all secured rentals within the first three months.

Closing Statement

We believe that what the city of Traverse City truly needs for this project, is a team that who will not only build a structural base for the rental of the barn, but a team who will propel the barn into the venue market. Activate is a team of hardworking event professionals who care about this initiative. We have the experience, the drive, and the talent to ensure the success of the program, and we will do whatever it takes to make sure the barn is ready for the 2015 season.

Thank you for your consideration.

Sincerely,

Kirsten Britten
Owner, Activate Inc.

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management Consultant at Historic Barns Park
DUE DATE: Thursday, October 30, 2014, 2:00 p.m.

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Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

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Bidder agrees that the bid may not be withdrawn for a period of ninety (90) days from the actual date of the opening of the bid.

Proposed Monthly Retainer (100% summer rate): $ 12,000

Proposed Performance-Based Commission (percentage of net income): 6 %

Submitted by:

Signature

Activate Inc
Company Name

Kirsten Britten, Owner
Name and Title (Print)

30777 Northwestern Hwy, Ste 101
Company Address

231-218-1660
Phone Fax

Farmington Hills, MI 48334
City State

Kirsten@ActivateExperiential.com
Email

Circle one: Sole proprietorship / partnership / corporation

Michigan
If corporation, state of corporation