

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

7:00 p.m.

Wednesday, March 18, 2015

Second Floor Large Meeting Room, Garfield Township Hall
3848 Veterans Drive
Traverse City, MI 49684

Posted: 3-13-15

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.traversacitymi.gov/recauthority.asp>
mcowall@liaa.org

Agenda

Roll Call.

1. Review of Event Facility Management proposals. (Matt Cowall, Events North)
2. Reports. (Matt Cowall et al)
 - Any reports from Board members
 - Executive Director's report and possible verbal updates
3. Public Comment.
4. Adjournment.

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF MARCH 18, 2015

DATE: FRIDAY, MARCH 13, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: REVIEW OF EVENT FACILITY MANAGEMENT PROPOSALS

Seven (7) proposals were submitted for Event Facility Management services at Historic Barns Park, listed as follows in alphabetical order:

Vendor	Proposed Annual Fee
Activate, Inc.	\$50,000 plus 25% of gross rental rate after sales hit \$227,000
Brianna Bidwell	\$50,000
Grey Hare Inn Enterprises	\$49,500
Jameson Creative, LLC	\$42,500
Kirkbride Hall, LLC	\$50,000
UnCommon Management, LLC	\$48,000
Erin Anderson Whiting	\$47,500

This is a great response and I want to thank every one of the applicants for their interest and effort.

All seven proposals are enclosed, along with an evaluation form to help you score each of them based on the criteria noted in the RFP. Please review the proposals prior to the meeting, then we will compare notes and discuss on Wednesday night. Presuming some interviews will be desired, we will schedule those for a subsequent meeting on March 25. Events North will be in attendance to aid the discussion.

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

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

February 25, 2015

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 **Wednesday, March 11, 2015, at 2 p.m.** for the following:

EVENT FACILITY MANAGEMENT AT HISTORIC BARN 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.

A pre-proposal conference will be held at 10 a.m. on Tuesday, March 3, 2015, inside the Cathedral Barn at Historic Barns Park, 1500 Red Drive, Traverse City, Michigan (just north of the intersection of Silver Lake Road and Silver Drive).

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 Services." 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 (231) 929-3696 or mcowall@liaa.org before the proposal is submitted. 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

February 25, 2015

REQUEST FOR PROPOSALS:
EVENT FACILITY MANAGEMENT

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 proposals (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 individual or firm (“Contractor”) will serve as the event manager 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 has been completed. The Phase I interior renovation of the Cathedral Barn focused on the upper loft level, with posted capacity for 499 people (or approximately 200 seated at tables). The renovation includes the addition of utility services, restrooms, a 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 sales and operations for the use of the Cathedral Barn as an event space.

The Contractor will be required to provide all labor and support services as necessary to satisfactorily perform the event facility management functions under this agreement. The Recreational Authority shall be responsible for properly maintaining the rental facilities and to keep same in good order and condition, properly lit, and supplied for customary use of the restrooms, kitchen, and serving spaces. Users of the facilities shall generally be responsible for providing tables, chairs, kitchen supplies, serving utensils, linen, cutlery, and plate service for

their use.

The Contractor must have the resources and abilities to schedule, manage, operate, staff, market and advertise event rental facilities in Historic Barns Park as needed, including night and weekend events. The Authority envisions facility operations and management, booking, sales and marketing, and event coordination as primary activities, including the ability to work with and coordinate other third-party providers (e.g., wedding planners, caterers, shuttle services, promoters). Experience and expertise in zero-waste events is highly desirable, as is experience in accommodating offsite and/or shared parking arrangements. The term “facilities” herein refers to any structure or space available within the Historic Barns Park available for events as approved by the Recreational Authority unless otherwise indicated.

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

- a. Serve as the community relations representative for the park.
- b. Manage all public relations for the park as it pertains to events.
- c. Build awareness and sales through business development practices.
- d. Manage sales of The Cathedral Barn and park-wide rentals of Historic Barns Park.
- e. Implement marketing strategy.
- f. Coordinate and manage all event operations and all booked business.
- g. Conduct site inspections and planning meetings with clients as necessary.
- h. Networking on behalf of Historic Barns Park.
- i. Coordinate cleaning services with the Authority.
- j. Invoice and track rental payments.
- k. Track rentals and provide a monthly update to the Authority and report as necessary.
- l. Work with renters and fill out a banquet event order and timeline.
- m. Develop room layout for clients.
- n. Work with vendors for each event.
- o. Create a professional work environment including proper attire, response time to inquiries and organized onsite management.
- p. Insure that the room is clean and ready for each event.
- q. Insure that the room is clean after each event.
- r. Coordinate parking needs for each renter.
- s. Create new events and manage the operations for additional revenue for Historic Barns Park.

Knowledge and skills required:

- a. Ability to set priorities and work in a fast-paced environment.
- b. Flexibility to adjust to changing conditions while maintaining positive “can do” attitude.
- c. Team player.
- d. Sense of urgency.
- e. Detail-oriented.
- f. Organized.
- g. Ability to interact with clients and vendors at all levels.
- h. Computer proficient with Microsoft Word and Excel.

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 of one year. At nine months into the contract, the Authority will meet to review the contract period and decide to renew the contract for an additional year or to terminate the contract after one year.

I-D. COMPENSATION

The first-year contract shall be a maximum payment of \$50,000. This fee will cover all manpower and support services needed to sell and operate Historic Barns Park. After the first year, a fee plus commission structure may be explored for the second year of the contract.

II. PROPOSAL REQUIREMENTS

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

II-A. INFORMATION/BACKGROUND ON THE CONTRACTOR/INDIVIDUAL

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 (when applicable):

- a. Contractor's 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;
- d. Staff assigned to that project; and
- e. Scope of work for contract.

II-D. UNDERSTANDING OF SCOPE OF SERVICES

The proposal should outline an organizational structure 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 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

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: 25%. Information on the history of the firm, selected firm background, and any negative history;
- Key Personnel/Staff Qualifications: 25%. Qualifications of the staff assigned to manage and provide services related to the project;
- Experience/References: 25%. Past experience and client references;
- Understanding of Scope of Services and 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;

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 at Historic Barns Park

DUE DATE: March 11, 2015, 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 Annual Flat Fee (not to exceed \$50,000): \$ _____

Submitted by:

Signature

Company Name

Name and Title (Print)

Company Address

Phone

Fax

City

State

Email

Circle one: Sole proprietorship / partnership / corporation

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)

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

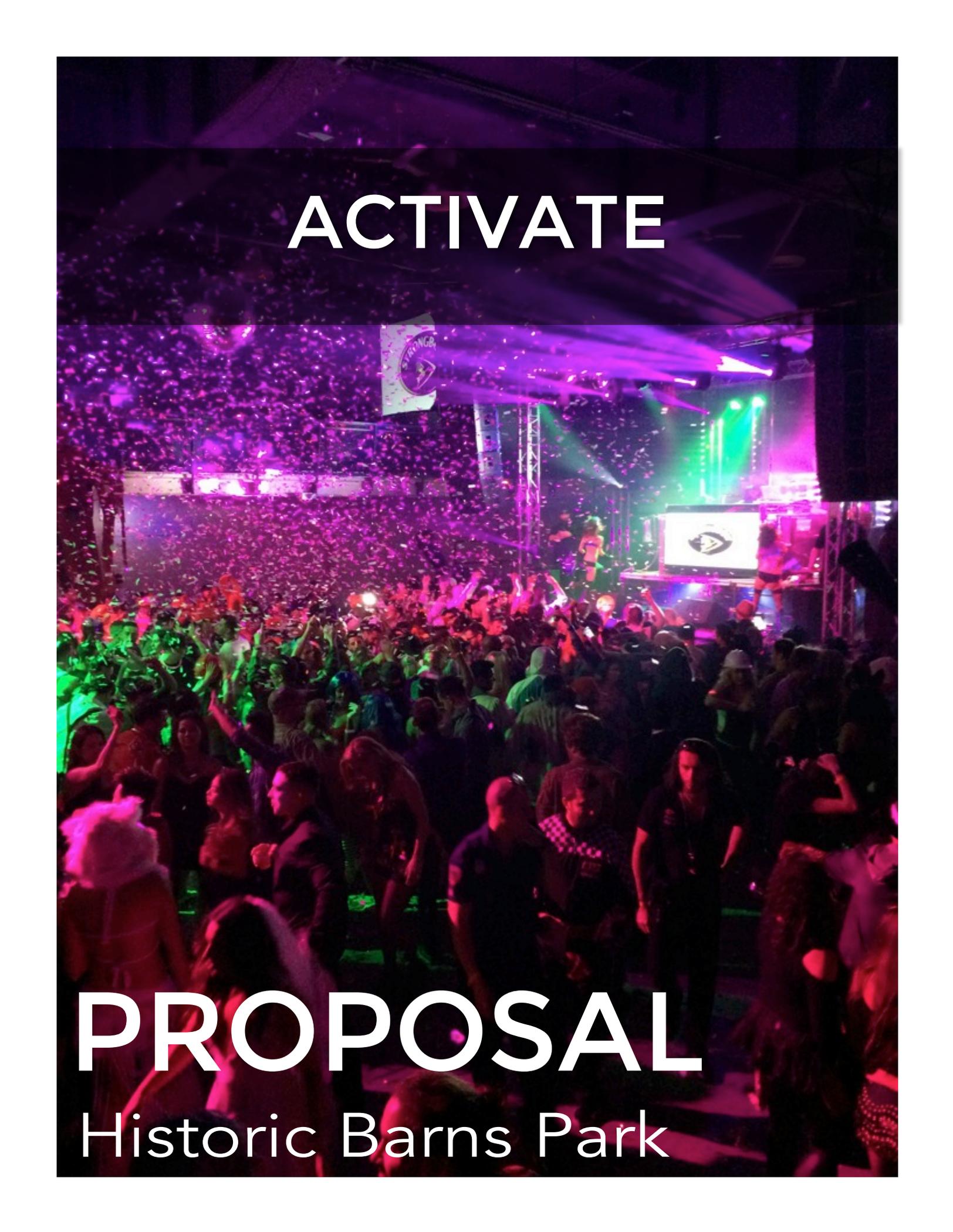
Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating



ACTIVATE

PROPOSAL

Historic Barns Park

Opening Statement

9, March, 2015

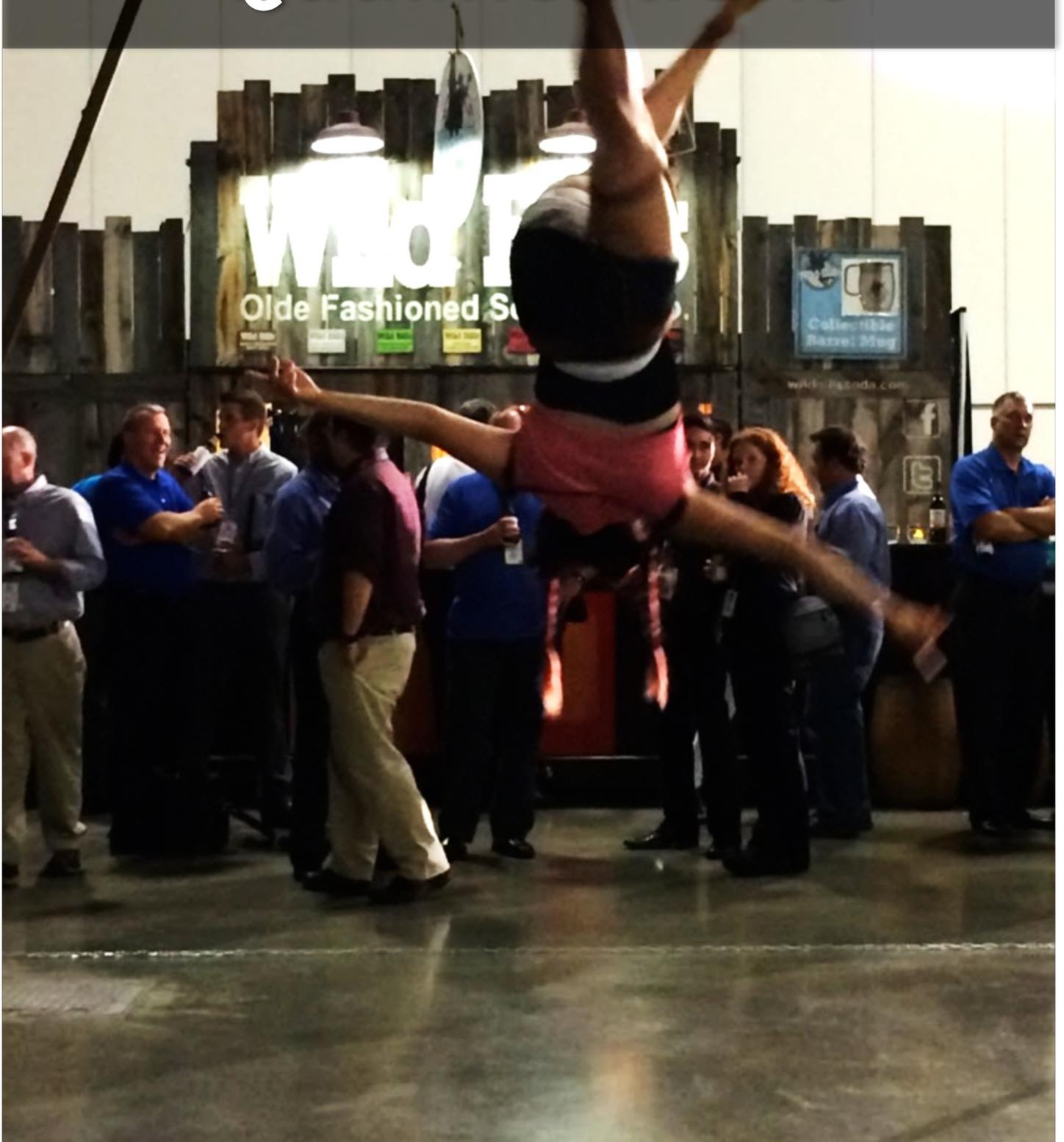
Dear Reviewing Committee,

This initiative has the potential to be extremely profitable for the City of Traverse City. In order to accomplish this, Historic Barns Park needs more than a coordinator to simply manage the venue. You need a team that will drive this initiative as a startup company. Within this proposal we outlined our suggested approach to this challenge, and also provided a few examples of possible events, activations, and programs we will implement to support the sale of the venue within the first year. Our team of marketing experts, event producers, and entrepreneurs is the ready to propel this venue into the rental market, and make it one of the most coveted venues in Northern Michigan.

Sincerely,

Kirsten Britten
Owner, Activate Inc.

Qualifications



Background

Activate is an S-Corp, incorporated in the state of Michigan

We have two offices:

2322 Cass Rd.,
Traverse City MI 49684
Contact: Paul Britten

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

Our Team:

- Detroit: Kirsten Britten, Meagan Cobb, and Brittany George
- Traverse City: Paul Britten Jr. and Kirsten Britten

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.

Management Strategy

Our team will jointly manage this venture to optimize the sale and management of the barn using our diverse skillsets. Paul Britten Jr. will serve as the local facility manager, while Kirsten Britten and Meagan Cobb support his efforts remotely with project management, marketing and administrative support. Our team will attend statewide networking opportunities, and all three of us will be trained to manage Historic Barns Park. This will give the park the flexibility that it needs to be sustained long term.

Client References

BeCore Inc.

1652, Mateo St.,
Los Angeles, CA 90021
Kelsey Turman: Account Director
213.747.3123

Future Entertainment

30777 Northwestern Hwy, Ste.
300, Farmington Hills, MI 48334
Michael George: President
248.763.5400

Northern Express

109 S. Union St.
Traverse City, MI 49684
Luke Haase: Publisher
231.883.3549

Kirsten Britten: Project Manager

For the past five 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 Paul Britten. In their first year, the team has produced over 2 million dollars worth of events nationally. Kirsten will use her experience to ensure that this project is facilitated professionally and to the highest standards.

Program Responsibilities

- Use her expertise to plan, produce, and oversee all elements described in this proposal
- Use her experience and marketing background to facilitate the proposed marketing campaign and help sell the barn
- Support Paul Britten as venue manager and fill in as needed on initial and large events
- Explore all relationship with local connections to facilitate local vendor partnerships
- Manage and track all finances associated with the barn
- Attend key monthly meetings in Traverse City to ensure all initiatives are being met
- Ensure that all operations are running smoothly
- Manage the overall operation of the program

Relevant Experience

- Has produced high-profile live events with guest lists including government officials such as US President Barack Obama and celebrities such as Rascal 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 with a degree in film and television production
- Grew up hiking, playing, and exploring the State Hospital Grounds

Paul Britten Jr.: Local Venue Manager

Manager Paul Britten has spent the last five years running his own startup company, Mammoth Muscles. He was simultaneously managing the guide program at the award winning ranch, Vista Verde in Steamboat Springs, CO. His skills as a general contractor mixed with his skills in the hospitality industry make him an ideal fit to be the long-term manager of Historic Barns Park. He has completed extensive outdoor ethics training and is fully versed in respecting and protecting recreational land.

Program Responsibilities

- Manage the day to day operations of the venue
- Meet with clients to show the space
- Attend networking events on behalf of the Historic Barns park
- Act as the primary contact for all inquiries related to the rental of the park
- Use his local connections to facilitate local vendor partnerships
- Attend all monthly meetings
- Use his entrepreneurial background to market and sell the barn
- Ensure Historic Barns Park is properly maintained
- Upkeep the venue website, event calendar, and social media pages

Relevant Experience

- Received his bachelors degree in Entrepreneurship, Management, and Marketing from the University of Dayton
- Coordinated and facilitated outdoor experiences and events for guests as a Backcountry Guide and Instructor at Vista Verde Ranch in Steamboat Spring, Co
 - Paul managed the biking, telemarking, and hiking program for a very high-profile guest list at Vista Verde
 - Widespread experience in the hospitality industry
- Assisted in event production for clients such as McAfee Security Company and Columbia Sportswear
- Extensive sales experience at TentCraft Inc., in Traverse City, MI
- President and Founder of Mammoth Muscles Inc., a general labor company in Northern Michigan
- Years of experience in vendor management
- Grew up living and working in Traverse City, MI

Meagan Cobb: Project Manager

Producer Meagan Cobb will provide marketing, administrative, and sales support of this initiative from our Detroit office. Her experience in PR, communications, and social media make her the perfect candidate to help ensure a strong online and media presence of Historic Barns Park. Meagan will also be trained to manage the facility so that she can relieve Paul Britten as needed as the facility manager.

Meagan Cobb: Production Support and Promotional Relations

- Produce all marketing and promotional relations documents needed to sell the space
- Connect with industry influencers to generate hype for the park
- Assist in the drafting of all contracts, and proposed agreements
- Support Paul Britten as venue manager and fill in as needed on initial and large events
- Attend networking events and conventions in the Detroit and Grand Rapids
- Assist in updating the venue website
- Provide social media content for the Historic Barns Park on Pinterest, Facebook, and twitter accounts
- Implement programs ensuring venue and environmental sustainability

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
- Has managed sponsored events for brands such as Red Bull and Diageo.
- Implemented sustainability programs for Grand Rapids ArtPrize
- Facilitated recycling and compost initiatives for ArtPrize
- Graduated from the University of Michigan with a degree in psychology and sociology

Portfolio

Custom Venue Fabrication: G-Form Product Launch

Client: BeCore/G-Form

Producers: Meagan Cobb, Kirsten Britten

Contract Term: November 2014 – March 2015

Activate designed, built, and managed a soccer lounge for G-Form during the 2015 National Soccer Coaches of America Foundation. The event was a resounding success and featured appearances by the Legendary Pelè. Activate was responsible for the design and management of the space, all vendor coordination and production elements, as well as the production of social media content.



Portfolio

Venue Management: Nike House of Phenomenal

Client: BeCore Inc., and Nike

Producer: Kirsten Britten

Contract Term: June 2014 – September 2014

Contract Value: \$ 700,000

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.



Portfolio

City Permit Negotiation: Columbia Omni-Freeze ZERO Tour

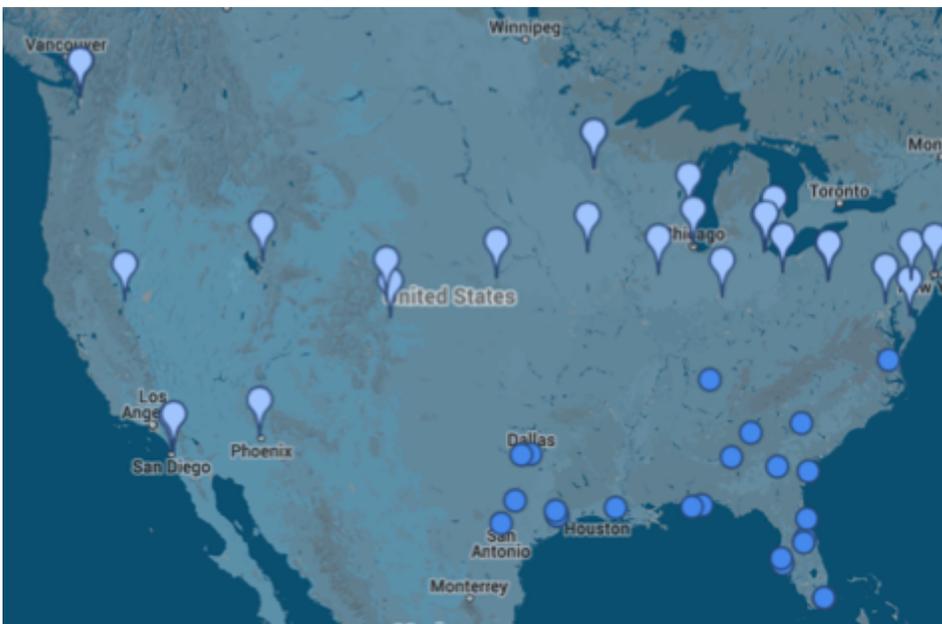
Client: BeCore/Columbia Sportswear

Producers: Kirsten Britten, Paul Britten, and Meagan Cobb

Contract Term: February 2014 – January 2015

Contract Value: \$1.2 Million

Activate negotiated over 500 event permits from May – August 2014 for the 2014 Omni-Freeze ZERO tour. We produced and managed the 75-city mobile tour, generating over 9 million impressions in just four months.



Portfolio

Thematic Events and Venue Décor: Masque Halloween Party

Client: Future Entertainment

Producers: Kirsten Britten, Meagan Cobb

Contract Term: September 2014 – November 2014

Contract Value: \$ 70,000

Activate coordinated, designed, and produced Detroit's largest Halloween party on behalf of Future Entertainment. The event attracted over 2000 partygoers and was hosted at the iconic Russell Street Industrial Center. Activate procured and managed all staff, vendors, and entertainers.



Scope of Work



Scope of Work

This initiative needs to be attacked from three angles simultaneously to ensure efficiency and results. We will channel our efforts into a three-part structure to optimize the occupancy of the facility.

1. **Market:** Design and implement a marketing strategy to maximize venue exposure
2. **Sell:** Convert our marketing campaign into sales
3. **Manage:** Manage the day to day operations of the facility

Market

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 will feature event photos from all events on the venue website, as well as all social media outlets
 - Create a press release to generate hype about the space
 - Feature the article and photos in all local resources:
 - Local publications and newspapers
 - Regional wedding guides
 - State-wide venue resources
- **Register the venue**
 - Ensure Historic Barns Park is listed on every popular venue list in the region
 - The Knot
 - Wedding Wire
 - Martha Stewart Weddings
 - Chamber of Commerce
 - Pure Michigan website
- **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
 - Pinterest
 - Create a Pinterest board filled with ideas of how to dress out our space
 - Eventually feature weddings within the space
 - Feature beautiful barn weddings that are relevant to the space
 - Facebook
 - Create and manage a Facebook page for the venue
 - Feature photos of all events, updates, and news articles
 - Twitter/Instagram
 - Interact with newly engaged brides
 - Post photos from events
 - Post available dates

Scope of Work

- **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.
 - Host open house events within the space
 - Invite industry professionals, future brides, and potential clients for an evening event within the space
 - Host community events within the space
 - Create a low-cost guide program that begins and ends at the barn, led by Paul Britten
 - Generate hype for the space
 - Network with local influencers
 - Align with green and healthful initiatives promoted by the park
- **Community Relations**
 - Our team will serve as the community relations representatives for the park
 - Attend local and state-wide networking events, tradeshow, and relevant expos

Sell

Our team will be tackling the sales of the barn as a unit. Our primary initiative is to book the venue enough times to cover the operating cost, and will then kick into high gear to ensure the venue is profitable.

- **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.
 - We will set an occupancy goal to ensure that we exceed the necessary occupancy within the first year, ensuring the barn pays for its initial costs.
- **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**
 - The goal of this marketing strategy 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
 - **Statewide influence**
 - By having a Detroit office, our promotional and sales reach is not 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

Scope of Work

- **Preferred Vendor List**
 - As this year progresses Activate will be formulating relationships with local vendors to ensure the space is properly maintained
 - Activate will negotiate referral deals with vendors as an additional source of revenue
- **Rentals**
 - If this contract is renewed beyond one year, Activate will recommend a list of assets that Historic Barns Park attains to generate additional income
 - This initiative may be put into action in year one pending final cost of overhead of the barn

Manage

Our team will manage Historic Barns Park. We will ensure that the facility is properly maintained, will be there to support all of our clients' events, and will manage all administrative processes.

- **Manage facility operations**
 - Manage maintenance of the facility by communicating and scheduling necessary contractors
 - Coordinate cleaning services
 - Will conduct site surveys before and after each event to track property damages and liability
 - Invoice and track rental payments
 - Ensure the facility is clean before and after every event
 - Onsite manager will be readily available to give tours of the space
- **Manage all client relations**
 - Provide event layouts
 - Ensure clients have procured all necessary vendors for their events
 - Conduct site inspections and planning meetings with clients and coordinators as needed
 - Work with renters to identify banquet rentals/needs and appropriate timelines
 - Coordinate and suggest parking arrangements for each client
- **Provide monthly updates to the Authority**
 - Will provide sales reports, marketing deliverables, and goals for upcoming month on a monthly basis
 - Attend monthly meetings to report progress
- **Setup a software system to streamline the rental process, event calendar, and payment system**
 - Activate will use our existing software to sync the processes of
 - Scheduling events and showings
 - Master event calendar
 - Rolodex of all current and prospective clients
 - Payment timelines and due dates
 - Invoicing
- **Office Space**
 - Activate's Traverse City office will be utilized by Paul Britten as the hub for our local management systems
 - If necessary, meetings can be held at our location or at the venue
- **Waste Minimization**
 - The Activate team will work with local vendors to determine recycling plans for regularly occurring event waste

Timeline

As a result of the amount of work needed to develop this business, Activate requests that this proposal be considered within the terms of a three-year contract, with a one-year trial period.

If all goals and initiatives are met by Activate after the first year, we ask that the City of Traverse City commit to two additional years of management. We would look to re-negotiate our payment terms at that time.

Project Estimate

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.

Production Estimate:		
Contact: Kirsten@ActivateExperiential.com		
<u>Event Facility Management Consultant at Historic Barns Park</u>		
Paul Britten	160 hrs/mo	Project Management, Vendor Negotiation, Sales, Marketing, Main Point of Contact, Attend Monthly Meetings
Kirsten Britten	80 hrs/mo.	Scheduling, Accounting, Contracts, Client Contact, Production Support, Promotional Events
Meagan Cobb	40 hrs/mo.	PR, Social Media, and Web Support. Hours include day-of event support as needed
Sub-Total		\$50,000.00
Current business plan provided by the city identifies the "break even point" of the cost of managing the facilities to be an estimated \$227,000. Activate will charge a 25% commission on the gross rental rate of all sales made beyond the break event point in 2015		
<u>Estimate of Project</u>	\$50,000 + (25% Sales Commission of gross rental rate on sales exceeding \$227,000)	

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. Our first milestone is to rent the park enough times to cover the overhead of the facility (estimated to be approximately \$227,000). After we exceed this milestone, Activate will charge a 25% commission on the gross rental rate of all future agreements for 2015-2016.

Closing Statement

The City of Traverse City needs a team who will propel the Historic Barns Park into the venue market. Activate is a team of hardworking event professionals who care about this initiative. We will attack this entrepreneurial challenge by using our experience, and drive to do whatever it takes to make Traverse City's Historic Barns Park a success.

Thank you for your consideration.

Sincerely,

Kirsten Britten
Owner, Activate Inc.

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 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 Annual Flat Fee (not to exceed \$50,000): \$50,000 + 25% of gross rental rate
after sales net \$227,000.00

Submitted by:


Signature

Kirsten Britten, owner
Name and Title (Print)

231-218-1660
Phone Fax

Kirsten@ActivateExp.com
Email

Activate Inc.
Company Name

30777 Northwestern Hwy, Ste 101
Company Address

Farmington Hills, MI 48334
City State

Circle one: Sole proprietorship / partnership / corporation
MI
If corporation, state of corporation

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating

Response to Request for Proposal
Event Facility Management at Historic Barns Park

Brianna Bidwell
231.342.1526
brianna.bidwell@yahoo.com

March 10, 2015

Brianna Bidwell

231.342.1526 | brianna.bidwell@yahoo.com

March 10, 2015

Mr. Matt Cowell
Executive Director
City of Traverse City and Charter Township of Garfield Recreational Authority
c/o LIAA
324 Munson Ave
Traverse City, MI 49686

Dear Mr. Cowell:

What an exciting time this is for the Recreational Authority to be playing such a key role in the redevelopment and unveiling of the Historic Barns Park. The transformation of the Historic Barn and the Cathedral Barn into a public park and event venue is certainly a testament to the Recreational Authority's commitment to rehabilitate these historic structures.

Congratulations to the Recreational Authority in their visionary efforts over these past several years in developing avenues to fund this project. The collaboration with the community through the development of the Botanic Garden at Historic Barns Park, SEEDS, and the Traverse City Community Garden are tremendous accomplishments in fulfilling the goals of the Historic Barns Park. I can only imagine that this has been a huge undertaking, and I am sure the Recreational Authority has been working non-stop to make the Historic Barns Park become a reality.

As a Senior Conference Services Manager at Omni ChampionsGate, I work in an extremely fast paced environment with a team who is constantly challenged to perform at the highest level. It is with determination, flexibility, and willingness to react quickly that we are continually able to meet the demands of the hotel. I am now ready to take on the next challenge in my career, and I am excited to showcase my talents into the Historic Barns Park redevelopment project.

Historic Barns Park is an exciting opportunity that will allow me to demonstrate my skills and bring my passion as an Event Manager home to Traverse City.

Sincerely,



Brianna Bidwell

PART A: INFORMATION & BACKGROUND

Brianna Bidwell will be relocating back home to Traverse City, Michigan as an Independent Contractor offering event management services. Brianna will serve as the full time employee and primary point of contact. She can be reached at (231) 342-1526 or via email at brianna.bidwell@yahoo.com. There is no contract failure or negative history to disclose.

Brianna Bidwell, originally from Traverse City, Michigan, currently resides in Orlando, Florida. Having over eight years of hospitality experience in the event industry, she is returning home to pursue her dream of managing her own business.

As an independent contractor, Brianna will be able to devote 100% of her time and efforts into the Historic Barns Park project. She will have a vested interest to deliver direct results, which will enable growth, initiate community awareness, and produce overall park success. Her primary responsibility will be to focus on the business at hand without distraction. Each client and every facility operation will be treated as a top priority and, in turn, will receive Brianna's full and undivided attention.

As a hospitality professional that has spent the past four years in the heart of one of the world's largest convention based cities, Brianna has acquired a wealth of knowledge, a unique set of skills, and a wide range of event management experience due to Orlando's diverse background. She specializes in corporate, social, and nonprofit meetings and events.

Brianna graduated from Grand Valley State University with a Bachelor's Degree in Hospitality Tourism Management and a minor in Business. Upon graduation, Brianna relocated to Orlando, Florida to identify with the industry on a larger scale. Through an opportunity with Walt Disney World, Brianna gained invaluable hospitality experience in a forward-thinking and challenging environment surrounded by creativity and imagination.

Brianna joined the Omni ChampionsGate team in the summer of 2011 at an entry-level position allowing her to build upon her hospitality skills at a ground level. After one year, her take-charge attitude earned her a promotion into event management. After two years, her leadership skills earned her a promotion to senior level event management. She has planned over 120 events in her career at Omni, ranging from 10 people to over 1,000 people with contract values ranging from \$5,000 to over \$1 million.

Throughout her career, Brianna has earned a proven reputation of providing exemplary customer service and exceeding her client's expectations. Her attention to detail, ability to meet project deadlines, and "can do" attitude lays the foundation for producing successful events. Brianna's steadfast and cheerful personality creates a knack for building strong relationships with her clients. As a result, she repeatedly earns top ratings on the Omni's Group Medallia Customer Satisfaction Surveys. She is also frequently recognized in client testimonials praising her event management experience and skills.

Brianna Bidwell is the reason our meeting and stay was a success. She was incredible. She is the reason we are considering coming back again next year. She is a gem!! - Carl Fuqua, State Securities Corporation 8-30-13

Thank you and congratulations for helping us pull off one of the best summits ever! You stepped in with such short notice and worked hard to make this event spectacular in such a short time. We know how much time and planning goes in to this so thank you again for all of your hard work. Also – I can't tell you how much we enjoyed rock of ages last night. It was such fun and I really think there wasn't anyone there that didn't have a great experience. Well done!! – Leona Zahn, Krisam Group 11-10-13

I would like to commend Brianna Bidwell at your Omni Hotel. She does an outstanding job...in fact, I now request her and name her specifically in our contracts so that she will be our conference services manager. You have a very talented, caring and special person in Brianna! She even responded to my requests, questions and issues after hours and she always had a "Yes let me check into that or Yes we can do that!" response! - Leila Zschau, Ryland Homes 4-7-14

Brianna Bidwell - OVER the TOP! Every single issue resolved quickly. We ONLY want to have Brianna as our Conference Services Manager for our events in 2015. - Leila Zschau, Ryland Homes 6-15-14

Brianna Bidwell, our Convention Manager was amazing to work with. She treated my group as we were her top priority; made us feel that she was there to serve us the entire time. - Sue Spradlin, Fiserv 10-12-14

Brianna Bidwell - Amazing Awesome with her attention to detail. She is a proactive thinker who has solutions to problems and issues and makes things happen without attendees even knowing that there was a problem. We have written her name in our contract so that we will have her as our Conference Services Coordinator as she is excellent. - Leila Zschau, Ryland Homes 1-18-15

It is Brianna's ability to identify with her clients, work tirelessly to achieve their goals, and treat her clients as a top priority that has allowed her to advance her career so effortlessly. It is Brianna's experience, skill set, and natural attributes that will make her a valuable partner in the Historic Barns Park redevelopment project.

Part B: KEY PERSONNEL & QUALIFICATIONS

Brianna Bidwell will be the Project Manager for the Event Facility Management Contract at Historic Barns Park. She is passionate about reestablishing her roots in Traverse City and playing an active role in the community.

Working in one of the largest convention cities in the country, Brianna knows first-hand how to run a venue professionally and what it takes to offer top-notch service as a result of her widespread experience in working with corporate, social, and nonprofit meetings and events. By sharing her event management knowledge and experience, Brianna will contribute to the success of the Historic Barns Park as a sustainable event venue. Brianna's resume follows.

Brianna Bidwell

231.342.1526 | brianna.bidwell@yahoo.com

EVENT MANAGER

I have been managing events, meetings, conferences, exhibits and trade shows since 2009. I thrive in a fast paced, energetic environment where a balance of human interaction and processes join together to create successful experiences. I have managed events ranging from small meetings for 10 people to conferences for over 1,000 people. I'm equally focused on planning for future meetings, in the field overseeing current events, or coaching and training staff. I'm passionate about building successful relationships and providing extraordinary service levels. I am in search of my next challenge within the industry that will allow me to share my passion and talents.

EXPERIENCE

Senior Conference Services Manager – Omni Orlando Resort at ChampionsGate, ChampionsGate, Florida
August 2011 to Current

The Omni ChampionsGate is an award winning, AAA Four Diamond luxury resort and one of the nation's premier golf, meeting, and leisure retreats. I joined the Omni Orlando as an event coordinator and was immediately drawn to managerial responsibilities to prepare for advancement. When the resort's event space grew from 82,000 S.F. to 128,800 S.F., I made a seamless transition into management. As a manager, I volunteered for two task force assignments at Omni properties in Amelia Island, Florida and Nashville, Tennessee. In Amelia Island, I provided assistance during the final phase of their property renovation and grand reopening. In Nashville, I partnered with and supported the team during a city-wide conference which required high attention to detail. I advanced into a senior position at the Omni Orlando when the Omni Nashville vied for me to join their team.

My proudest accomplishment at the Omni Orlando was collaborating on a National Sales Meeting for a Pharmaceutical company who occupied 100% of the guestrooms and meeting space, generating over \$1 million in total revenue for the resort. Despite failure to receive event specifications timely and accurately, my team joined together by working tirelessly around the clock to produce a flawless event which earned us the highest customer satisfaction rating within the company. In this position, I've learned a great deal about the difference between being a manager and becoming a leader. I am still working at the Omni Orlando, but I am in the process of transitioning back to Traverse City, Michigan where I call "home."

Front Desk Agent – The Villas of Grand Cypress, Lake Buena Vista, Florida
May 2011 to August 2011

The Villas of Grand Cypress is an AAA Four Diamond luxury golf resort offering villa-style accommodations. In this job I dealt first hand via face-to-face guest interaction and quickly learned the importance of strong communication and being "hospitable" within the industry. I left to join the Omni Orlando team to pursue my dream of planning and managing events.

Brianna Bidwell – continued

Front Desk Agent – Walt Disney World Company, Orlando, Florida
August 2010 to January 2011

Walt Disney World Company is one of Orlando's largest employers offering themed accommodations, theme parks, shopping, entertainment, recreational facilities, and conferences. Following college, I joined the team under an internship program where I received an amazing on-the-job education in hospitality services. I eagerly began learning the ropes of providing exemplary guest services in a large-scale environment. After completion of the program, I left to begin my next adventure at a luxury brand hotel in the Orlando area.

Catering & Events Intern – Van Andel Arena, Grand Rapids, Michigan
October 2009 to January 2010

Van Andel Arena is a 12,000 seat capacity arena with the versatility to host a range of venues to include sporting events, concerts, and family shows. A terrific internship opportunity where I learned the ground floor processes of event planning through suite bookings, event orders, billing and expenses, and working with supervisory personnel.

Special Events Intern – Grand Volute Ballrooms, Lowell, Michigan
April 2009 to August 2009

Grand Volute Ballrooms offers space in an elegant venue for hosting weddings, corporate events, and family celebrations. As an intern, I served as the assistant to a wedding planner for day of ceremonies and receptions. I also helped execute rehearsal parties and wedding tastings.

EDUCATION

Grand Valley State University - Allendale, Michigan
September 2006 to May 2010

Bachelor of Science in Hospitality, Tourism and Management and a minor in Business Management

PART C: PAST EXPERIENCE & REFERENCES

As I am currently employed with Omni ChampionsGate, I would greatly appreciate your discretion in contacting my employer.

1. Maritz Travel

Shana Lieberman
Sr. Meeting Planner
2525 Dupont Drive
Irvine, CA, 92612
714-246-5074
lieberman_shana@allergan.com

Company/Event: Allergan, LLC – 2015 Medical National Sales Meeting
Contract Term: October 2014 – January 2015
Contract Value: \$1,061,558
Staff Assigned: Brianna Bidwell, Primary Point of Contact

Scope of work for contract: 8 day conference, 100% occupied – 720 guestrooms and 128,800 square feet of meeting space, 650+ attendees, 3 main general sessions and registration areas, 3 final awards dinners, 50 breakout sessions, and usage of guestroom floor as meeting space (30+ guestrooms).

Bri, How many 10's in a row? You continue to impress. – Robert Stanfield, General Manager, Omni Orlando Resort at ChampionsGate 1-26-15

The Group Medallia Customer Satisfactory Survey follows.

Ms. Shana Lieberman

Account Name	Allergan, LLC	Property name	Orlando Resort at ChampionsGate
Group Name	2015 Medical NSM	Booking Arrival Date	1/1/15
Contact Name	Ms. Shana Lieberman	Booking Departure Date	1/12/15
Phone	(714) 246-5074	Booked By	Jill Sanders
Email	lieberman_shana@allergan.com	Service Mgr.	Brianna Bidwell
Address	2525 Dupont Drive, Irvine, CA, 92612	Pick Up	2549
Influence Value for price paid	Room rate	Peak Rooms	0
		Avg. Rate	\$182.12
		Total Revenue	\$1061558.06
		Market Segment	Group Corporate

StandardReport

	EXTREMELY DISSATISFIED									EXTREMELY SATISFIED										
OVERALL SCORES																				
Overall Experience	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Sales Phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Planning Phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Event Phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
VALUE FOR PRICE PAID																				
Value for price paid	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
LOYALTY																				
Recommend	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Return to property	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
SALES PHASE																				
Overall Hotel Sales Contact	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Availability when needed	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Responsiveness to requests	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Understand event needs	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Professional & courteous in negotiations	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Proactively offering solutions	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Knowledge of facilities and services	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Partnering to achieve successful event	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Smooth transition to planning phase	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
PLANNING PHASE																				
Overall Conv. Serv./Omni Expr. Mgr.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Thorough understanding of event needs	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Proactive anticipating needs	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Flexibility dealing with changes	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

Knowledge of facilities and services	1	2	3	4	5	6	7	8	9	10
Creativity in offering choices	1	2	3	4	5	6	7	8	9	10
Partnering to achieve successful meeting	1	2	3	4	5	6	7	8	9	10

ROOM RESERVATIONS

Overall Room Reservations Process	1	2	3	4	5	6	7	8	9	10
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EVENT PHASE - SERVICE

Overall Group/Catering Contact	1	2	3	4	5	6	7	8	9	10
Availability when needed	1	2	3	4	5	6	7	8	9	10
Visibility of mgmt. team	1	2	3	4	5	6	7	8	9	10
Visibility of salesperson	1	2	3	4	5	6	7	8	9	10
Proper staffing to handle group	1	2	3	4	5	6	7	8	9	10
Making group feel welcome	1	2	3	4	5	6	7	8	9	10
Accommodate last minute requests	1	2	3	4	5	6	7	8	9	10
Service of staff and mgmt.	1	2	3	4	5	6	7	8	9	10
Service of banquet food & beverage staff	1	2	3	4	5	6	7	8	9	10
Service of front desk staff	1	2	3	4	5	6	7	8	9	10
Service of bell staff	1	2	3	4	5	6	7	8	9	10
Materials delivered promptly/correctly	1	2	3	4	5	6	7	8	9	10

EVENT PHASE - FACILITIES

Overall Hotel Facilities	1	2	3	4	5	6	7	8	9	10
Accuracy of room set-ups	1	2	3	4	5	6	7	8	9	10
Timeliness of room set-ups	1	2	3	4	5	6	7	8	9	10
Business center equipment and services	1	2	3	4	5	6	7	8	9	10
Accuracy food & beverage order	1	2	3	4	5	6	7	8	9	10
Quality food & beverage order	1	2	3	4	5	6	7	8	9	10
Creativity of food presentation	1	2	3	4	5	6	7	8	9	10
Cleanliness of meeting rooms	1	2	3	4	5	6	7	8	9	10
Comfort of meeting rooms	1	2	3	4	5	6	7	8	9	10
Lighting in meeting rooms	1	2	3	4	5	6	7	8	9	10
Cleanliness of guestrooms	1	2	3	4	5	6	7	8	9	10
Quality of guestrooms	1	2	3	4	5	6	7	8	9	10

EVENT PHASE - AV

Service of audio-visual staff	1	2	3	4	5	6	7	8	9	10
AV sales contract negotiations and follow-up	1	2	3	4	5	6	7	8	9	10
Overall Knowledge of on-site AV staff	1	2	3	4	5	6	7	8	9	10
AV equipment quality	1	2	3	4	5	6	7	8	9	10
AV appropriate solution	1	2	3	4	5	6	7	8	9	10
Responsiveness of AV staff	1	2	3	4	5	6	7	8	9	10
AV staff profession	1	2	3	4	5	6	7	8	9	10
AV follow-up call	1	2	3	4	5	6	7	8	9	10
AV service value	1	2	3	4	5	6	7	8	9	10

SERVICES OVERALL

Front desk	1	2	3	4	5	6	7	8	9	10
Housekeeping	1	2	3	4	5	6	7	8	9	10
Parking	1	2	3	4	5	6	7	8	9	10
Bell staff	1	2	3	4	5	6	7	8	9	10
Restaurants	1	2	3	4	5	6	7	8	9	10
Security	1	2	3	4	5	6	7	8	9	10

BILLING PHASE

Ease of credit application process	1	2	3	4	5	6	7	8	9	10
Accuracy of final bill	1	2	3	4	5	6	7	8	9	10
Timeliness of final bill	1	2	3	4	5	6	7	8	9	10

Specific Issues

Overall Problem Incidence

Yes

Comments

Additional comments

Brianna Bidwell (and the rest of the team) went above and beyond for us and this meeting! This was an event with MANY moving parts and they made it seamless. My client said that this was the smoothest meeting that they've ever had, and I could not have done it without the entire staff of the Omni!

2. University of South Florida Byrd Alzheimer's Institute

Kara Allen

Communications and Marketing Specialist

4401 E. Fletcher Avenue

Tampa, Florida 33613

813-396-0659

karalallen@health.usf.edu

Company/Event: University of South Florida Byrd Alzheimer's Institute – Clinical Trial Bus

Contract Term: October 2014 – December 2014

Contract Value: \$12,617

Staff Assigned: Brianna Bidwell, Primary Point of Contact

Scope of work for contract: 3 day conference, 50 total guestrooms, 25+ attendees, 1 main general session, breakfast and lunch, 1 awards dinner.

I would like to take the time to let you know what a wonderful experience my group had at the Omni Orlando Resort at Champions Gate. We held a three day meeting December 5-7, 2014.

Brianna was patient and understanding when I made last minute changes or complete overhauls to menus! Brianna and her team worked like a well-oiled machine. Throughout the weekend, Brianna was constantly touching base with us and making sure we had everything we needed- and when we did have a need (like snacks and coffee for a break I forgot to schedule)-the need was immediately met without any interruption to our meeting.

We were relatively small groups with a relatively small budget-especially compared to groups you normally handle. The level of service was impeccable, regardless of the amount of money we were spending. Several of our guests, including our CEO, commented on how impressed they were with the level of service received at your resort. I commend Brianna and her team for receiving such high accolades from our guests. Everyone had a wonderful experience and we hope to do business at Champions Gate in the future.

Sincerely,

Kara Allen

Marketing and Communications Specialist

University of South Florida Byrd Alzheimer's Institute

3. Inspire Excellence, LLC

Brenda Ames, CMP
Director of Operations
657 N. West Avenue
Elmhurst, IL 60126
630-632-5606
bames@inspireexcellence.com

Company/Event: Peterbilt Motors Company
Contract Term: June 2013 – September 2013
Contract Value: \$224,500
Staff Assigned: Brianna Bidwell, Primary Point of Contact

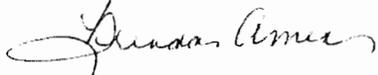
Scope of work for contract: 4 day conference, 500 total guestrooms, 250+ attendees, 1 main general session, tradeshow, 2 awards dinners.

March 5, 2015

It is with great pleasure that I find myself writing this letter of recommendation for Brianna Bidwell. We had the pleasure of partnering in September of 2013 for one of my clients and their incentive award program. Brianna is an outstanding conference manager who on a daily basis goes "above and beyond" in her administrative support to CSM's and meeting planners. She continuously exceeded the performance standards for her position. Brianna willingly accepted new challenges faced on-site by my client and me to help wherever she could and work through to offer a solution. Conference Services is a frenetic environment that presents many competing demands on the staff at any hotel or venue. Brianna remained steadfast in her cheerfulness, calmness, and dependability. She is a vital member of her current team and an asset to any future company she may have the opportunity to work with. Brianna has demonstrated excellent managerial and decision making skills. She is attentive to tasks and works tirelessly to achieve the goals of her client. She is an extremely positive and dependable, punctual and performs her duties in an extremely timely and conscientious manner. She handled pressure well, and voluntarily worked overtime to complete the task at hand.

Brianna is an invaluable asset to any department, and I highly recommend hiring her as your new Facility Event Manager. If you'd like to discuss her attributes in more detail, please do not hesitate to contact me.

Sincerely,



Brenda Ames, CMP
Director of Operations
INSPIRE Excellence, LLC
Phone: 630-632-5606

PART D: UNDERSTANDING OF SCOPE OF SERVICES

Community Awareness and Marketing

- Understand and demonstrate knowledge of the property and the surrounding areas
- Communicate the facilities offerings in an effective and professional manner
- Attend local networking events and functions in an effort to promote awareness
- Create opportunities to maximize exposure and allow the public to view the event space
- Utilize social media sites to advertise the venue
- Manage and update the park website to ensure the data and information provided is current and user friendly
- Expand upon the park's culture and identify with the properties "sense of style"
- Implement production of marketing materials as needed
- Partner with local community groups in an effort to build strong relationships park-wide

Sales

- Manage and organize inquiries and sales of The Cathedral Barn and park-wide rentals of Historic Barns Park
- Forecast sales revenue on a monthly and annual basis while maintaining forecasting accuracy
- Prioritize and follow through with business leads on a timely basis
- Conduct site inspections and pre-planning visits as necessary
- Create a professional sales kit to include property details, rental rates, space layouts, capacity sheets, etc.
- Negotiate with clients based on individual business needs and their budgetary constraints
- Contract and conduct business with clients in a professional manner at all times
- Submit invoices to clients, collect rental payments, and provide updates to the Recreational Authority as needed
- Adapt to change in plans within or outside of the original scope and provide alternative solutions to clients
- Document and create a visual portfolio of current events to present to new business opportunities in an effort to produce additional revenue for the park

Facility Management

- Enforce the rental structure as it pertains to peak intervals, seasonal periods, weekly and weekend rates
- Provide all labor and support services to perform the duties at hand to meet and/or exceed client expectations
- Deliver guidelines and policies to clients
- Execute administrative responsibilities by completing necessary event forms and paperwork
- Create an organized filing system
- Maintain partnerships with local vendors that fall within the interest of the property
- Coordinate and work with third parties (e.g., wedding planners, photographers, caterers)
- Promote waste management minimization goals through the use of prominent zero waste event signage
- Coordinate and oversee cleaning services with the Recreational Authority in an effort to maintain the highest level of cleanliness

Operations

- Manage a calendar of current events
- Coordinate and manage all event operations and booked business
- Determine appropriate turn around times when hosting multiple events
- Request a timeline and detailed event specifications from clients for purposes of translating details onto standardized banquet event orders
- Create banquet events orders for all events
- Develop event and room layouts for clients
- Communicate deadlines and guidelines as it pertains to final changes or guarantees
- Secure signed copies of banquet event orders which will serve as confirmation of event needs
- Based on the scope of the event, determine staffing requirements, provide and schedule additional labor as needed
- Communicate standard setup and tear down hours as it coincides with the length of service based on specific event needs
- Ensure a clean and clear event space before and after each event
- Coordinate all parking and shuttle arrangements on and off site as needed

Business Development

- Measure the needs of the facility for the clients
- Maintain working relationships with local vendors for continued business and establish a preferred and exclusive vendor list
- Provide monthly updates to the Recreational Authority
- Create a tool for tracking customer feedback and satisfaction ratings in effort to improve, recognize, and return business
- Assess forecasted sales revenue on a monthly basis to ensure it matches and challenges park goals and commitments
- Commit to a professional work environment by demonstrating proper attire, timeliness, leadership abilities, and operational organization
- Build reputable customer service levels for the park by exceeding client expectations through passion and commitment to the work

Brianna's values and beliefs have transformed her into the trustworthy, dependable, and passionate individual she is today. Matched with her industry knowledge and experience, she possesses the desire and focus required to impress an audience of interested clients looking to host their next event at the Historic Barns Park. These attributes have positioned her perfectly for this opportunity and will allow her to showcase her talents in Northern Michigan, even more so, the Grand Traverse Area.

PART E: BID FORMS

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 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 Annual Flat Fee (not to exceed \$50,000): \$50,000.00

Submitted by:

Brianna Bidwell
Signature

Independent Contractor
Company Name

Brianna Bidwell, Independent Contractor
Name and Title (Print)

TBD
Company Address

(231) 342-1526 None
Phone Fax

Traverse City MI
City State

brianna.bidwell@yahoo.com
Email

Circle one: Sole proprietorship/partnership/corporation

N/A
If corporation, state of corporation

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating

Grey Hare Inn Enterprises Proposal
Historic Barns Park Facility Management



Table of Contents

Cover/table of contents – page 1
Introductory letter - page 2
Bid Summary – page 3
Proposal Specifics – page 4, 5
Resume – page 6, 7
Consent to background check – page 8

Contact Information – Cindy Ruzak 231-947-2214 or cell 231-409-0949
P.O. Box 1535, Traverse City, MI 49685

March 7, 2015

City of TC and Garfield Twp. Recreational Authority
c/o LIAA
324 Munson Ave.
Traverse City, MI 49686

Dear Committee Members:

In addition to the attached resume outlining my qualifications to assume the responsibilities of Event Manager of the Historic barns, as well as the formal bid summary from my company, Grey Hare Inn Enterprises, I ask that you consider the following:

It would truly be an honor and a privilege to participate in the success of this facility as I have watched the amazing progress over the past few years in its development with great anticipation and excitement, and the uniqueness of the property virtually screams out to me with potential thematic event possibilities.

As I reviewed the list under “scope of services” and the “knowledge and skills required” I realized that every single one of the items listed is something that I have accomplished or possess through a combination of skills gained from my various hospitality industry positions and owning my own business. Thus I am very confident that my multi-faceted business experience along with my creative talents, in combination with personal connections in the community, can provide benefit to the Recreational Authority in managing the Historic Barns Park.

While the enclosed formal bid requests the submission of a flat fee, I would also like to offer that after the first year I am willing to consider a reduced fee base, but with an added bonus that is a percentage of the revenue generated by my successful efforts.

Thank you for your consideration.

Sincerely,

Cindy Ruzak
Grey Hare Inn Enterprises
231-409-0949

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 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 Annual Flat Fee (not to exceed \$50,000): \$ 49,500

Submitted by:

Cynthia C Ruzak

Signature

Cynthia C. Ruzak

Name and Title (Print)

231-409-0949

Phone

Fax

greyhareinn@hughes.net

Email

Grey Hare Inn Enterprises

Company Name

P.O. Box 1535

Company Address

Traverse City Mi 49685

City

State

Circle one: Sole proprietorship / partnership / corporation

If corporation, state of corporation

Grey Hare Inn Enterprises will provide professional guidance and expertise to the Recreational Authority concerning the sales and operations for the use of the Cathedral Barn as an event space.

Grey Hare Inn Enterprises will provide all labor and support services as necessary to satisfactorily perform the event facility management functions under this agreement. The Recreational Authority shall be responsible for properly maintaining the rental facilities and to keep same in good order and condition, properly lit, and supplied for customary use of the restrooms, kitchen, and serving spaces. Users of the facilities shall generally be responsible for providing tables, chairs, kitchen supplies, serving utensils, linen, cutlery, and their use, and the cost of hourly labor to service an event. Cost of any additional services requested by the client outside the scope of the direct operation of the management functions under this agreement will be negotiated separately with the client/user by Grey Hare Inn Enterprises.

Grey Hare Inn Enterprises will provide the resources and abilities to schedule, manage, operate, staff, and develop marketing and advertising plans for the event rental facilities in Historic Barns Park as needed, including night and weekend events. Grey Hare Inn Enterprises will prepare an annual budget proposal for the expected advertising costs to be approved by the Recreational Authority as part of that entity's budget for the Historic Barns Park. Cost of advertising in the first year will be paid by the Recreational Authority, or already funded in some manner; thereafter that arrangement can continue or, if the Authority desires, an alternative (whereby a portion of the facility rental fees collected would be separately held by Grey Hare Inn Enterprises to underwrite those budgeted costs) is also acceptable to Grey Hare Inn Enterprises.

Grey Hare Inn Enterprises will perform facility operations with management, booking, sales and marketing, and event coordination as primary activities, including the ability to work with and coordinate other third-party providers (e.g., wedding planners, caterers, shuttle services, promoters). Grey Hare Inn Enterprises has experience and expertise in zero-waste events and concurs with this goal as being highly desirable, and experience in accommodating offsite and/or shared parking arrangements. The term "facilities" herein refers to any structure or space available within the Historic Barns Park available for events as approved by the Recreational Authority unless otherwise indicated.

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

- a. Serve as the community relations representative for the park.
- b. Manage all public relations for the park as it pertains to events.
- c. Build awareness and sales through business development practices
- d. Manage sales of The Cathedral Barn and park-wide rentals of Historic Barns Park.
- e. Implement marketing strategy.
- f. Coordinate and manage all event operations and all booked business.
- g. Conduct site inspections and planning meetings with clients as necessary.
- h. Networking on behalf of Historic Barns Park.
- i. Coordinate cleaning services with the Authority.

- j. Invoice and track rental payments.
- k. Track rentals and provide a monthly update to the Authority and report as necessary.
- l. Work with renters and fill out a banquet event order and timeline.
- m. Develop room layout for clients.
- n. Work with vendors for each event.
- o. Create a professional work environment including proper attire, response time to inquiries and organized onsite management.
- p. Insure that the room is clean and ready for each event.
- q. Insure that the room is clean after each event.
- r. Coordinate parking needs for each renter.
- s. Create new events and manage the operations for additional revenue for Historic Barns

Contract term is for one year with renewal review at nine months from the starting date of May 15, 2015.

Grey Hare Inn Enterprises is run by principal owner Cindy Ruzak, for whom a resume is included in this proposal as a means to provide contractor background, history, and qualifications to provide the services to Historic Barns Park. Grey Hare Inn Enterprises' office is located at 1994 Carroll Rd. on Old Mission Peninsula, with no additional employees. There is no civil or criminal litigation or investigation pending involving GHIE, or Cindy Ruzak as proposed project manager, or any history of such.

Client references are included on this resume as well.

The organizational structure that will be used to accomplish the management tasks and services stated above will primarily be performed by the principal Cindy Ruzak; with a minimal number of items subcontracted (such as hourly staff to serve events) to independent contractors or other companies (such as a professional caterer). The specifics of work required to satisfactorily complete tasks and services required will vary greatly depending on specific events, and time commitment at one point might equal a 60 hour week while others and general management closer to 20 hours. Experience in "green" events has been gained through coordination of the Maritime Heritage Alliance Schooner Festival, as well as through participation in community events such as NMC Barbeque.

Bidder has visited the site, and is aware of any apparent conditions that might affect management cost and performance; but also presumes upon acceptance of the proposal that this condition is not significantly different from its visual presentation. Bidder also presumes that the building has already been approved for holding events, since it has already held such activities, and thus is already in compliance with local laws and ordinances. Bidder requests a 7 day period of due diligence after proposal acceptance in which to resolve any such conflicts or ambiguities, and have the contract documents formally reviewed by an attorney.

The bid proposal encompasses the functions of facility management but not any assumption of responsibility for costs related to the building's structure as related to the Historic Barns Park ability to hold revenue generating events.

RESUME
Cynthia Carlen Ruzak

Employment objective: To obtain a position best utilizing my multi-faceted experience in the hospitality/convention business in combination with the relationship management skills gained throughout my career and community volunteer positions. I am confident that my enthusiasm for the Traverse City area and its cultural opportunities, and my ability to effectively communicate with a wide variety of stakeholder groups can be most successfully applied as the Event Facility Manager at the Historic Barns Park.

Professional Convention and Hospitality Industry Experience:

Proprietor Grey Hare Inn, Vineyard Bed & Breakfast, Traverse City - 1997 to present. In this capacity I am responsible for all aspects of this hospitality operation including marketing, event planning and execution, financial, and operational. Sales and bottom line profit have grown at least 10% in each of the 7 years of operation, with 2 years of increases exceeding 30%.

Director of Catering, Embassy Suites, Indianapolis 1993 to 1997 – coordinated the activities of a staff of 20 operation and sales personnel through all aspects of food and beverage events. Directly responsible for developing and implementing the annual sales budget, as well the marketing programs to insure sales success. In three years tripled our wedding and private event market. Coordinated the hotel's participation in national convention events such as the NCAA Final Four, International Rowing Competition, and Indianapolis 500.

Catering Manager, Hyatt Regency, Milwaukee - developed the marketing plan for social events and directed client solicitation of these events. Managed all aspects of corporate account events such as Miller Brewing Company.

Additional creative and administrative management experience gained through numerous restaurant, and industrial management positions including: Inside Sales Manager & Sales Representative, Bliss & Laughlin Steel Co., Chicago; Customer Service, Inland Steel Co. Chicago; Reservation Sales, American Airlines. Event planning, organizational, and personnel managing skills have been further honed through orchestrating numerous fund-raising activities than range from high school reunions to symphony orchestra auctions. In 2002 as the Auction Chair for the Traverse Symphony Orchestra event raised \$25,000 net, the highest level ever reached at that event. In 2014 orchestrated all aspects and contracts as related to the Maritime Heritage Alliance Schooner Festival.

Educational background – BA from Southern Methodist University, Dallas, Texas

Organization Membership

Traverse Symphony Orchestra – board member since 2004, previously President of the Traverse Symphony Associates; Annual Event Auction Chair 2002; member Sponsorship Committee 2003. Chair 2006 Annual Event Sponsorship and Sponsor Chair “TC on Broadway” concert.

Traverse City Rotary Club – member since 2000; Social Committee Chair and Rotary Show Afterglow event chair 8 years; Rotary Show Chorus 10 years.

Arts Council Annual Event Committee 2003 / Member Old Mission Women’s Club

References:

Marsha Smith
Executive Director Rotary Charities
202 E. Grandview Pkwy, TC
231-941-4010

Bob & Nancy Brick
Community Leaders
830 Birchwood, TC 49686
231-946-1697

Jeanne Snow Past Director,
TC Community Foundation
10605 Bluff Rd., TC 49686
231-645-3670

Doug Luciani
President TC Chamber of Commerce
202 E. Grandview Pkwy, TC
231-947-5075

Gregg Smith
Advertising Executive
9164 Settlers, TC 49685
231-947-2304

Marilyn Fitzgerald
Rotary Past President
Common Ground Solution
524 Bay East Dr., Traverse City
231- 944-3057

Paul LaPorte
Art Center/Crooked Tree Board
664 Hidden Ridge Dr., TC 49686
231-946-8232

Krista Cooper, Executive Director
Traverse Symphony Orchestra
121 E. Front St., Traverse City
231-947-7120

Jeff Hickman, Home Bank Pres.
6825 Franklin Woods, TC 49686
231-633-7518

Monica Hoffman
Peninsula Township Clerk
13235 Center Road, TC 49686
231-223-7321

Dennis Stockemer
Old Town Playhouse Board
248-496-2679

Clients: At Hyatt and Embassy I dealt with Miller Brewing, NCAA Final Four Committee, and other large corporations to plan events for 500+ people. Inn events – *Kyle and Bill Colley* 50 people wedding ceremony and dinner reception prepared by inn 61162 Greenwood Dr., S. Lyon, MI 48178 517-404-4681, 586-854-0413
Brad and Amy Wade 50 people wedding ceremony and dinner reception prepared by inn 110 Marsh Pointe Rd., Summerville, S. Carolina 29485 843-214-5018
Tom and Shannon Owen 200 person wedding ceremony – venue logistics only 1680 Pergola, TC 49696 231-922-2101-B Tom

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating



PROPOSAL OF SERVICES

Event Facility Management Historic Barns Park

Meaghan Jameson • 231.944.9719 • mjameson1590@gmail.com
135 E. Ninth Street, Apt C • Traverse City, MI 49684

SECTION I: INFORMATION

Meaghan Jameson, owner of Jameson Creative, LLC., is a graduate of the University of Florida with a major in Recreation and Event Management. While in Florida, she worked with an award-winning wedding planner, participating in the execution of high-end weddings.

In 2012, she moved to Traverse City to work at Events North, a social, corporate and non-profit event planning company. While at Events North, Meaghan had the opportunity to manage numerous events, including the Traverse City Young Professional's Annual Conference, and Junior Achievement of Northwestern Michigan's Youth Summit for Future Entrepreneurs.

While working at Events North, Meaghan took on the title of Venue Rental Manager for ECCO event space and was responsible for rentals, site tours, on-site event management, and staff training. Meaghan also managed websites for both ECCO and Events North, while spearheading content creation and social media for both organizations as well as numerous clients.

Also during her time at Events North, Meaghan had the pleasure of serving as the Special Events Coordinator for The Father Fred Foundation., where she handled all aspects of event management. While collaborating with The Father Fred Foundation, Meaghan created the Family Fun Fest, a free family-friendly event that is now an annual occasion.

Meaghan was Events North's Wedding & Social Events Specialist and managed events from eco-friendly weddings at llama farms to high-end beachfront family reunions. She has an eye for unique and creative details and strives to exceed expectations while remaining budget friendly.

In late 2013, Meaghan founded the RAK (Random Acts of Kindness) Roadtrip, a cross-country drive with a mission of doing good deeds and spreading joy throughout the USA. Through crowdfunding, press releases, social media strategy, and TV interviews throughout the country, the RAK Roadtrip raised over \$6,500 in a four month period to be used to help others. Meaghan also blogged about the entire adventure and tracked all expenditures to share with donors and other interested readers.

Upon returning to Traverse City, Meaghan accepted a position as Marketing Coordinator at a local industrial company, where she has sharpened her marketing expertise and coordinated needs for over 40 tradeshow. Her role currently focuses on content management, event coordination, SEO strategy, data and expense reporting, and graphic design.

Meaghan is passionate about the arts and is currently the Primary Problem Captain for Michigan's Region 3 Odyssey of the Mind Competition and an active volunteer at Old Town Playhouse.

BACKGROUND

Jameson Creative, LLC. – Awaiting LLC Status from State of Michigan

Address: 135 E. Ninth Street, Traverse City, MI 49864

Number of employees: (1) One

No negative history to disclose.

MEAGHAN JAMESON

135 E. Ninth Street, Apt C • Traverse City, MD 49684 • 231.944.9719 • mjameson1590@gmail.com

EDUCATION

University of Florida, Gainesville, FL
Bachelor of Science in Recreation, Parks & Tourism; May 2012
Graduated Cum Laude
Concentration Areas: Recreation and Event Management

EXPERIENCE

RF System Lab, Traverse City, MI

Marketing Coordinator (February 2014-Present)

- Manage trade show coordination and vendor communication
- Create and disseminate content that supports the company's marketing message, SEO strategy and brand awareness
- Contribute to digital marketing needs including email marketing, Salesforce data entry, analytics reporting, and graphic design

Events North, Traverse City, MI

Event Manager (April 2012-October 2013)

- Managed events for corporate, social and non-profit clients
- Executed marketing, social media, and public relations functions for Events North and Client accounts
- Solicited sponsorships by creating sponsor benefits packages and drafting sponsorship applications
- Created proposals and project specific profit & loss spreadsheets

The Father Fred Foundation Events Coordinator (Events North Client)

- Raised awareness and funds through coordination of special events
- Created new events based on Foundation needs
- Finished projects at or under budget for all programs

ECCO Event Space Venue Rental Manager (Events North Client)

- Implemented a marketing plan to fit advertising needs and managed the production of all marketing materials
- Revamped and managed all social media and website content
- Oversaw venue operations including training, event flow, and creation

Traverse City Young Professionals (Events North Client)

- Planned and managed the 2012 annual all-day conference
- Instrumental in the creation of the TCYP Blog

Event Coordinator (January 2012-April 2012)

Coordinated events for corporate, social and non-profit clients

INTERNSHIPS

Masterpiece Weddings, Gainesville, FL

Events and Social Media Intern (August 2011-December 2011)

- Conducted wedding trends research to create up-to-date blog posts
- Planned procedures and execution of high-end weddings

Pasco Education Foundation, New Port Richey, FL

Events Intern (April 2011-June 2011)

Planned, implemented and executed an awards banquet

INVOLVEMENT & INTERESTS

Aerobics and Fitness Association of America

Group Exercise Certification (November 2014-Present)

WERQ Dance Fitness Instructor Certification

(November 2014-Present)

Cicccone Vineyards & Winery, Suttons Bay, MI

Tasting Room Attendant and Pourer (May 2014-Present)

Old Town Playhouse

Volunteer (March 2014-Present)

Random Acts of Kindness Road Trip

(October 2013-February 2014)

- Founder of a road trip circumnavigating the United States featuring social and charitable contributions en route
- Raised over \$6,000 in donations through social media awareness and crowdfunding
- Maintained a blog detailing travels and charitable contributions

Odyssey of the Mind, New Port Richey FL & Traverse City, MI

Primary Problem Captain (January 2009- Present)

- Train, lead and instruct a panel of judges
- Assemble a judge's training manual, awards, gift bags, signage, and scoring packets

Traverse City Young Professionals, Traverse City, MI

(January 2012-October 2013)

Rotary Chorus, Traverse City, MI

(February 2013-May 2013)

Foundation for Mental Health Fundraising Committee Traverse City, MI

(August 2012-February 2013)

Met bi-monthly to discuss strategic methods of raising funds for the non-profit organization

Grand Traverse Area Hospitality Association Traverse City, MI

(August 2012-August 2013)

Bonnaroo Music Festival, Manchester, TN

Administration Volunteer (June 2010)

*References Available
Upon Request*

SECTION 2: KEY PERSONNEL

Key Personnel: Meaghan Jameson

Phone: 231.944.9719

Email: mjameson1590@gmail.com

Additional On-site Event Staff TBD based on needs

Meaghan Jameson anticipates being the onsite event manager for all events, but in the occasion of a large scale event, additional onsite event staff will be trained and scheduled.

SECTION 3: PAST EXPERIENCE & REFERENCES

Allison Beers; Events North

Address: 250 East Front Street, Suite 317

Traverse City, MI 49684

Phone: 231.883.2708

Email: allison@eventsnorth.com

Term: January 2012-October 2013

Position: Event Manager

Lead on the following events:

• Weddings & Social Events • The Father Fred Foundation
Special Events Coordinator • Junior Achievement
Seminar for Tomorrow's Leaders • ECCO Event Space
Venue Rental Manager

Emilee Syrewicze; Northwest Michigan Supportive Housing

Address: 250 East Front Street, Suite 320

Traverse City, MI 49684

Phone: 231.388.2610

Email: Emilee.nmsh@gmail.com

Position: Non-board Volunteer for Fundraising & Events

Jillian Sitterlet; The Ross/Sitterlet Wedding

Phone: 313.303.1016

Email: jross@lifecell.com

Term: September 2012-September 2013

Managed while employed at Events North

Position: Full Service Wedding Planner & Vendor Manager

"I have had the pleasure of working with Meaghan Jameson for two years while she was employed by my company, Events North.

Meaghan started at my company as an intern and I was so impressed with her work, organization and leadership, that I offered her a full time job. She gives 100% at all times. What I have been able to see even more in Meaghan is her natural ability to shine in the work place, do what she does with passion and commit herself to this community. Her strong connections with the business community made it very easy to do her job well. She quickly made Traverse City her home.

I have also had the pleasure of getting to know Meaghan on a personal level. She is an out-going individual that has a zest for life and a can-do attitude. She is a good friend and a caring person.

She is dependable, reliable and people enjoy her company. Anyone would be lucky to have her as part of their team."

-Allison Beers, Events North

SECTION 3: PAST EXPERIENCES & REFERENCE (CONT.)

Related past experiences:

Highlight: Wedding & Social Event Manager

As Event North's Wedding & Social Event Manager, I was responsible for the following:

- Full-service planning of numerous unique weddings taking place at a variety of venues
- On-site management
 - Set-up, day-of management and tear down of all weddings
 - Running rehearsals and coordinating ceremonies
- Vendor communication and coordination
 - Built lasting relationships with many vendors throughout Michigan
 - Handling timely payment of all vendors
 - Worked with venue managers to ensure that vendors had required needs (*power, ventilation, vendor parking and entrances, access prior to event day*)
- Training and oversight of interns and other event staff
- Suggest and Create event decor based on wedding themes
- Create room layouts and seating charts for weddings based on event location and needs
- Green event: *I worked with Bay Area Recycling for Charity and Houdeks Pumping Service to ensure that materials used were recyclable and trash cans were not utilized when possible*

Highlight: ECCO Event Space

As the Venue Rental Manager for ECCO Event Space, I was responsible for the following:

- Site tours – *many interested parties were from out of town, so many site tours were conducted on a walk-in basis, which I was happy to accommodate.*
- Event booking and payment tracking
- Room layout creation
- On-site Venue Management – *I was onsite during most events to set-up chairs and tables, manage vendor coordination, assist with needs that arose during events, and tear down events upon completion. I also led a pre and post walk through and coordinated cleaning.*
- On-site Venue Coordinator training – *I acted as the On-site venue coordinator for a majority of the events at ECCO, but for the times that I was unavailable, I hired, trained and scheduled alternative Venue Coordinators. This was done by the creation of a Venue Coordinator Training Guide and hands-on comprehensive training.*
- Website content creation and social media strategy

SECTION 4: SCOPE OF SERVICES

Jameson Creative, LLC's sole focus will be on the success of the Historic Barns Park, meaning that Meaghan Jameson will be invested in the Event Facility Manager position. This important factor will allow her to focus on the mission and goals for the venue.

Serve as the community relations representative & Network on behalf of Historic Barns Park

- Attend networking functions in the area: Business After Hours, Recess, Young Professionals, Grand Traverse Woman Network Nites; host these events when possible
- Coordinate with area Non-profits to book awareness-raising events
- Meet with local vendors and event planners and schedule site tours
 - Meaghan Jameson already has strong connections with many local vendors
- Research all possible directories and make sure that Historic Barns Park is listed as a venue

Manage all public relations for the park as it pertains to events

- Draft and circulate press releases
 - Work with scheduled events for opportunities to cross-promote
- Act as the face of the Historic Barns Park in public appearances when appropriate
- Become invested in events occurring at the Historic Barns Park
- Promptly respond to inquiries and questions about the venue
- Use social media for online promotion
- Maintain an up-to-date calendar of events and submit events to other local calendars to raise awareness of public happenings

Implement marketing strategy

- Create and continually update marketing calendar
- Social media strategy – use Facebook, Twitter, Instagram and other platforms to engage with community and promote events
- Content development
 - Blog – bridal, venue and event trends as well as local happenings
 - Encourage cross-promotion
 - Work with local publications to create relevant editorial pieces
- Press releases for all self-promoted events and sponsored events
- Graphic design – create graphics for social platforms as well as event promotional materials using Adobe Creative Suite
- Encourage testimonials & ratings on websites such as “theKnot” and “WeddingWire”
- Connect with clients, event managers, and photographers onsite for events to collect a gallery of photos to use for promotional materials

Coordinate and manage all event operations and all booked business

- With the Historic Barns Park as my sole client, I will be available as the onsite manager for events, which will allow me to work with clients from the time they tour and book to their post-event walk-through
- Event timelines and vendor contact information will be secured for all booked business
- Work with renters to make sure they are aware of rules and regulation with specific emphasis on zero-waste event space policy
- For events that require additional onsite staff, I will hire, train and schedule experienced venue staff
 - Create a training manual & coordinate hands-on training/event shadowing

SECTION 4: SCOPE OF SERVICES (CONT.)

Invoice and track rental payments

- Issue contracts and collect deposits from bookings at time of signing
- Use Excel to track payments and stay up-to-date on due dates
- Contact booked business when payment due dates are coming up and continue to follow-up until payments have been received

Track rentals and provide a monthly update to the Authority and report as necessary

- All rentals will be tracked in a shareable google calendar so that they are available for viewing by the Authority at any time
- Rentals will be presented in a monthly update, but may also be presented more frequently if needed (IE: Large scale events will be brought to the attention of the authority so that extra needs can be taken into consideration)
 - Monthly updates to include start & end time and any other necessary details to ensure that cleaning times and all other coordination is properly communicated
- Any events of which the Event Facility Manager is skeptical will be presented immediately to the Authority

Work with renters and fill out a banquet event order and timeline

- All renters will be provided a BEO and timeline to complete, which will be due prior to the event so that any foreseen issues may be fixed
 - Event Facility Manager will be available to walk through any questions and provide additional information whenever it is needed
- Renters will also be asked to provide a list of vendors and contact information

Work with vendors for each event

- Event Facility Manager already has a great relationship with many local vendors
 - All vendors will be treated with respect and will be assisted when needed. Building good vendor relationships is key to repeat business and venue promotion.
- Event Facility Manager's contact information will be provided to all vendors
 - Vendors will be provided with a facility usage guide to include site map and vendor parking
- Vendors will be provided site tours as requested
 - New caterers will be asked to complete a site tour to ensure that they are aware of space, ventilation, and zero-waste event space requirements

Develop room layout for clients

- Event Facility Manager will use Room Viewer software to create unique layouts based on client needs and specifications
 - Layouts will be adjusted based on any changes client provides
 - If Historic Barns Park purchases chairs & tables in the future, room layout software will be crucial for the set-up of events

Coordinate parking needs for each renter

- When signed contract and deposit is submitted, Event Facility Manager will coordinate with ISD building to coordinate parking services
- Clients will be made aware of parking restrictions and shuttle services will be encouraged
 - Event Facility Manager will provide contact information to local shuttle services so that clients can arrange as needed

SECTION 4: SCOPE OF SERVICES (CONT.)

Conduct site inspections and planning meetings with clients as necessary & create a professional work environment including proper attire, response time to inquiries and organized onsite management

- With an office that is under (3) three miles from the Historic Barns Park, I will be available for site tours and meetings at the convenience of the clients
- Site tours will take place for all new vendors as well as repeat vendors as requested
- Business casual attire and well-groomed appearance will be a standard of all venue staff while onsite for events, client meetings, and conducting site inspections/tours
- Meaghan Jameson will be available for meetings with clients and will respond to all phone calls and emails within 24 hours

Ensure that the room is ready for each event & that the room is clean after each event

- Event Facility Manager to conduct a site inspection before clients arrive to ensure that venue is clean and in working order
- A pre-event site tour will be conducted with client prior to set-up of their event
- Clients are expected to remove all items taken with them and do basic clean-up after events
 - Clients will be made aware of what is expected to receive deposit back in full and will be provided with a list of post-event expectations
 - Event Facility Manager will conduct a post-event walk-through with clients to ensure that all expectations are met for full deposit reimbursement

Coordinate cleaning services with the Authority

- Authority will be aware of all events & informed of any changes to start & end time so that cleaning can be arranged as soon as possible after the conclusion of an event
- Special attention will be paid to those events that occur back-to-back to ensure prompt cleaning services and a venue that is ready for all bookings at their scheduled set-up time
- Inventory of cleaning supplies will be tracked after each event so that supplies remain well stocked
- Any incidentals occurred during an event will be noted during post-event walk-through and will be provided to the Authority at the expense of the client

Build awareness and sales through business development practices

- Remain engaged in the community
 - Ongoing networking with local community members and businesses
 - Continually connect with non-profits to encourage venue usage
- Stay on top of industry trends to make sure best practices are in place and implement strategic change when necessary
- When funds & storage are available, invest in future purchases that make venue rental even more attractive to clients & provide ease of use for putting on own events. Preliminary ideas:
 - Chairs & Tables
 - Bars
 - Stage
 - A/V & Sounds System
- Follow up with clients in order to obtain feedback and generate positive reviews and testimonials
- Build lasting relationships with vendors and event managers

SECTION 4: SCOPE OF SERVICES (CONT.)

Manage sales of The Cathedral Barn and park-wide rentals of Historic Barns Park

- Track and manage sales of the Cathedral Barn and Arena
- Work with the Botanic Garden and T.C. Community Garden to encourage events that utilize the entire park
- Stay up-to-date on the event calendar of the Botanic Garden and make sure they are current with events booked at the Barns to be aware of any overlap and collaborate when possible
- Stay up-to-date on the event calendar of the Grand Traverse Commons to note when parking may be sparse due to increased attendance (IE: Microbrew Fest, Wine & Arts Festival)

Create new events and manage the operations for additional revenue for Historic Barns Park

- First year emphasis on: awareness and building community relationships
 - Host networking nights
 - Collaborate with SEEDS for a crop swap event
 - Connect with other venues in the Commons to find projects on which we can collaborate
 - Work with local Non-profits and event planning companies to host their events in our space
When hosting at a non-profit rate, seek sponsorship for additional recognition
- Utilize weekday evenings to try to create ongoing programs:
 - Work with SEEDS for evening educational programs
 - Bike-in TC movie night – blankets in the lawn with a movie projected onto the side of the building
 - Local Yoga Instructors for weeknight “Yoga in the Barn”
 - Dance instructors for ballroom dance lessons
- **Maximize Green Events**
 - Work with Bay Area Recycling for Charity for event recycling and composting
BARC holds a liquor license, so events where they are utilized could benefit from that as well
 - Meet with SEEDS to discuss how the Historic Barns Park and the T.C. Community Garden can work together to use composted waste

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 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 Annual Flat Fee (not to exceed \$50,000): \$ 42,500

Submitted by:

mjameson
Signature

Jameson Creative, LLC.
Company Name

meaghan Jameson, owner
Name and Title (Print)

135 E Ninth St, apt C
Company Address

231-944-9719 _____
Phone Fax

Traverse City, MI
City State

mjameson1598@gmail.com
Email

Circle one: Sole proprietorship / partnership / corporation

If corporation, state of corporation

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating

PROPOSAL

EVENT FACILITY MANAGEMENT SERVICES HISTORIC BARNES PARK



3/11/2015

Kirkbride Hall LLC
a wholly-owned subsidiary of The Minervini Group LLC



KIRKBRIDE HALL
The Village at Grand Traverse Commons



Proposal

A. INFORMATION & BACKGROUND

Kirkbride Hall, LLC (“KHLIC”) is a visionary and community-minded company that has demonstrated professional expertise in the management, operation, administration, leasing, scheduling, and marketing of event facilities for events such as wedding ceremonies and wedding receptions, meetings and conferences, staged and theatrical performances, and community events.

In May 2014, The Minervini Group completed the renovation of the old Traverse City State Hospital Chapel now known as ‘Kirkbride Hall’. Built in 1885, the renovation was a \$3.1 million dollar project. Kirkbride Hall is a multi-use event room that has hosted a variety of events to include wedding ceremonies and wedding receptions, meetings and conferences, staged and theatrical performances, and community events. The space also includes utility services, restrooms, a catering space, and a new HVAC system.

To manage and operate Kirkbride Hall and other events at The Village at Grand Traverse Commons, The Minervini Group hired Meg Gutowski, Meeting and Event Manager (booking sales, marketing and promotion) and Jon Fiebing, Operations Manager (facility operations). Meg and Jon were recruited by Allison Beers of Events North, acting events consultant to The Minervini Group and Kirkbride Hall. Kirkbride Hall was an immediate success, and has already held numerous high profile events.

Over the years, The Minervini Group has successfully hosted many large scale community events such as the TC Microbrew Fest, TC Wine and Art Fest, The Traverse Symphony Orchestra Event, Colantha Walker Dairy Festival, Hagerty Insurance Annual Company Picnic, the Great Indoor Folk Festival and more.

CONTACT INFO

The Minervini Group, LLC
A Michigan Limited Liability Company Formed
11/2/2000
830 Cottageview Drive, Suite 1011
Traverse City, MI 49684
231-941-1900
Total number of employees: 20

Kirkbride Hall, LLC
A Michigan Limited Liability Company Formed
2/28/2013
700 Cottageview Drive, Suite 200
Traverse City, MI 49684
231-941-1961
Total number of employees to oversee The Cathedral Barn: 2+

Meg Gutowski, Meeting and Event Manager
700 Cottageview Drive, Suite 200
Traverse City, MI 49684
231-941-1961
meg@kirkbridehall.com

Jon Fiebing, Operations Manager
700 Cottageview Drive, Suite 200
Traverse City, MI 49684
231-941-1961
jon@kirkbridehall.com

No negative history to disclose.

B. KEY PERSONNEL & QUALIFICATIONS



MEG GUTOWSKI, MEETING AND EVENT MANAGER

Meg is a graduate of Grand Valley State University with a BA in Hospitality and Tourism Management with an emphasis in Event Planning. She has over ten years of professional experience in the service industry. Meg prides herself in delivering exceptional and personalized customer service.

In 2013, Meg was inducted into *Michigan Meetings + Events Magazine's* Hall of Fame as Up-and-Coming Special Events Planner.

As Meeting and Event Manager, Meg specializes in booking all events at Kirkbride Hall and The Village at Grand Traverse Commons. In addition to this, Meg oversees all marketing of Kirkbride Hall. Meg is also involved in several local activities and groups including Traverse City Young Professionals, Grand Traverse Area Hospitality Association, Co-Chairing the Silent Auction for the Remembrance Run benefiting the Local Women's Cancer Fund for two years, acting as Volunteer Manager for the Opening Night Party for the Traverse City Film Festival in 2014, and more.

Recently married in 2013, Meg and her Husband Phil, a Wisconsin native, enjoy all that the stunning region has to offer. Spending time at home with their three dogs Winston, Stella and Henry watching Northern Michigan sunsets on their back deck overlooking the cherry orchard is a favorite part of their day.

Please see attached resume.



JON FIEBING, OPERATIONS MANAGER

Jon began operating events in Southern California in the 1990's in the epicenter of skateboard culture, Carlsbad, CA. As the original inventor of the 'alterskate', Jon was busy coordinating all aspects of promotional events surrounding skateboard competitions. Wanting to raise his family in Northern Michigan, Jon's hometown, he moved back to the area in 2003.

Jon is a 5th generation Traverse City resident who knows how to make things happen. When Jon is not Operating Events, you can find him at one of the hot spots downtown with his wife, RaeAnn.

Please see attached resume.

C. PEOPLE WHO THINK WE EXCEL – REFERENCES

WITHIN THE PAST 10 MONTHS, KHLCC HAS HOSTED A WIDE VARIETY OF EVENTS. FROM THESE EVENTS, WE HAVE RECEIVED AN OVERWHELMING AMOUNT OF POSITIVE FEEDBACK FROM SOME OF THE AREA'S TOP PROFESSIONALS. BELOW IS A PORTION OF OUR OUTSTANDING REFERENCES:

Wedding ceremonies/receptions

Jean Derenzy, Mother of the Bride
231-342-7849
jderenzy@grandtraverse.org

Katelyn Patterson, Bride
231-631-6300
pattekate@mail.gvsu.edu

Bruce Wiegand, Groom
309-253-1874
brwiegand@aol.com

Brandy Phillips, Bride
231-883-1302
brandyreneern2@yahoo.com

Meetings/Conferences

Doug Luciani, Chamber of Commerce
231-995-7108
luciani@tcchamber.org

Shauna Treter, Michigan Land Use Institute
231-651-9244
shauna@mlui.org

Brenda Rider, Generations Management
231-946-8772
BrendaR@generationsmgmt.com

Stage/Theatrical Performances

Jeff Cobb, NMC
231-995-1338
jecobb@nmc.edu

Dr. Matt Schlomer, Interlochen
414-507-1024
matthew.schlomer@interlochen.org

Community Events

Leah Bagdon-McCallum, Goodwill
517-944-0376
lmbagdon4@hotmail.com

Linda Solem – CAST
231-409-9057
lindak.hall5@gmail.com

Adair Correll – Folk Festival
231-883-8920
adaircorrell@gmail.com

Tamara DePonio, Zonta Club Fashion Show
231- 944-8334
Tamara_DePonio@cuone.org

D. SCOPE OF SERVICES

The vision of the Authority is for Historic Barns Park and the surrounding property to remain in public use and become economically self-sufficient as a *facility rental enterprise*.

KHLLC will provide professional guidance and expertise to the Authority in sales and operations for the use of The Cathedral Barn. KHLLC has the resources and abilities to schedule, manage, operate, staff, market and advertise event rental facilities in Historic Barns Park as needed, including night and weekend events. KHLLC will conduct facility operations and management, booking, sales and marketing, and event coordination as primary activities, including the ability to work with and coordinate other third-party providers (e.g., wedding planners, caterers, shuttle services, promoters).

KHLLC will work in amicable partnership with:

1. Botanic Garden at Historic Barns Park (BGHBP)
2. SEEDS agricultural and ecological programming
3. Traverse City Community Garden (TCCG)
4. The Village at Grand Traverse Commons
5. The City of Traverse City and Charter Township of Garfield Recreational Authority

DIVISION OF RESPONSIBILITIES FOR 2015:

PARTY	DETAILS OF RESPONSIBILITY
Authority	Landscaping, Groundskeeping and Snow removal up to Barn doors
Authority	Purchase of opening needs for The Cathedral Barn (see appendix A)
Authority	Online web fees excluding customized event management software
Authority	Legal services as it relates to Historic Barns Park
Authority	Temporary and permanent Signage for the Historic Barns Park
Authority	Hard dollar Historic Barns marketing campaigns
Authority	Cleaning and maintenance as needed including windows, mopping, restrooms, dusting, banquet kitchen
Event Mgr.	Manage all public relations for the park as it pertains to events
Event Mgr.	Manage sales of The Cathedral Barn and park-wide rentals of Historic Barns Park
Event Mgr.	Networking on behalf of Historic Barns Park
Event Mgr.	Invoice and track rental payments
Event Mgr.	Track rentals and provide a monthly update to the Authority and report as necessary using customized event management software
Event Mgr., KHLLC staff	Build awareness and sales through business development practices
Event Mgr., KHLLC staff	Implement marketing strategy
Event Mgr., Operations Mgr.	Serve as the community relations representative(s) for Historic Barns Park
Event Mgr., Operations Mgr.	Conduct site inspections and planning meetings with clients as necessary

Event Mgr., Operations Mgr.	Create new events and manage the operations for additional revenue for Historic Barns Park
KBLLC	Customized event booking and management software
KHLLC	Insurance coverage for event services staff
Operations Mgr.	Coordinate and manage all event operations and all booked business
Operations Mgr.	Coordinate cleaning services with the Authority including restrooms, banquet kitchen, windows, mopping, etc.
Operations Mgr.	Work with Renters and fill out a banquet event order and timeline
Operations Mgr.	Develop room layout for clients
Operations Mgr.	Insure that the room is clean and ready for each event
Operations Mgr.	Management parking contracted services
Operations Mgr.	Monitor HVAC and Security system status
Operations Mgr., Event Mgr.	Coordinate with Renter’s vendors for each event
Operations Mgr., Event Mgr.	Create a professional work environment including proper attire, response time to inquiries and organized onsite management.
Operations Mgr., KHLLC staff	Management of onsite event staffing during each event
Renter	Shuttle and guest transportation fees
Renter	Parking attendants for events
Renter	All vendor coordination
Renter	Event Insurance
Renter	All necessary rentals such as tables, chairs, catering services, linen, decorations, AV equipment, tableware and all event related expenditures
Renter	General post event clean-up

FINANCIAL CONSIDERATIONS

1. Year 1: \$50,000 to The Minervini Group to cover manpower in the sales and operation of the Historic Barns Park, for the 27 events booked in 2015, plus all additional events that may book for 2015.
2. The investment of approximately \$10,000.00 by the Authority of all items listed in the attached draft, **Appendix A**, “Opening needs for The Cathedral Barn”.
3. Expenses not included in this proposal include those expenses typical of the landlord/property owner or other expenses that exceed what is reasonably and customarily covered by an event manager. See division of responsibilities section.

YEAR 2 AND BEYOND:

KHLLC is extremely optimistic that the above proposal will result in a year of successful events and satisfied rental clients for 2015.

There is strong likelihood that the number of events that will be hosted at Historic Barns Park in 2016 will be significantly higher. This will, of course, require a corresponding increase in the hours and expenses necessary to sell and manage the property. The fairest way to continue a high level of service will likely be a commission fee on top of a base management fee.

We propose that KHLLC and the RA revisit this topic in September 2015 to allow time to reach a mutually agreeable compensation structure.

SUMMARY

Selecting Kirkbride Hall LLC as the manager of events at Historic Barns Park presents a unique opportunity to create significant synergy between complementary event venues on The Commons. It enables the Authority to leverage an already existing management infrastructure in close proximity to support its high profile events property. In addition, the KHLLC demonstrated the ability to navigate the event venue startup process within the last year, with hands-on consulting by Allison Beers of Events North. We hope this to be the start of a long term collaboration.

E. BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 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.

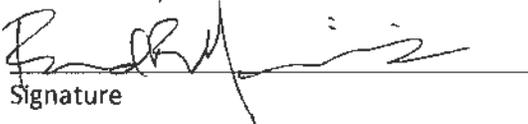
Bidder understands and agrees, if selected as the successful bidder, to accept a Contract and to provide proof of the required insurance.

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 Annual Flat Fee (not to exceed \$50,000): \$50,000

Submitted by:


Signature

Kirkbride Hall, LLC
Company Name

Raymond Minervini, Company Manager
Name and Title (Print)

700 Cottageview Drive, Suite 200 Traverse City, MI 49684
Company Address

231-941-1900
Phone

231-941-9713
Fax

Traverse City
City

MI
State

raymond@thevillagetc.com
Email

Circle one: Sole proprietorship / partnership / corporation

Michigan
If corporation, state of corporation

Meghan Elyse Gutowski
11655 Topview Dr Williamsburg, MI 49690
meghan.e.gutowski@gmail.com • 231.313.9682

- EDUCATION** **GRAND VALLEY STATE UNIVERSITY** **Allendale, MI**
The College of Liberal Arts and Sciences
Bachelor of Arts, April 2008
- Hospitality and Tourism Management with an emphasis in Event Planning
 - Member, Hospitality and Tourism Management Club
- AWARDS**
- 2013 “Up-and-Coming Special Events Planner” – Michigan Meetings + Events Magazine
 - August 2009 Performer of the Month, November 2011 & January 2009 Nominee
 - Certified Hospitality Supervisor
- EXPERIENCE** **GRAND TRAVERSE RESORT AND SPA** **Traverse City, MI**
- October 2011 – June 2014** **Event Design Manager**
- Managed over \$42,000 in single event décor budget for Farm Bureau Insurance from concept development to execution, managing the planning, people, and vendor logistics
 - Developed creative and locally curated events including tethered hot air balloon rides, winery tours, & themed décor to create unique experiences with a \$50,000 event budget
 - Projected and presented annual revenue, cost of sales, and gross profit margin accurately setting position budget for CFO, and exceeded projected goals seven of twelve months
 - Competed a \$20,000 proposal for décor design, winning the contract back in-house by meeting the planner’s prerequisites and exceeding expectations under proposed budget
 - Created trusting relationships with vendors, entertainment professionals, and local destination managers by building their business through group level concierge activities
- May 2010 – October 2011** **Executive Meeting Manager**
- Directed quarterly business development from prospecting to group event/meeting execution, creating over \$100k in revenue through resort room, space, and service contracts
 - Generated leads by booking all hotel groups between 25 and 75 room nights and all “Social” groups including weddings, managing event engineering, food & beverage, & transportation
 - Working knowledge of several 3rd party event management software programs including Starcite, Cvent, Knowland Group, HotelPlanner, Delphi, Delphi Diagrams and LMS
- May 2008 – April 2010** **Conference Services Coordinator**
- Managed all groups in conjunction with Center for Automotive Research’s Management Briefing Seminars in 2008 and 2009, generating over \$70,000 in additional revenue
 - Independently solicited over \$125,000 of wedding revenue for 2010, and a total of \$425,000 in 2009 revenue through partnership with the Special Events Manager
 - Promoted and serviced all Grand Traverse Resort and Spa Member Events, building on and generating new business through VIP clientele recognition, appreciation and care
- January 2008 – April 2008** **AMWAY GRAND PLAZA** **Grand Rapids, MI**
Food & Beverage Director Intern
- Worked closely with individual department managers to build knowledge of the intradepartmental relations that hold together a 4-star hotel food and beverage system
 - Developed new special events pricing by increasing food and beverage minimum requirements through analysis of restaurant menu pricing flaws, increasing hotel returns
 - Rotated through the complex food and beverage department structure in an effort to fully understand inclusive management and to guarantee complete guest satisfaction
- ADDITIONAL BACKGROUND**
- **Amway Grand Plaza, Head Bartender**– Managed Lumber Baron inventory and transactions in order to effectively work with cost control and Hotel’s financial requisition standards
 - **Amway Grand Plaza, Catering Department Intern**– Attended several V.I.P. and high-profile functions, gaining a valued reputation among upper management and clients
 - **Workplace Wellness Committee, President**– Coordinated monthly meetings, membership recruitment, and multiple health initiatives for the entire staff 2009 until 2012

Jon Fiebing

5393 Ravenhurst Dr. Traverse City, MI 49685, jonfiebing@gmail.com, 231-944-3192

Event Management, Crystal Mountain Resort, 2003-2014

Managed staff of 10 in all operational aspects of conferences, trade shows, weddings and other events. Provided troubleshooting and technology support during events. Daily operations included indoor/outdoor set-up, tear-down, and storage of: tables, chairs, linens, skirting, stages, dance floors, pipe and drape, tents, and A/V. My philosophy is to **make the guests happy!** by being well prepared, being present and involved, by nurturing those around you, while working within the given limitations of space and money.

Skills and Experiences:

- Highly functional with audio/visual equipment and software including: projectors, portable and permanent sound systems, live sound mixing, video conferencing and webcasting.
- Expert at troubleshooting technology problems in high pressure situations.
- Rapid and prolific creator of event diagrams (to scale) using PowerPoint or Visio.
- Have operated concurrent events totaling over 2,200 people.
- Maintained HVAC software for 33,000 sq. foot conference center.
- Comfortable interacting with bands, celebrities and politicians.
- Managed 3rd party vendors for equipment rental and asset storage.

Professional Technology Consultant, 1997-2003

Specialized in strategic projects that integrated databases and other sources of information into customized visualization tools for executive decision-making.

Client Deployments:

- Humana, Louisville KY, 1997-98. Implemented PeopleSoft ERP workflow module.
- Military Channel, Louisville KY, 1998. Visualized all company processes using Visio.
- Nortel Networks, Research Triangle Park NC, 1999. Custom Internal Mobility project.
- Tylie Jones, Burbank CA, 2000. Visualized all company processes using Visio.
- Lucent Technologies, Murray Hill NJ, 2000 – 2001. Executive Dashboard project.
- Foremost Solutions, Encinitas CA, 2002. Developed CornerOffice data visualization software.
- Confluent Technologies, Louisville KY, 2003. Integrated Squirrel System data with Confluent IQ data visualization software.

Skills and Experiences:

- Acted as liaison between corporate client and software development team.
- Gathered, documented and tracked custom software specifications.
- Designed, tested and implemented use cases for software under development.
- Created and implemented database integration schemas.
- Hardware and software troubleshooting and support.

Creative and Entrepreneurial, Carlsbad CA, 1995-1997

Invented and sold radically innovative skateboards, surfboards and snowboards. Awarded US patent 6,579,134. Developed expertise in product design, manufacturing, cost analysis, intellectual property, investor relations, market analysis, tool-making, graphic design, video production, publishing and woodworking. Supported by industry leaders such as Tony Hawk, Mike McGill, Christian Fletcher.

Hospitality Technology Sales, Squirrel Company, 1990-1995

Opened sales territories for Squirrel Company in San Diego, Orange County, Palm Springs and Las Vegas. Sold and implemented restaurant POS software, labor software, inventory software, credit card processing software, custom hardware, training, installation and maintenance. Sold to 2 Wolfgang Puck operations.

Education: Central Michigan University, Mt. Pleasant MI, 1983 – 1987

B.S. in Business Administration. Major: Marketing. Minor: Logistics. GPA: 3.42 taking honors courses.

APPENDIX A

Opening needs for Cathedral Barn		<i>unit price</i>	<i>subtotal</i>
4	xlr (mic) cords 25ft.	\$15	\$60
1	mic stand	\$25	\$25
2	25-ft ¼"-1/4" audio cables	\$20	\$40
1	50-ft ¼"-1/4" audio cable	\$25	\$25
1	50 ft. VGA cord	\$20	\$20
1	25ft. HDMI cord	\$15	\$15
1	AV-1 box	\$110	\$110
3	different Mac adapters	\$30	\$90
2	rolls gaffer tape	\$20	\$40
6	ext. cords 25ft.	\$15	\$90
2	cord covers	\$35	\$70
6	power strips	\$8	\$48
1	small variety AA, 9-volt, AAA batteries	\$15	\$15
4	large oval service trays	\$30	\$120
4	tray jacks	\$20	\$80
12	water pitchers	\$4	\$48
50	water glasses	\$1	\$50
50	coffee cups	\$1	\$50
50	cup plates	\$1	\$50
50	forks	\$1	\$25
50	knives	\$1	\$25
50	spoons	\$1	\$25
1	small variety cutting knives	\$20	\$20
4	small wastebaskets	\$5	\$20
2	high Chairs	\$40	\$80
4	booster chairs	\$25	\$100
3	squat plastic waste baskets for icing kegs	\$10	\$30
2	6-foot plastic banquet tables for kitchen	\$75	\$150
2	5-ft round tables	\$125	\$250
2	8-foot banquet tables	\$125	\$250
12	folding chairs	\$15	\$180
2	small tables	\$50	\$100
1	large kitchen cart	\$250	\$250
1	small kitchen cart	\$125	\$125
4	large round plastic wastebaskets	\$40	\$160
1	ladder	\$75	\$75
1	mop & bucket	\$75	\$75
1	cleaning supplies	\$100	\$100
50	bar towels	\$1	\$50

1	variety fasteners, string, bungee, zip ties	\$150	\$150
1	tool kit with bag	\$75	\$75
4	parking barricades	\$75	\$300
2	portable handicap parking signs	\$100	\$200
8	ivory skirts	\$35	\$280
1	(bag 250) skirt clips	\$80	\$80
4	standard easels	\$25	\$100
1	marquee	\$50	\$50
1	ice machine	\$1,500	\$1,500
1	portable screen		\$500
Total opening needs			<u>\$6,371</u>

Near term needs for event space (short term payback)

1	podium		\$500
1	projector		\$400
1	small audio system		\$600
4	sections pipe and drape		\$400
1	SM-58 Microphone		\$100
5	flip chart pads		\$100
2	collapsible flip chart holders		\$220
Total near-term needs			<u>\$2,320</u>

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating

UNCOMMON MANAGEMENT

EVENT FACILITY MANAGEMENT SERVICES at HISTORIC BARNS PARK

March 11, 2015

This is a proposal from UnCommon Management LLC in Traverse City Michigan in response to the City of Traverse City and Charter Township of Garfield Recreational Authority's Request for Proposal (RFP) for Event Facility Management Services at the Historic Barns Park.

CONTACT INFORMATION:

Tom Mair

612 Fifth St. W., Traverse City, MI 49684

traversegreen@yahoo.com

231-392-6121



Photo of February '15 Women's Winter Tour



INFORMATION/BACKGROUND ON CONTRACTOR

UnCommon Management's inception in 2012 started with a study about doing business with government and government contracts. Upon the planned announcement of a manager for the barns, research into the characteristics of similar venues began and pertinent information was collected in order to formulate a response once the RFP was published. We have combined the expertise of seasoned professionals in order to address the unique requirements of a municipally owned recreation complex and its partners to offer Event Facility Management Services at the Historic Barns Park.

Headed up by Tom Mair and Susan Odgers, we have combined specialized individual experience in order to provide expert customer service while addressing the needs and concerns of the Recreational Authority Board, as well as, its community and non-profit partners. We are a highly organized team and each of us has been deeply involved in broad aspects of the local community for nearly thirty years. We offer skills in performing arts management, entertainment event management & marketing, community & government involvement, education, communication, and the ability to facilitate the use of the park property by diverse groups and interests.

As an L.L.C. registered in Michigan in 2014, UnCommon Management's office, when required, will be located convenient to or within the Commons. Alternatively, on-site meeting with prospective clients will be available upon request and within 24 hours of contact.

Key Contact: Tom Mair
Current address: 612 Fifth Street, Traverse City, MI 49684
Email address: traversegreen@yahoo.com
Telephone number: 231-392-6121

As the Project Manager, Tom Mair is exceptionally qualified for this business enterprise. He has been an interested party to the success of the Barns project since before the Recreational Authority proposed a millage to fund the project. As a City Parks & Recreation Commissioner, for six years, beginning in September 2002, Tom helped coordinate the logistics and ensured safe events for the community. He reviewed and approved items of business to be put before the City Commission for final approval. In addition to these normal duties, he also served the Parks & Recreation Commission as an informal liaison to the City of Traverse City & Township of Garfield Township Joint Recreational Authority.

As an operations manager (including facilities), Tom performed the day-to-day duties of a House Manager at a The Grand Traverse Cinemas, nine screen multi-plex. With nine auditoriums the theatre had up to 1800 customers on a good weekend day. Running a busy theatre included scheduling of films, training and scheduling of personnel as well as supervising concessions and Box Office. Prior to the multiplex, Tom was House Manager at the 1200 seat

Birmingham Theatre in metro Detroit as an employee of the iconic Nederlander Organization. The Nederlander's are Broadway producers and run several outdoor music theatres. Backstage, Tom was the liaison between the main office and the performers all of which were members of the Actors Equity union. In the front-of-house Tom supervised a large volunteer usher corps, concessions, and the Box Office.

Rounding out this uniquely qualified team of partners, Susan Odgers will lend her broad range of expertise in order to foster collaboration with the existing partners and the community. Susan is a demonstrated, dedicated, and committed community professional with excellent follow through skills. As a community relations expert, she is known in the community as a highly visible and hardworking connector/collaborator. She is an experienced educator of students in the areas of environmental sustainability, business, media, policy and leadership, health care, the arts and community.

A practiced wedding officiator and planner of weddings, she had supervised a bevy of consultants and conducted premarital consulting, etc. Susan has been an advisor to the Traverse City Area Public Schools, area governments, Heidi Johnson and Building 50 at the Commons project, Earth Day, Traverse City Film Festival, Women's History Project, Michigan Friends of Public Libraries and many others. She is a successful fundraiser who trained through the Indiana University Fundraiser School-Lilly School of Philanthropy. Her results include substantial funds raised for the NMC Weekly Writing Workshop for people who have experienced homelessness, Michigan Protection & Advocacy Services, Real People Media, Living Through Art, "Street Fighting Man" the film, Haitian Midwifery Clinic, and many others.

Susan has created monthly environmental programs for the past 15 years in the lower level of Horizon Books, Traverse City and acted as a consultant to cities and townships regarding universal design for their parks, piers, beaches, nature areas, buildings, campgrounds, and recreational/ community programs.

Susan Odgers and Tom Mair were founders of the Electronic Waste Collection at the National Cherry Festival – Green Day - and are consummate recyclers.

She is an experienced performer and creator in all forms of media, having developed and distributed promotional materials, newsletters, social media, film, print, TV/cable, and radio. In addition, she is a presenter-public speaker/programs at all levels in our community. A long list of references and the specific programs is available upon request.

* Handicapped eligible business/set aside incentive, Handicapper Business Opportunity Act, Public Act 112 of 1988 MCL 450.791-450.795

There is no negative history to disclose for the three.

KEY PERSONNEL/QUALIFICATIONS

TOM MAIR – Tom was employed in the area of venue management as a manager at a Cine-plex and at a “live performance” Broadway theatre. He has a current Business Administration education from Ferris State University. His government experience was with the U.S. Department of Transportation as a manager and as a Parks & Recreation Commissioner for the City of Traverse City. Tom is a life-long lover & supporter of the performing & visual arts and an award winning environmentalist. He was a licensed & bonded Artist Manager – Promoter for fourteen years. Tom was the first hire at Harmony House – Traverse City, helped launch the store, and soon was quickly promoted to store General Manager. Along with operating this retail store in downtown Traverse City, Tom also managed a Ticketmaster Outlet inside the shop. He has been a member of many opening launch teams including: North Peak, Harmony House, and The Dinner Train. With a keen sense of how to steer through chaos, Tom enjoys new businesses and the trials and tribulations that naturally occur, especially in launch and roll-out. Within his career, Tom has easily presented and co-presented a few thousand events, from 99 seat nightclubs – to small outdoor concerts – to shows in small arenas. As well as represented dozens of venues, artists, and record labels. In addition to shows, Tom has experience in food & beverage in catering and restaurants. He is an avid Twitter user and knows how it is the best social media for disseminating news and public relations information.

SUSAN ODGERS – Susan has owned a communications consulting business in Traverses City since 1987. She holds a Master’s and doctoral degree (ABD) in counseling psychology from Wayne State University, Detroit. For the last twenty-five years, she’s also been an award winning professor at Northwestern Michigan College. Additionally, she’s been a longtime faculty member at Ferris State University and Grand Valley State University in Traverse City. As a graduate of the Traverse City Chamber of Commerce’s Leadership Grand Traverse Program, Susan was an instructor of leadership for several years in the program and is a member of the Leadership Grand Traverse Council/Fellowship program board. At Munson Hospital, Susan is a founding member of the Family Advisory board. She also is a longtime member of the Recipient Rights Board and in the last year, joined the advisory panel for the Cowell Cancer Center. From 1996-2013 she was a member and past president of the state board, Michigan Protection & Advocacy Services, Inc. MPAS’s annual budget is near \$5 million dollars. In 2010, she began writing a monthly column for the Traverse City Record Eagle “Adapted in TC”. Susan received the Sara Hardy Humanitarian of the Year award by the Traverse City Human Rights Commission in 2010.

Work Flow Chart – an example, not all duties shown here

Tom – Project Manager		Susan Odgers
Bookings	Financial Reporting – w accountant	Booking
Business Plan	Development of Contracts – w attorney	Calendaring
Marketing Plan	Policies & Procedures	Communications
Cleaning		Marketing
Reporting for maintenance & repair		Staffing Events

PAST EXPERIENCE/REFERENCES

Tom Mair:

Robert Parsons, Cineplex Manager, Grand Traverse Cinemas
 Contact Bob at: Carmike Cinemas District Office, 3200 S. Airport Rd W., Traverse City MI 49684,
 231 922-0077

Marshall Persky, SCORE Counselor, U.S. Small Business Administration
 Contact Marshall at: SCORE, 202 E. Grandview Parkway, Traverse City MI 49684
 888 796-4913
marshallpersky@gmail.com

Derith Smith, Business Advisor & Consultant, Government Relations
 Contact Derith at: 10816 S Blue Ridge Ln, Elmwood Twp MI
 231 941-1361
derithsmith@att.net

Susan Odgers:

Doug Luciani
President and CEO of the Traverse City Area Chamber of Commerce
Luciani@tcchamber.org
Traverse City Area Chamber of Commerce
202 East Grandview Parkway
Traverse City, Michigan 49684 231-947-5075

Contract:

Client: Traverse City Area Chamber of Commerce
Leadership Trainer, Leadership Grand Traverse Program
Contract Term: 2007-2009
Staff Assigned to the Project: Susan Odgers

Client: Northwestern Michigan College
Innovation Training Grant
Contract term: 2010-2011
Staff Assigned: Susan Odgers and Regis McCord

Client: City of Mt. Pleasant, Michigan
Office of the City Manager
Creating Access for Persons with Disabilities
Contract Term: 1990
Staff Assigned: Susan Odgers

UNDERSTANDING OF SCOPE OF SERVICES

We are thrilled that Allison of Events North has created a beginning plan for the contractor to use on the first day of work. Allison has streamlined the job of Venue Manager.

The Recreational Authority Board expects the facility operations and management will include booking, operations, staffing, marketing implementation, and event coordination as primary activities that will incorporate the ability to work with and coordinate third-party providers (e.g., wedding planners, caterers, shuttle services, and promoter). Experience and expertise in zero-waste events is highly desirable, as is experience in accommodating offsite and/or shared parking arrangements. The term facilities herein refers to any structure or space available within the Historic Barks Park available for events as approved by the Recreational Authority Board unless otherwise indicated.

UnCommon Management believes the best way to tackle the items to be accomplished within the Scope of Services and Contractor Responsibilities is to utilize a critical path system in order to produce a priority order as a process. This is of vital importance in organizing an effective work flow and producing the best customer service. This path would include: building the *infrastructure* before the venue is launched. Key items include the Event Calendar Plan, preparation of the Annual Budget, and the Marketing Plan with a Marketing Budget. Administrative items in this category include: the development and ongoing coordination of administration policies, procedures, calendars, user contracts and materials, and maintenance plan. Ensuring compliance with federal, state, and local laws, rules and legislation, including health, fire and safety codes will be an integral focus in the development of these items which need to be complete before the Historic Barn can be utilized as a venue

The next level of preparation is to list and prepare for the *Periodic* items in the Scope of Services. These items can be organized and flexibility will be required until the infrastructure items are complete.

Flexibility and dedication to this project as a top priority will be required to achieve success. UnCommon Management is prepared to become an effective partner in this remarkable community endeavor by committing to these qualities.

BUSINESS PHILOSOPHY

We subscribe to Best Practices and A Model Workplace. Above all is respect for the people whose vision for the Historic Barns is coming true. That begins with the community that rallied to save the building from demolition or another use that would have been much less good for the community. Credit goes to the Commons Redevelopment Corporation, the Joint Planning Commission, Rolling Centuries Farms, the City of Traverse City, the Charter Township of Garfield, and the Recreation Authority.

We will be the glue that holds planning in the park together. We are organizers. From watching over the facilities as they are remodeled to taking reservations for events in the future. UnCommon Management are at the center of the Historic Barns Park in every way. We are committed to the original vision of restoring the property to a useful state for the community while growing the property to become a destination for all types of events. We are the keeper of the calendar, the liaison between stakeholders, and the official booking management of the Cathedral Barn, the Amphitheatre, and coordinator for the other venues managed by the stakeholders.

The Recreational Authority and the Historic Barns Park is the only set of venues we are considering managing. We plan to be exclusive bookers of the Barns and adjacent property and do not believe that outside Event Managers who book other venues can represent the Barns as well as we can.

We are prepared to plan and produce some exclusive events at the Barns and do not believe that outside Event Managers should book events for our Stakeholders. We expect to be the manager for the "Recreational Authority Opening Gala".

We have no conflicts of interest. We are not involved in any competing venues and or wedding services that may have a conflict of interest. There will not be a time where we consider selling one venue over another.

We believe that the Historic Barns Park is the next big thing in Northern Michigan. Our goal is the earn the designation as the "Best Venue in Northern Michigan".

We believe in a Model Workplace where everyone – customer, stakeholder, and employee - is treated kindly and respectfully. We will treat everyone who comes to the Barns as though they are part of the community that the Barns serve.

BID SUMMARY**TITLE: Event Facility Management Services at Historic Barns Park****DUE DATE: Wednesday, March 11, 2015 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.

Price \$48,000 divided equally in monthly payments (\$4000.mo.) beginning on the first month of work.

The above price does not include the amount of monies to be spent on equipping the barn, furniture for the barn, marketing expense of the barn, maintenance of the barn, and repairs made to the barn or any other unknown expense not included in the work order.

Submitted by:

_____ _UnCommon Management_____
Signature Company Name

_Tom Mair, Project Manager _____ 612 Fifth St West _____
Name and Title (Print) Company Address

_231 392-6121_____ none _____ Traverse City MI 49684_____
Phone Fax City State

traversegreen@yahoo.com

E-mail

Circle one: Sole proprietorship / partnership / _____
If corporation, state of corporation



THANK YOU !

NOTES

Historic Barns Park Evaluation Form

Contractor Name _____

Please rate each candidate according to level of experience and proven success on a scale of 1 to 5, with 3 being the benchmark.

(5) Outstanding (4) Good (3) Average (2) Satisfactory (1) Poor

CRITERIA

Firm Information/Background (25%):

Consider ownership, location, background, awards/recognition etc.

Comments:

Rating

Personnel/Staff Qualifications (25%):

Consider employee qualifications, point of contact, awards/recognition etc.

Comments:

Rating

Past Experience/References (25%):

Consider relative experience (venue mgmt.), past clients etc.

Comments:

Rating

Scope of Services (25%):

Consider approach, tasks/services, interest/commitment in project etc.

Comments:

Rating

TOTAL:

Overall Rating

II-A. INFORMATION/BACKGROUND ON THE INDIVIDUAL

Introduction - Erin Anderson Whiting has co-owned and operated Mr. Music Disc Jockey & Event Services LLC for 5 years, has managed operations and fund development at Parallel 45, Inc. theatre for 7 years, and has 12 years relationship management, customer service and event planning experience as a major gifts officer with the Grand Traverse Regional Land Conservancy and Interlochen Center for the Arts. Erin lives and works in close proximity to Historic Barns Park and this, in combination with her self-directed work schedule, affords her the ideal availability to perform the tasks and services requested.

Contact:

address - 530 S. Union Street, Traverse City, MI 49684

phone - 231-620-0771 email - erin@parallel45.org

- a. Erin Anderson Whiting functions as sole proprietor
- b. Office located at 530 S. Union Street, Suite 2, Traverse City, MI 49684.
- c. Erin Anderson Whiting is sole employee
- d. Point of contact: Erin Anderson Whiting, 530 S. Union Street, Traverse City, MI 49684, erin@parallel45.org, 231-620-0771
- e. Background/History - Anderson Whiting has a liberal arts educational background with a focus on analysis and communication. The recipient of numerous scholarships and awards, her writing skills are particularly strong and she currently works as a freelance development writer and a local publication copy editor on an ongoing contract basis. Her career spans the publishing, small business (event management), and nonprofit sectors (philanthropy) with demonstrated and simultaneous success in each area. Her work in each of these spheres requires mastery of skills directly transferable to success in event facility management at Historic Barns Park.
- f. Qualifications to provide services described in RFP - Anderson Whiting has honed her customer service and sales skills during 12 years of major gifts fundraising work and 7 years of owning and operating two successful businesses, one for-profit and one not-for-profit. Building and maintaining relationships with clients from diverse backgrounds, while encouraging their enthusiasm for ideas — and their willingness to support those ideas with financial investment — has been key to the growth of these businesses and to her success raising millions of dollars for three of the area's nonprofit organizations.

Her ability to connect with a wide range of the public, to respond promptly and courteously to concerns and questions, and to encourage those who are so inclined to take a financial step, converts directly to her ability to provide an exemplary level of event management service fitting a unique community treasure like Historic Barns Park. From the initial rental sale to the equally important customer service provided before, during, and after events, customers will enjoy the high-end experience they expect when selecting such a unique space for their wedding, fundraising event or corporate gathering.

Her career success has proven Anderson Whiting to be a natural and effective networker and public relations representative, as these skills are essential in both fund and organizational development. Her excellent writing and communications skills underscore these abilities to maximum effect.

Anderson Whiting would be proud to serve as community relations representative for Historic Barns Park and to network on its behalf. Not only are these activities necessary in order to implement the 2011 Historic Barns Park business plan and to establish an economically viable venue, but they are also critical for the community at large in order to position Historic Barns Park as a recipient of civic investment and pride in the minds of the public. As a staff member at the Grand Traverse Regional Land Conservancy during the historic "Open Space & Natural Area" millage campaign and victory, Whiting finds it very rewarding to see the long-term vision tied to these land-use proposals come to tangible fruition for the benefit of the entire Grand Traverse community.

Anderson Whiting is the owner of an event industry business. Mr. Music Disc Jockey & Event Services LLC services an average of 60 events annually, with weddings comprising 80% of these events. Her sales, networking, business development, customer service and relationship-building skills have allowed her to purchase a long-standing existing business, doubling its profits over 5 years while hiring additional employees and increasing the number of events managed annually by one third.

Her well-established relationships with area wedding and event planners, as well as event vendors, will allow her to operate efficiently from day one, anticipating questions, concerns and possible issues before they become significant challenges. Her success designing and implementing a marketing strategy for her wedding and event business will serve her in good stead while implementing the marketing strategy designed for Historic Barns Park, which will include creating new events. Her extensive knowledge of area wedding and event venues is also an asset, as she will be able to appropriately place Historic Barns Park in the context of the region's event landscape, highlighting its unparalleled assets to potential customers.

Her achievements in these varied industries speak to Anderson Whiting's ability to prioritize, remain flexible when presented with last-minute changes, and work well with vendors. As for a cooperative team spirit, an instinctive sense of urgency, a fierce attention to detail and a commitment to an organized workflow, these are the skills that enable her to successfully navigate the simultaneous helming of a nonprofit organization, a small business and a freelance career.

Whiting is proficient in Microsoft Word, Excel and numerous other computer platforms and software.

Proposal for Event Facility Management at Historic Barns Park– Erin Anderson Whiting

- g. Mr. Music Disc Jockey & Event Services LLC – 5 years; Parallel 45, Inc. – 7 years; freelance writing and editorial – 13 years; major gifts fundraising and development – 12 years
- h. There is no negative history to disclose

Proposal for Event Facility Management at Historic Barns Park– Erin Anderson Whiting

II-B. KEY PERSONNEL/QUALIFICATIONS – Project Manager: Erin Anderson Whiting

ERIN ANDERSON WHITING

530 S. Union Street
Traverse City, MI 49684
erin@parallel45.org
231-620-0771

EDUCATION

Sarah Lawrence College, Bronxville, NY; Bachelor of Arts degree: May 2000

Concentrations: Literature, Middle Eastern history. GPA: 3.8

Interlochen Arts Academy, Interlochen, MI, Diploma, June 1996

Major: Fiction writing. GPA: 3.9

SKILLS

Proficiency in Salesforce/Convio & Donor Perfect database programs, including running multi-faceted reports and customizing software to meet Development team's needs; all Microsoft Office & Google applications; QuickBooks, extensive experience editing manuscripts and periodicals per Chicago and Associated Press style regulations.

EXPERIENCE

MR. MUSIC DISC JOCKEY & EVENT SERVICES, LLC, Traverse City, MI

(April 2010—present)

Co-owner/Event Coordinator- manage sales, serving as point of contact for all phone and email/website inquiries and meeting with clients pre- and post-securing of our services; serve as event coordinator, answering client questions, providing support and organizing client requests, coordinating all aspects of client music and sound needs with appropriate staff, invoicing clients and processing payments; oversee finances, including banking, tax preparation and employee payroll; maintain insurance, licenses and other required certifications; initiate post-event contact to capture client feedback and transalte all positive feedback to testimonials for marketing purposes; create and implement marketing strategy with co-owner, including placing advertising, attending trade shows, networking events and open houses.

PARALLEL 45, INC., Traverse City, MI

(May 2008—present)

Founding Executive Director-manage staff and organizational operations; craft development plan and related materials; cultivate major gift prospects using Moves Management system; solicit individual and corporate gifts; write and submit grants; design annual giving strategy; manage donor records, draft and update policies and procedures, as needed; serve as liason to, and ex officio member of, Board of Directors.

NORTHERN EXPRESS, Traverse City, MI

(September 2014—present)

Copy Editor-review and proofread submitted pieces weekly, as well as perform content editing, within 24-hour timeframe.

INTERLOCHEN CENTER FOR THE ARTS, Interlochen, MI

(January 2009—April 2014)

Charitable Gift Officer, West Coast-managed portfolio of 150 active individual major donors, as well as a qualification pool of 80 new prospects for potential cultivation; tracked progress via Moves Management system and record in Salesforce for reporting; solicited major gifts throughout year with concerted push at calendar and fiscal year ends to meet budgetary goals; created and implemented strategies for \$1 million+ principal gift prospects; cultivated roster of planned giving prospects for documentation of estate gifts; maintained regular travel schedule to U.S. West Coast for both cultivation and engagement purposes.

Proposal for Event Facility Management at Historic Barns Park– Erin Anderson Whiting

GRAND TRAVERSE REGIONAL LAND CONSERVANCY, Traverse City, MI

(January 2005—December 2008)

Charitable Giving Specialist-stewarded major gifts relationships with 120 general operating and project donors, both individuals and 20 foundations; cultivated major gifts prospects using Moves Management; coordinated mailings, outreach, and events to keep capital campaign donors informed and engaged while fulfilling pledge payments in order to recapture their support post-pledge obligation; organized in-home cultivation events; gave presentations, both alone and with land protection staff; analyzed current and future fundraising needs and structure to most effectively meet organizational needs at present, and in the future; attended at least one professional fundraising seminar each year.

GRAND TRAVERSE REGIONAL LAND CONSERVANCY, Traverse City, MI

(September 2003—December 2004)

Annual Giving Coordinator-Stewarded relationships with over 250 annual donors; authored solicitation letters; coordinated all aspects of three 10,000+ piece direct mail solicitations annually; culled major gift and planned giving prospects from direct mail respondents and assigned to appropriate development staff; conducted at least one exploratory in-home donor visit each week; strategized methods for increasing average gift size and response rate with each direct mailing; implemented stewardship procedure and coordinated events to steward existing automatic monthly giving contributors and to strengthen and grow the program; attended at least one professional fundraising seminar each year.

THE JENKINS GROUP, INC., Traverse City, MI

(April 2002—December 2008)

Freelance Editor/Proofreader-Provided content, mechanical, and grammatical editing for a variety of manuscript types, including academic, technical, memoir and fiction. Proficient in Chicago Manual of Style proofreaders' marks and AP Style editing, though occasionally used those of client's preference.

PENGUIN PUTNAM, INC., New York, NY

(September 2000—September 2002)

Premium Sales Coordinator-Selected newly released titles for introduction into applicable markets, composed pitch letters to present appropriate titles to interested buyers, researched and approached previously untapped book sale arenas, coordinated art and textual design pieces for custom printings, facilitated manufacturing for reprints and run-ons, maintained account files, handled customer relations, worked with credit department to resolve monetary issues, compiled monthly sales and manufacturing reports, processed orders and provided administrative support.

FOREWORD MAGAZINE, Traverse City, MI

(June 2000—August 2002)

Contributor/Editorial Assistant-Researched and wrote monthly "Foresight" column, compiled data, prepared announcement issue of forthcoming titles.

THE JENKINS GROUP, INC., Traverse City, MI

(Summer 1999, Summer 2000)

Special Market Sales Account Manager-Designed and implemented promotional program for the acquisition of new special markets titles, discussed contractual obligations with publishers, researched and contacted potential buyers, edited both fiction and nonfiction manuscripts, negotiated print costs and page layout with freelance designers.

SARAH LAWRENCE COLLEGE, OFFICE OF CAREER COUNSELING, Bronxville, NY

(September 1997—May 2000)

Career Assistant/Career News Editor-Designed, wrote and edited monthly publication on internships, job opportunities and items of general career interest distributed to faculty, staff and student body. Counseled students on resume writing, internship identification, and other career-related concerns. Provided clerical and administrative support to staff.

Proposal for Event Facility Management at Historic Barns Park-- Erin Anderson Whiting

PENGUIN PUTNAM, INC., New York, NY

(Summer 1998)

Premium Sales Assistant-Assisted clients in selecting merchandise, processed orders, maintained account files, handled client relations, compiled weekly spreadsheets on current and projected productivity, and provided administrative support.

AWARDS/PUBLICATIONS

Author, *Look About You: A Magical Childhood in Michigan's Wild Places*; Recipient, Sarah Lawrence College, *Grace Paley Scholarship* 1999-2000, 1998-1999, 1997-1998; inclusion in Voices of Michigan: An Anthology of New Michigan Authors 1999; recipient, NFAA's ARTS Competition, *Level One Award* in Fiction Writing; recipient, *Presidential Scholar in the Arts* for Fiction Writing; recipient, Interlochen Arts Academy, *Outstanding Achievement in Fiction Writing*; recipient, *Outstanding Scholarship in American History/ Western Philosophy*.

References available upon request.

II-C. PAST EXPERIENCE/REFERENCES

FROM THE DESK OF

CHRISTAL FROST

March 10, 2015

To Whom it May Concern:

It is with great pleasure that I recommend Erin Anderson Whiting for the position of Event Facilities Manager at the beautiful Historic Barns Park. I met Erin several years ago during an interview on WTCM NewsTalk 580's "The Ron Jolly Show." I was immediately impressed with Erin; so impressed, in fact, that I decided to see the show she was promoting. It was brilliant, not only because of the artistic direction and the outstanding cast, but also because of the attention to detail put forth by Erin herself to ensure that each and every guest walked away feeling as if they were a part of something bigger than a "play." I realized then that Erin Anderson Whiting had the character, dedication, drive, personality and background that could create an artistic movement in our community, and I knew that I wanted to be involved. Upon getting to know Erin as a volunteer and, as of late, board member for Parallel 45, I am continuously in awe of her attention to detail, her professionalism and her ability to connect with both donors and artists. Erin truly understands the complexities involved in running a non-profit. She is both creative and logical, working diligently in the background to allow her projects to shine in the spotlight.

In addition to Erin's work as Executive Director of Parallel 45, she is the co-owner of Mr. Music DJ & Event Services. I must say, Erin truly shines in her role at Mr. Music. She possesses a sort of effortless patience that translates to calm, happy and satisfied clients.

There is no doubt in my mind that, should you hire Mrs. Whiting, you will have an incredible individual representing your beautiful Historic Barns Park. Erin's background working at the Grand Traverse Regional Land Conservancy, as well as her time spent working in fundraising at Interlochen Center for the Arts, coupled with her non-profit management experience of Parallel 45 and her years spent as a small business owner of Mr. Music DJ & Event Services make her nothing less than a power house for implementing success as Event Facilities Manager for the Historic Barns Park. Simply speaking, she is the most unique, versatile and creative person I have had the pleasure of working with. Thank you for this opportunity to recommend Erin for this position.

Respectfully,

Christal Frost , WTCM NewsTalk 580

Christal Frost reference for Erin Anderson Whiting

- a. Client: Parallel 45/WTCM NewsTalk 580; Project Manager: Christal Wilcox Frost;
address: 128 S. Elmwood, Traverse City, MI 49684; telephone number: 231-218-2676; email address: mizzchristal@gmail.com
- b. Contract Term: as community arts/non-profit leader, from August 2013 to present, as Executive Director of Parallel 45, Inc. when I signed on as volunteer, from July 2014 to present.
- c. Contract Value: N/A
- d. Staff Assigned: Erin Anderson Whiting
- e. Scope of Work for Contract: 1) as community arts/non-profit leader: in charge of general operations of Parallel 45, overseeing artistic and big-picture work, as well as community relations, donor relations and audience-building. 2) as Executive Director of Parallel 45, Inc: leading the organization to the next level through fundraising, goal-setting, public relations and staff and board development—professionalizing the organization for the next five years.

March 10, 2015

The City of Traverse City and Charter Township of Garfield Recreational Authority
Matt Cowall, Executive Director
324 Munson Avenue
Traverse City, Michigan 49686

Dear Mr. Cowall,

I am writing in support of Erin Anderson Whiting's proposal for Event Facility Management Services.

Erin was my colleague at the Grand Traverse Regional Land Conservancy in 2008 and, during that time, I observed her innate ability to connect with a wide range of people and to encourage them to invest in our mission. In a very respectful manner, she was able to persuade people from all walks of life to consider our work a priority. These skills, which translate directly to a more traditional "sales" position, coupled with her outgoing nature and positive personality make her a natural fit for the event sphere. Erin is also very aware of the significance of the preservation of the Historic Barns and appreciates and understands the importance of the work required to accomplish it. Since departing GTRLC, she has completed several contract jobs for GTRLC, employing her excellent writing skills and her ability to distill complex ideas and information into understandable content for the public. Her work has always been completed ahead of deadline and with great conscientiousness. For these reasons, in addition to her direct experience in the wedding/event industry as owner and operator of Mr. Music Disc Jockey Services, I would highly recommend her for this position.

Should you require more information, please don't hesitate to contact me.

Best Regards,

A handwritten signature in black ink, appearing to read "Jennifer Jay", with a long, sweeping horizontal line extending to the right.

Jennifer Jay
Director of Communications
Grand Traverse Regional Land Conservancy
Email: jjay@gtrlc.org
Phone: 231-409-8580

- a. Client: Grand Traverse Regional Land Conservancy; Project Manager: Jennifer Jay; address: 3860 N. Long Lake Road, Suite D, Traverse City, MI 49684; telephone number: 231-929-7911; email address: jjay@gtrlc.org
- b. Contract Term: as a colleague from March 18, 2008 to December 31, 2008; as a contractor from June 27 to July 16, 2014 and from September 11 to November 27, 2014.
- c. Contract Value: as colleague, N/A; as a contractor \$450 and \$6,500.
- d. Staff Assigned: Erin Anderson Whiting
- e. Scope of Work for Contract: 1) as colleague: Charitable Giving Specialist - cultivating, soliciting and stewarding major donors 2) content creation for Coastal Project update publication 3) manage year-end mailing project for approximately 8 weeks, working with me, Executive Director and Charitable Giving Specialist for content, Administrative Assistant for lists, and the off-site mail house for coordinating merging, printing and mailing. Wrote 11 individual letters customized to various donor populations, as well as segment-specific acknowledgement letters.



**PARALLEL
SOLUTIONS**



PO Box 4158 • Traverse City, Michigan 49685
www.parallelmi.com

March 11, 2015

City of Traverse City and Charter Township of Garfield Recreational Authority
Office of the Executive Director
C/O LIAA
324 Munson Avenue
Traverse City, Michigan 49686

Re: Recommendation for Erin Anderson Whiting

To Whom It May Concern,

I am writing to share my professional recommendation for Erin Anderson Whiting.

Erin and I worked together as part of the fundraising team at the Grand Traverse Regional Land Conservancy, where she served as a charitable giving officer from 2003-2008. I worked with Erin for two years, and was her supervisor in 2008 while serving as the Conservancy's Director of Development.

Erin's work and role at the Conservancy involved a variety of fundraising and communications tasks and responsibilities. She is one of those rare individuals with both "people skills" and technology skills. She wrote heartfelt and eloquent fundraising letters, built and nurtured relationships with donors, and coordinated and hosted in-home events and private donor gatherings. Erin is both intellectual and approachable. She was equally comfortable sitting in front of the computer analyzing data and managing codes in DonorPerfect as she was sitting in the home of a major donor and having a warm and engaging conversation. She is a gifted fundraiser.

When I worked with Erin, I always trusted that she would follow through on the expectations established for her position. She was self-directed and worked independently to achieve her personal work plan goals and the goals of the department. She was also very collaborative and supportive of her team and others across the organization.

Erin is the type of person that puts in the hours required to do a job well. Whatever it takes, she gets the job done. She is an excellent problem-solver. She cares about quality, and about how the community she is serving feels about the product she is creating. She responds well to feedback and asks for help when she needs it. She is serious about her work and also a fun person to be around. Erin was a joy to work with and to supervise. If I had the chance to work with her again, I would. In a heartbeat.

I believe that Erin's strengths are transferrable to any career that involves public relations, relationship management, sales, marketing, and the coordination of detail-oriented logistics such as event management. If you have any questions about my recommendation of Erin, I can be reached at (231) 409-7885 or by email at megan@parallelmi.com.

Sincerely,

Megan Olds
President and Principal

II-D. UNDERSTANDING OF SCOPE OF SERVICES

The Cathedral Barn and the Historic Barns Park are unique in the region as physical event spaces. For those seeking a climate-controlled, rustic/agri-themed venue, with complementary outdoor space for ceremonies or other gatherings, in a convenient in-town location, near lodging and other amenities for attendees or guests, there is no equal.

Historic Barns Park is a stunning example of something much larger than simply a barn, an amphitheater or picturesque grounds. It is the physical manifestation of an idea whose time has come. Combining reverence for history and respect for innovation, a belief in sustainable operations and design, and interconnectedness with the surrounding landscape and the neighboring Grand Traverse Commons facilities, it is the model for a new kind of event space.

The culmination of years of hard work on the part of tireless volunteers, dedicated local government and committed community members, Historic Barns Park represents a new design model for living, recreating and working that is gaining ground across the country.

The brand this new model helps create will appeal to a wide-range of organizations, businesses and potential rental clients who share the values on which Historic Barns Park is built. This will not only attract one-time customers such as out-of-area wedding clients, but will build brand loyalty amongst potential repeat customers like businesses and organizations.

The Historic Barns Park represents a nationally significant placemaking achievement, an incalculably valuable asset that will form the foundation of its success, as well as guide the work required to achieve the objectives of the event facility management position.

With this in mind, the position tasks and service requirements listed in Section I are grouped in the following way to better categorize the work necessary to complete them. Some tasks and requirements relate to supporting the overarching vision and mission of Historic Barns Park, while others focus on selling the specifics of the venue itself — the micro and the macro components of the position.

❖ **Foundational service requirement that informs all work:**
Create professional work environment including proper attire, inquiry response time and organized onsite management

TASKS/SERVICE REQUIREMENTS

- Build awareness and sales through business development practices
- Create new events and manage their operations for additional revenue
- Implement marketing strategy

Necessary Work

- ✓ Ensure thorough understanding of board-approved marketing strategy prior to position's launch via conversations with appropriate Authority board members and Events North staff. Create timeline for required implementation activities and determine metrics for evaluating performance and success
- ✓ Create system to encourage clients to share positive feedback and capture feedback, reviews and comments on reputable and appropriate event review sites, social media and website (as consistent with board-approved marketing strategy)
- ✓ Explore ways existing community events whose values align with those of Historic Barns Park can take place, in whole or in part, at Historic Barns Park, depending on logistical viability
- ✓ New Events - Contact event and marketing professionals at organizations and businesses whose practices, mission and values echo those of Historic Barns Park—both within the region and statewide—including, but not limited to: businesses in the sustainable growth, energy and design fields; environmentally-friendly product manufacturers; and foundations with missions to promote and support environmentally sensitive design, placemaking and sustainable growth (many of whom I know already through my philanthropy work). Introduce Historic Barns Park as a venue for these entities' corporate retreats, board/staff retreats, annual meetings, and product launches in order to underscore their own mission and brand with the Park's complimentary values

TASKS/SERVICE REQUIREMENTS

- Serve as community relations representative
- Manage public relations as it pertains to events
- Network on behalf of Historic Barns Park

Necessary Work

- ✓ Reply promptly and professionally to all requests for information from press and public alike within 24 hours. Regular communication with the Recreational Authority board will provide talking points and guidance to navigate particular issues or respond to common inquiries. If approached

- ✓ with scenarios that are new, complicated, or potentially political, contact will be made with the appropriate person on the Authority board or with the Authority executive director before responding.
- ✓ Be prepared to discuss and regularly represent Historic Barns Park at community networking events such as Traverse City Chamber of Commerce “Business After Hours” and Traverse City Business News “Recess” to engage the community more broadly, and also at industry-specific events such as bridal shows and high-end vendor consortiums, more specifically.

TASKS/SERVICE REQUIREMENTS

- Manage sales and park-wide rentals
- Coordinate and manage all event operations
- Conduct site inspections and planning meetings with clients
- Coordinate cleaning and ensure it has been completed before and after events
- Invoice and track rental payments
- Track rentals and provide monthly update and reporting to Authority
- Work with renters to complete banquet event order and timeline & develop room layout and coordinate parking needs
- Work with vendors for each event

Necessary Work

- ✓ Respond to all client inquiries, questions and requests in a courteous and customer-focused manner within 24 hours
- ✓ Maintain generous availability and flexible schedule to accommodate meetings and site inspections at the client’s convenience
- ✓ Draft timeline for cleaning, landscaping, grounds keeping and maintenance based on experience gleaned from inaugural events, building in extra time to account for unexpected challenges
- ✓ Keep meticulous records of invoices and payments according to system preferred by Authority (e.g. Excel, Google Docs, QuickBooks etc.)
- ✓ Record client contact information and pertinent details from conversations throughout the event booking and planning process. Capture client requests, room layout, parking needs and vendor information. All information will be stored in one, preferably web-based, location for all appropriate parties to access when needed. Database or other system may already be in place through the work of Events North.
- ✓ Prompt presence when required for client access and vacating of venue (likely guided by procedures already put in place by Events North).
- ✓ Remain in contact with potential repeat clients, soliciting feedback and suggesting Historic Barns Park for their next event

All events planned by Anderson Whiting as part of her work at Interlochen Center for the Arts and at Mr. Music Disc Jockey & Event Services LLC were — and are — as “green” as possible, utilizing recycled and re-used materials and sustainably sourced products. Recycling and composting are employed to manage waste and environmentally sensitive cleaning products are used whenever possible.

Bidder - Please complete and return

BID SUMMARY

TITLE: Event Facility Management at Historic Barns Park

DUE DATE: March 11, 2015, 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 Annual Flat Fee (not to exceed \$50,000): \$ 47,500

Submitted by:

Erin Whiting
Signature

Erin Whiting
Name and Title (Print)

231-620-0771 Phone Fax

erin@parallel45.org
Email

N/a
Company Name

530 S. Union Street
Company Address

Traverse City MI 49684
City State

Circle one: Sole proprietorship / partnership / corporation

If corporation, state of corporation

The City of Traverse City and Charter Township of Garfield

Communication to the Recreational Authority

FOR THE MEETING OF MARCH 18, 2015

DATE: FRIDAY, MARCH 13, 2015

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: REPORTS

Expected reports for Wednesday include:

- Any reports from Board members
- Executive Director's report and possible verbal updates

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