

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

11:30 a.m.

Wednesday, May 25, 2016

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

Posted: 5-19-16

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, Acting City Manager, 400 Boardman Avenue, Traverse City, Michigan 49684, 922-4440, TDD: 922-4412, has been designated to coordinate compliance with the non-discrimination requirements contained in Section 35.107 of the Department of Justice regulations. Information concerning the provisions of the Americans with Disabilities Act, and the rights provided thereunder, are available from the ADA Coordinator.

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

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

## Agenda

### Roll Call.

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

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The City of Traverse City and Charter Township of Garfield

## Communication to the Recreational Authority

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FOR THE MEETING OF MAY 25, 2016

DATE: FRIDAY, MAY 20, 2016

FROM: MATT COWALL, EXECUTIVE DIRECTOR

SUBJECT: EVENT FACILITY MANAGEMENT INTERVIEWS

A special meeting has been scheduled to interview two applicants for event facility management services as follows:

- 11:30 a.m. - 12:00 p.m. unCommon Management
- 12:00 p.m. - 12:30 p.m. Sunrise to Sunset Events

Each candidate will be asked a prepared list of questions that should leave some time for additional questions or follow-up as needed. Following the interviews, the Board could identify the firm with which it intends to enter a contract, subject to positive references and/or background check; or the board could elect to have further presentations or meet at a future date to discuss next steps (e.g., at the next meeting of the Board on June 1).

If so desired, the following motion would identify the preferred firm and authorize the appropriate due diligence:

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

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

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

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April 25, 2016

The City of Traverse City and Charter Township of Garfield Recreational Authority (the Authority) will receive **sealed proposals** in the Office of the Executive Director, c/o LIAA, 324 Munson Avenue, Traverse City, Michigan, 49686, until **Thursday, May 12, 2016, at 2 p.m.** Eastern Time for the following:

**EVENT FACILITY MANAGEMENT AT HISTORIC BARNES 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.

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 a formal proposal on file with the Authority and wish to be considered under the proposal on file (without modification), you will still need to submit a sealed letter indicating that interest, sealed along with a completed Bid Summary form and Consent to Background Check form(s), 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](mailto: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

April 25, 2016

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](mailto: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 facility manager of the Cathedral Barn at Historic Barns Park, a public event space (<http://www.historicbarnspark.com>).

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 Phase I fundraising campaign was initiated in 2010 to provide the funds necessary to renovate the Cathedral Barn for public use. That campaign successfully reached its target, and the resulting 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 space includes utility services, electricity and lighting, restrooms, a catering space, and HVAC, and has hosted or booked approximately 50 events in 2015 and 2016, its first two years of operation. Revenues support the maintenance and upkeep of the Cathedral Barn itself.

## 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 are generally 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 market, advertise, schedule, manage, operate and staff event rental facilities in Historic Barns Park as needed, including night and weekend events. Booking, sales and marketing, facility operations and management, and event coordination are 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. Plan and implement marketing strategies.
- 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 and provide guidance to guests at each event.
- 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 term 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 events at Historic Barns Park. After the first year, a fee plus commission structure may be explored for subsequent terms 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](mailto: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](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: Thursday, May 12, 2016, 2:00 p.m. Eastern Time**

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)

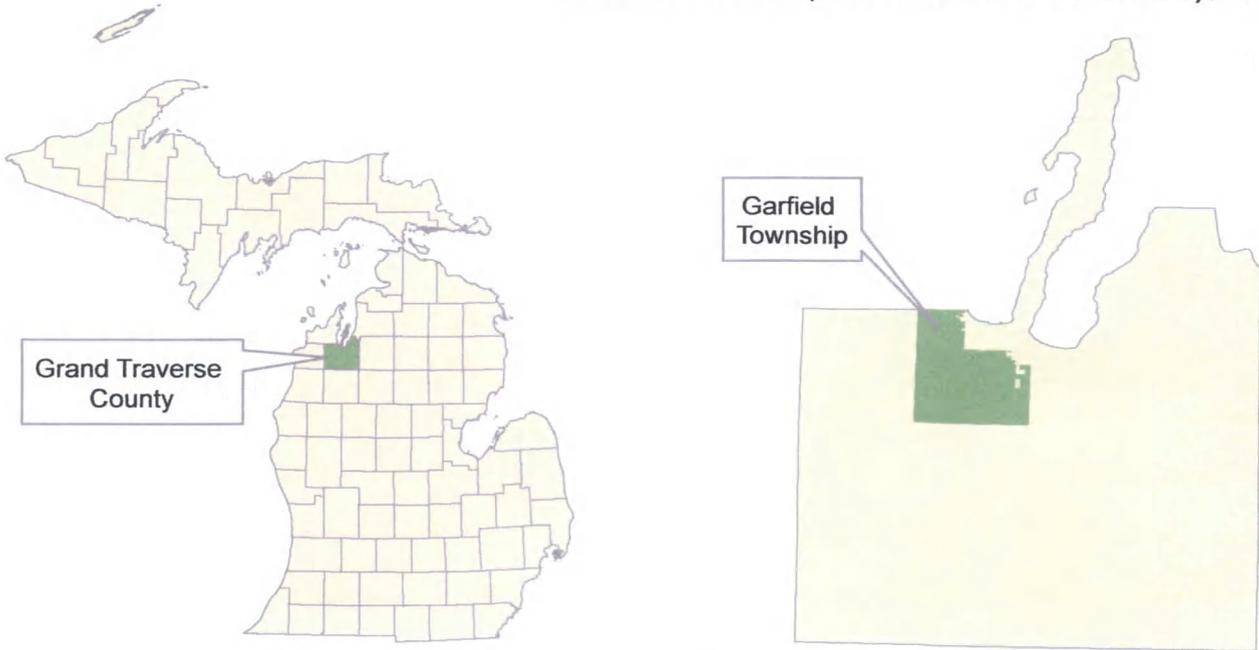
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(Date)

EXHIBITS  
Map of Park and Facilities

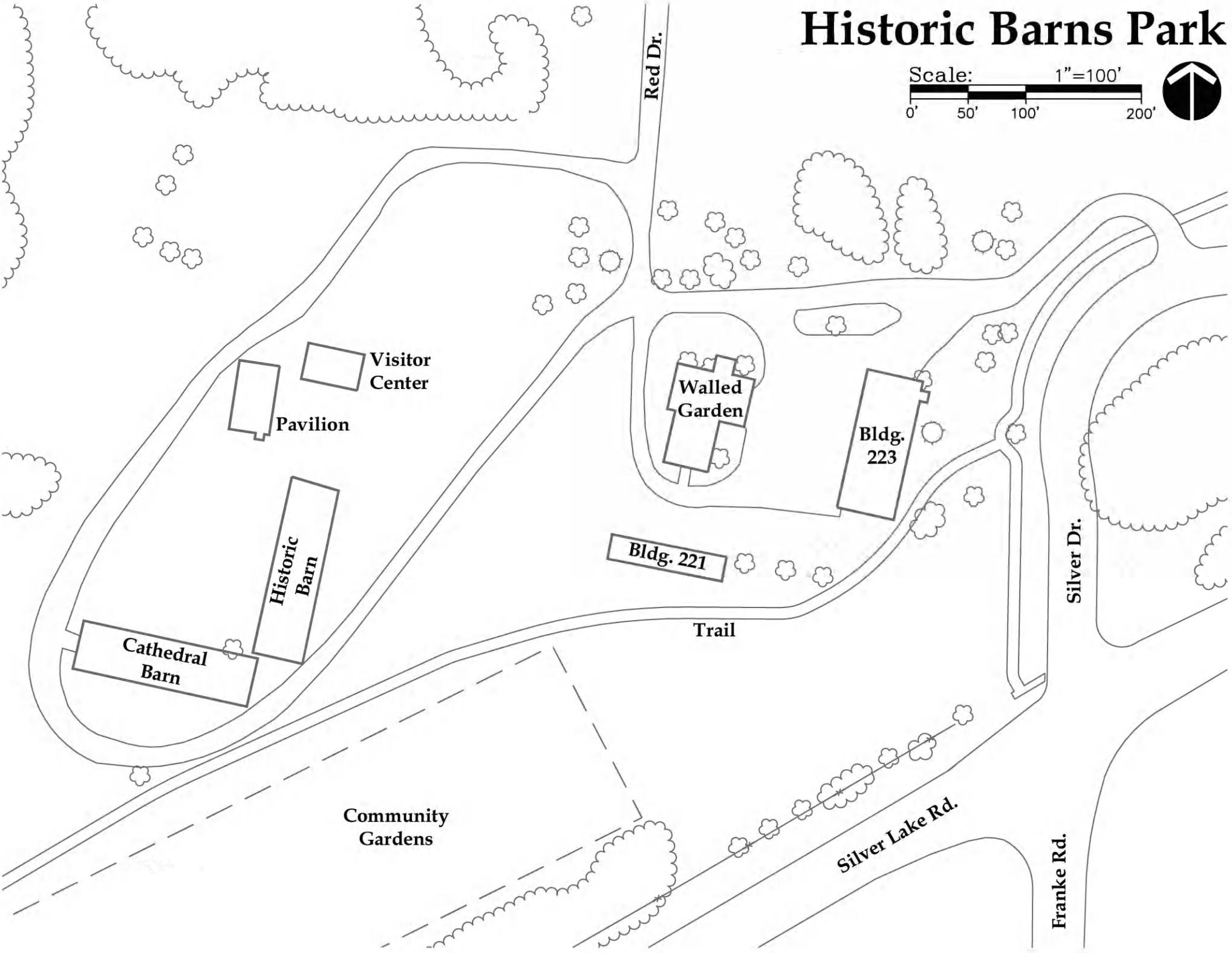
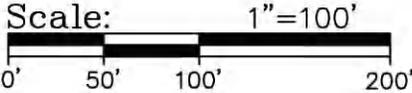
# Grand Traverse Commons Historic Barns Area

## Project Location Map

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



# Historic Barns Park



Red Dr.

Visitor Center

Pavilion

Historic Barn

Cathedral Barn

Walled Garden

Bldg. 223

Bldg. 221

Trail

Silver Dr.

Community Gardens

Silver Lake Rd.

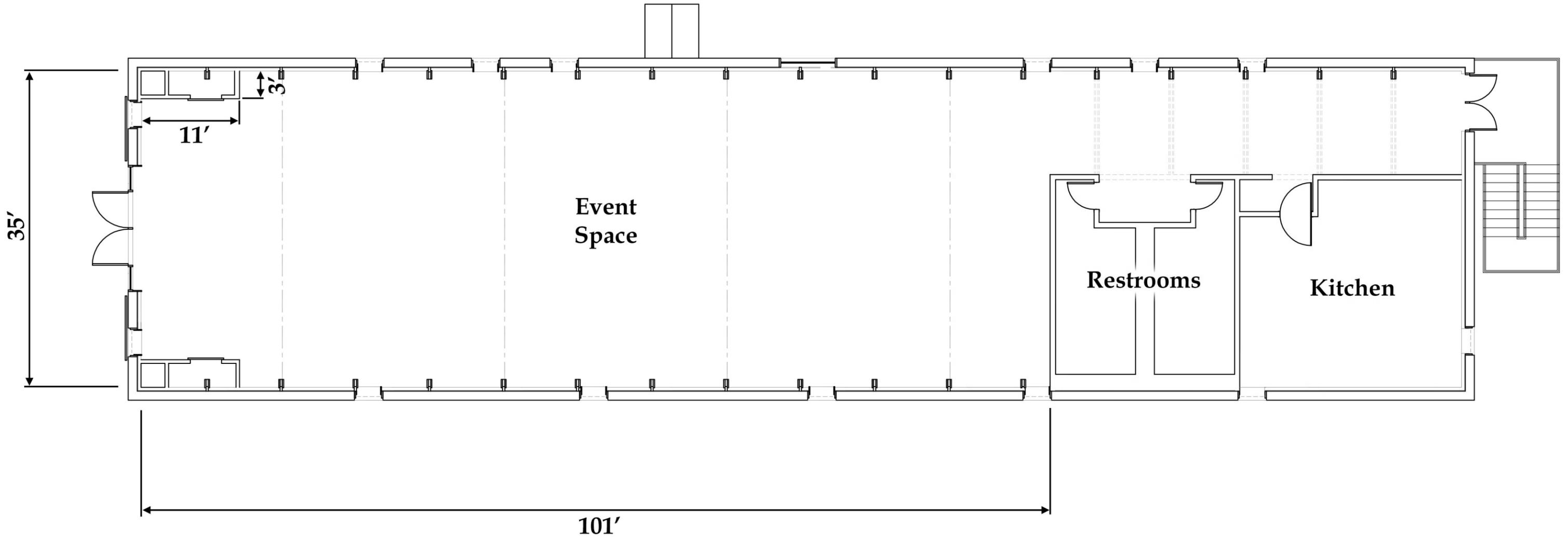
Franke Rd.

The Historic Barn (left) and the Cathedral Barn



Interior of the Cathedral Barn





**Cathedral Barn Floor Plan**  
**Historic Barns Park**  
Not to Scale

Thomas Mair  
unCommon Management  
P.O. Box 2239  
Traverse City MI 49685

May 12, 2016

Matt Cowall  
City of Traverse City – Garfield Township – Recreational Authority

Greetings ,

The Cathedral Barn, at the Historic Barns Park, is one of the places I love to connect with. My wife & I have a garden plot at the Community Garden and we just love it !

This Proposal is being sent with the hope of being selected as the winning candidate for the contract to be the Event Facility Management for the Cathedral Barn at the Historic Barns Park.

To prepare for this Proposal I researched the period of time from February 2015 to May 2016 and found plenty of information that will help in making the Cathedral Barn a better and more profitable enterprise for the Recreational Authority. Part of the information gathering was spent contacting people who worked at and rented the facility.

On Wednesday, May 11, 2016 I met with and interviewed Brianna Bidwell the current Manager. Brianna was very forthcoming with answers to my questions about her experience. I would be glad to work with Brianna during the transition of management. I would even ask Brianna to work on a future Barn Event with me.

As part of the information gathering I searched the internet for customer comments on blogs and sought out news stories covering events at the Barn.

I examined Vendor Lists from the Barn and competing barn-like facilities to find commonalities and make comparisons.

By the time I have an appointment to present to the Board I will have collected a few extra references to round out the types of people who support me. I have broad community support – largely from running repeat campaigns to obtain a seat on the Grand Traverse County Board of Commissioners. In 2014, I came within 6% of taking a seat.

My most recent event was on May 1, 2016, where I planned a unique anniversary party for 150 guests at a local winery. This event was attended by some of the same people who support me from government, education, and the private sector.

I understand that there are at least two important (non-wedding) events booked for 2016. A group that is staying at the Grand Traverse Resort will spend a day at the Barn. And one or two events planned by Hagerty Insurance. This is wonderful !

Finding non-wedding business is essential and deserves more development which I am eager to work hard on. I am prepared to involve other key institutions in our area that are important just like Hagerty is. For example: Munson Hospital, Northwestern Michigan College, and the Traverse Area Public Schools.

I believe there is business to be conducted with area hotels and resorts. A conference at the Grand Traverse Resort or the Hagerty Center could include a day-part at the Barn as a retreat or refuge from the hustle of the city.

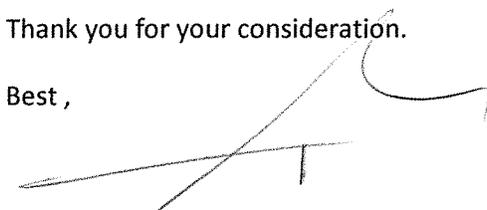
There are many small adjustments to be made including marketing materials that I am prepared to propose to the Recreational Authority. I believe that there should be an on-site Annual Fundraiser for the Historic Barns Park. I liked the look of the Black & White Tie Fundraiser for the Old Town Playhouse. The Web site needs to be tweaked or perhaps redesigned. Wedding Directories need a listing and cover photos are more & better. More news opportunities need to be pursued. That is simply Public Relations. A lot more photos and perhaps a few videos need to be published.

One major difference between me and other candidates is my age, maturity, and love of making people happy. I have been part of several thousand events, since I started as a Licensed Concert Promoter, at age nineteen. The list includes, but is not limited to, business meetings, concerts, fundraisers, parties, plays, speaking engagements, trade shows, and weddings.

I hope to be selected and get started just as soon as the selection process is complete.

Thank you for your consideration.

Best ,



Tom MAIR  
unCommon Management  
231 392-6121

**UNCOMMON MANAGEMENT**

**EVENT FACILITY MANAGEMENT SERVICES at HISTORIC BARNS PARK**

May 12, 2016

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

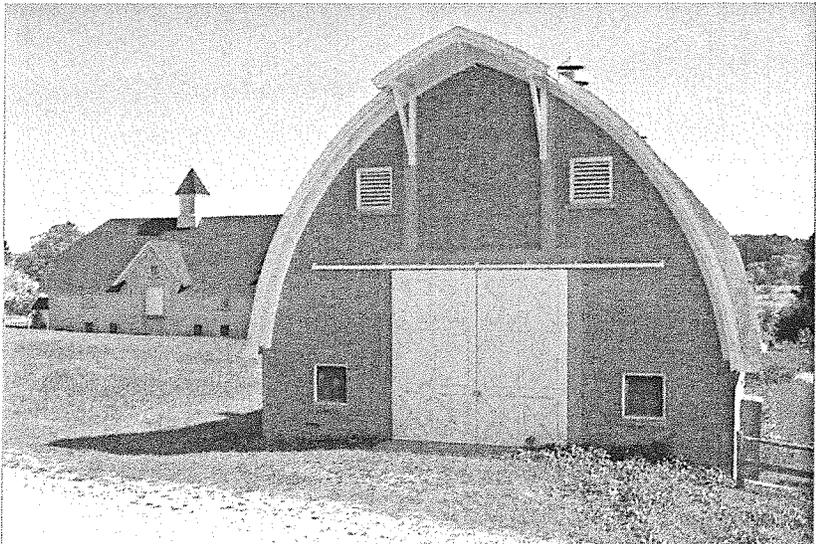
P.O. Box 2239, Traverse City, MI 49685

traversemedia@yahoo.com

231-392-6121



Photo of February '15 Women's Winter Tour



## INFORMATION/BACKGROUND ON CONTRACTOR

UnCommon Management's inception in 2012 started as a planning 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: P.O. Box 2239, Traverse City MI 49685  
Email address: [traversemedia@yahoo.com](mailto:traversemedia@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, when the Barns were known as the Rolling Centuries Farm group.

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.

*Today, Tom & Susan are the gardeners at 44B inside the Community Garden at the Historic Barns Park.*

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.

## 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. Tom also uses Facebook and Instagram.

Tom is a guest at the Northwestern Michigan College Culinary School. He recently participated in the classroom, bakery, and garde manger.

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. Susan now sits on the Human Rights Commission.

#### UNDERSTANDING OF SCOPE OF SERVICES

We have studied the past year's activities and Tom met with the current Manager. We are thrilled that Allison of Events North created the 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 the operation.

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 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 to earn the designation as the "Best Venue in Northern Michigan" and sustain it.

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.

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

<b>Tom – Project Manager</b>		<b>Susan Odgers</b>
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:

Clients:

Cambria Hotels & Suites, Cordia, the National Writers Series

Former Employer:

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

Business:

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](mailto: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](mailto:derithsmith@att.net)

Bonnie Spanier, Educator, Grand Valley State University

Contact Bonnie at: Monroe Ave, Traverse City MI

231 709-5981

[spanier@albany.edu](mailto:spanier@albany.edu)

Susan Odgers:

Business:

Doug Luciani

President and CEO of the Traverse City Area Chamber of Commerce

[Luciani@tcchamber.org](mailto: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

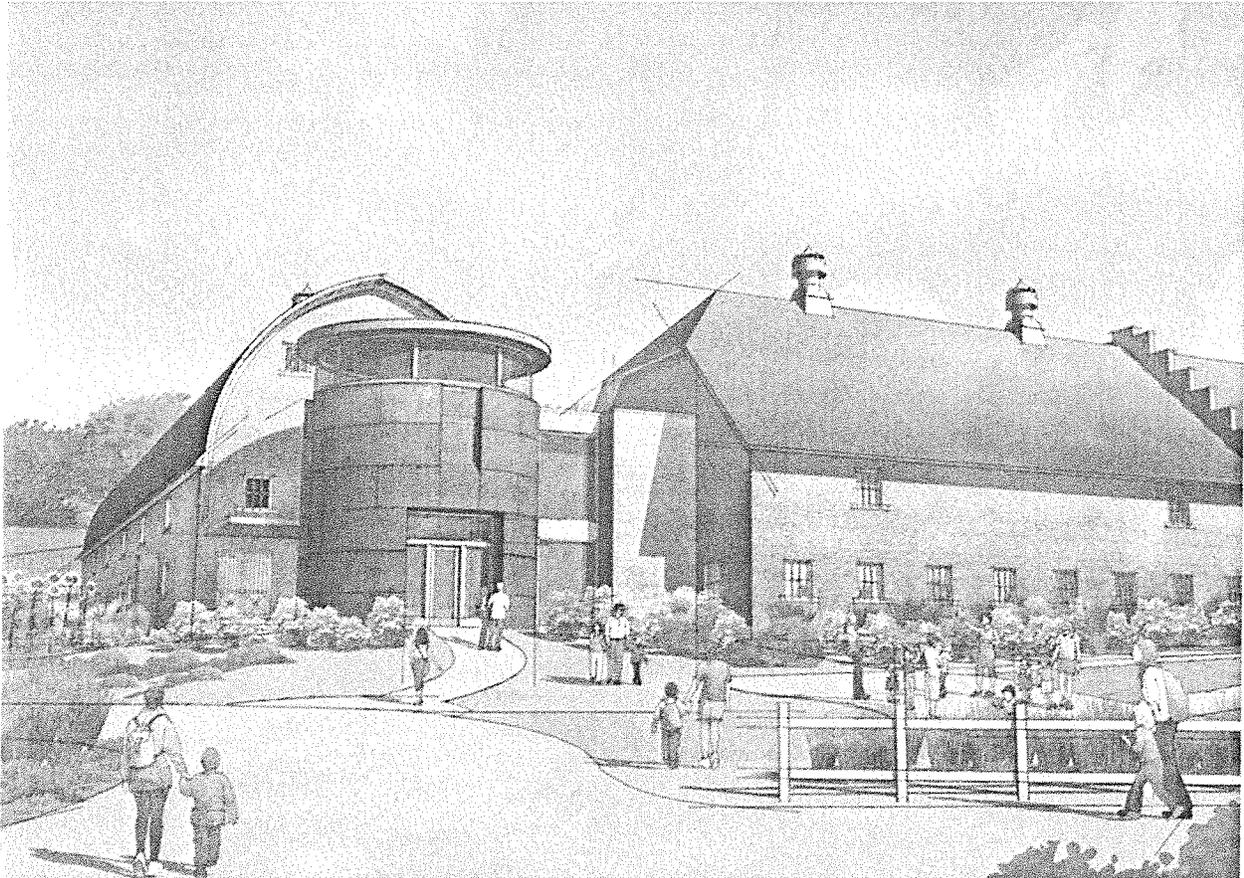
Office of the City Manager

Creating Access for Persons with Disabilities

Contract Term: 1990

Staff Assigned: Susan Odgers





THANK YOU !

NOTES

Recommendation for Tom Mair for Event Facility Manager

From Bonnie B. Spanier ([bspanier@albany.edu](mailto:bspanier@albany.edu); 231-709-5981), May 10, 2016

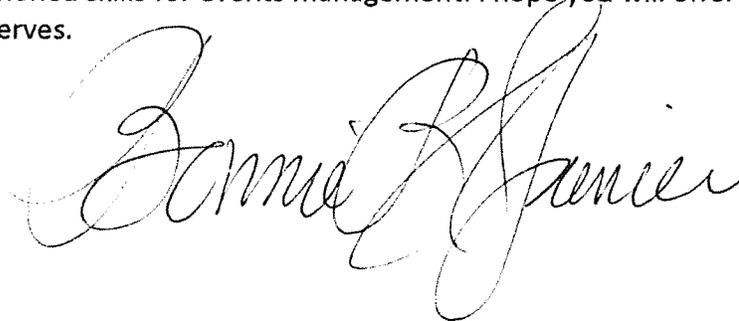
I have known Tom Mair for about ten years here in Traverse City. I worked closely with Tom this month on a large, somewhat unwieldy, and highly successful private party at a local winery. I witnessed his organizing skills for this event and his oversight with the winery, music, site preparation, clients for food supplies, *et al.* He was very, very impressive.

His planning was perfect, without creating stress that a perfectionist sometimes can do. Tom thought of every little and big piece, while allowing all of us to start the conversation on to-do's. He delegated responsibility appropriately, another important skill of his. He dealt with every single person so competently, so calmly, so pleasantly and respectfully, it was just great watching and being part of the process. Crucially, he was completely dependable from start to finish, with excellent follow-through and follow-up, necessary for any event's success in the larger sense.

As a manager, Tom Mair shows no signs of a frequent managerial downfall: alienating people involved in a complex project. Instead, he is so well organized and then he really listens to co-planners and providers, working out compromises as needed. At the same time, he shows strong leadership so planning moves along in good time, and planning sessions create a sense of community.

Tom Mair has unique assets in addition to his strong managerial skills, with his extensive network of contacts for music performers and other providers. He knows nearly everyone here. His long-term community work including political aspirations has fostered solid ties across a perhaps surprisingly broad spectrum of our communities. I have also seen the excellent results of his work mentoring particularly outstanding Interlochen students, both in their performances at diverse venues and in their growth as individuals and performers with Tom's kind mentoring for the highest quality work.

Yes, that is important: Tom Mair is a kind man at his core with a passion for his commitments and well-honed skills for events management. I hope you will offer him this opportunity he well deserves.

A handwritten signature in black ink, reading "Bonnie B. Spanier". The signature is written in a cursive, flowing style with large, connected letters.

Name of Event	Event Date	Type	Notes	Totals
<b>April 2015</b>				
Anne-Marie Oomen Book Launch	Saturday, April 18th, 2015	Public	N/A	Total Number of Events in 2015: 23
Zawislak-Roberts Wedding	Saturday, April 25th, 2015	Private	N/A	Total Number of Weekday Rentals (M-Th): 4
<b>May 2015</b>				
Larson Wedding	Saturday, May 9th, 2015	Private	N/A	Total Number of Private Events: 18
Park-Wide Open House	Sunday, May 31st, 2015	Public	Rental Fee Waived	Total Number of Public Events: 5
<b>June 2015</b>				
Aquino Veldhius Wedding	Saturday, June 13th, 2015	Private	N/A	Total Number of Events with Rental Fees: 20
Old Town Playhouse Fundraising Gala	Thursday, June 18th, 2015	Public	N/A	Total Number of Events without Rental Fees: 3
Krezoski Wedding	Saturday, June 20th, 2015	Private	N/A	
Steinebach Wedding	Saturday, June 27th, 2015	Private	N/A	
<b>July 2015</b>				
Burke Burgess Wedding	Saturday, July 18th, 2015	Private	N/A	
Rotary Club Luncheon & Meeting	Tuesday, July 21st, 2015	Private	Rental Fee Waived	
Britten Wedding	Saturday, July 25th, 2015	Private	N/A	
<b>August 2015</b>				
Raphael Thorington Wedding	Saturday, August 8th, 2015	Private	N/A	
Mather Bott Wedding	Saturday, August 15th, 2015	Private	N/A	
Hard Cider Festival	Wednesday, August 19th, 2015	Public	N/A	
<b>September 2015</b>				
Bodi Panchame Wedding	Saturday, September 5th, 2015	Private	N/A	
Muelenberg Gallagher Wedding	Sunday, September 6th, 2015	Private	N/A	
Pulcifer Wedding	Saturday, September 12th, 2015	Private	N/A	
Nestor Wedding	Saturday, September 26th, 2015	Private	N/A	
<b>October 2015</b>				
Depky Lau Wedding	Saturday, October 3rd, 2015	Private	N/A	
Umulis Swan Wedding	Friday, October 9th, 2015	Private	N/A	
Shea Wedding	Saturday, October 10th, 2015	Private	N/A	
MI Barn Preservation Tour	Sunday, October 11th, 2015	Public	Rental Fee Waived	
Grand Traverse Young Life Event	Tuesday, October 20th, 2015	Private	N/A	
<b>November 2015</b>				
No Events Scheduled	N/A	N/A	N/A	
<b>December 2015</b>				
No Events Scheduled	N/A	N/A	N/A	

*~Stephanie Lee Wiitala~*

# Proposal

Event Facility Management Services – Historic Barns Park

05.12.2016



AT HISTORIC BARNS PARK

3470 Veterans Drive  
Traverse City MI 49684

p. 231.409.8382

[Swiitala8@gmail.com](mailto:Swiitala8@gmail.com)

# About Stephanie Lee Wiitala

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## A. Information and Background

Stephanie Lee Wiitala is a Traverse City native and a proven leader in the hospitality, events management and sales industry. She is extremely passionate about being involved in the northern Michigan community that she lives within. It is important to Stephanie that whatever she chooses to invest her time and attention into, that it involves a high level of connection to supporting her community. Stephanie will work as an independent contractor and full time employee as well as primary point of contact for the management of the Historic Barns Park. She can be reached at 231.409.8382 or by e-mail at [swiitala8@gmail.com](mailto:swiitala8@gmail.com).

Stephanie is a graduate of Northwestern Michigan College with an Associates of Science and Arts and also has achieved a certificate in a two year Culinary Arts and Hospitality program offered through the Great Lakes Culinary Institute of Traverse City. She has 18 years of combined management experience and leadership accomplishments that she relies on to complete tasks associated with her responsibilities, and to communicate, lead and delegate to established teams that she works with and manages.

Throughout her career it is clear that she is very driven to helping her clients achieve the highest level of return on investment when they choose to work with her. This evidence can be tracked by her success and achievements in many places that she has worked for, contracted with, and also in her own home/office cleaning business she managed for over 8 years. The management of the Historic Barns Park would be Stephanie's top priority to ensure that the highest level of results can be achieved.

Stephanie has successfully managed over 250 events in her most recent employment with Black Star Farms LLC over the past 6 years. The size of these events ranged from 2 – 400 people. She especially enjoys working with wedding couples and fundraising events. She has gained valuable experience working within a business that has many departments and requires high levels of clear communication and collaboration to work together successful in which to carry the representation of the Black Star Farms brand which is “exceptional guest experiences” to their guests and clients. Black Star Farms is best known for their award winning wines and winery facilities but also boasts a luxury inn bed and breakfast, full service catering program and onsite restaurant, and a stables and horse riding facilities. Stephanie would present all of these features on a daily basis on scheduled tours of the Black Star Farms facilities to potential clients.

Stephanie also has experience and successfully managed the sales, operations and opening of the centennial barn facilities at Black Star Farms in 2013 after the barn was converted from a hay barn to an event venue. She also helped convert the vineyard hilltop site into a high demand site for wedding ceremonies. Stephanie developed a full service coordination approach to the clients that booked their events and plans with her while Events Manager at Black Star Farms. She takes pride and ownership for her duties as an event manager.

Stephanie grew up in downtown Traverse City on 12<sup>th</sup> street just a few blocks away from the newly renovated spaces that make the Historic Barns Park. Northern Michigan is her home and is the place she has chosen to raise her family and build her life. Her love and passion for her community is a major component to each step in her career she has taken, and the choices she has made for businesses that she has pursued employment with. Over the past 20 years Stephanie has developed a solid reputation in Northern Michigan for being a results driven, hardworking sales and marketing professional. She has a confident and optimistic approach to achieving any and all goals she pursues both personally and professionally, and most especially for the clients she works for.

### **Background and contact information**

**Stephanie Lee Wiitala, Events and Operations Manager**

Address: 3470 Veterans Drive, Traverse City, MI, 49684

Phone: 231.409.8382

E-mail: [swiitala8@gmail.com](mailto:swiitala8@gmail.com)

Total Number of employees to oversee the Historic Barns Park: 1+

\*\*There is no negative history to disclose.

## **B. Key Personnel and Qualifications**

Stephanie Lee Wiitala will be the Event Facility Coordination and Sales, and Event Facility Operations Project Manager for the Event Facility Management Contract at the Historic Barns Park. Her dedication to exceeding expectations and her ability to develop and build strong client relationships while partnering with the local community will be a strong asset to the representation of the Historic Barns Park. The skills and networking capability she possesses will be vital to helping the venue become a strong and recognized leader in our community.

One of her many goals in its management will be to continue to build upon the work that is growing the venue into a highly desirable destination for all mediums of events and its use. This is including but not limited to: the wedding and events industry, performing arts events, community collaboration projects, physical fitness and culinary arts events and partnerships with local groups for fundraising opportunities.

Stephanie has experience in managing and building her own business while also attending college and raising her growing family of now three children, Lauren, Riley and Esme. The entrepreneurial spirit she possesses is courageous and strong which helped her achieve much success with her first business “Happy Home Cleaning Services” for over eight years. However cleaning homes was not her true passion and her pursuit for a culinary arts and hospitality degree is the true match to her boundless energy and creativity. It was only a matter of time before she would pursue her own events management and professional chef business which most recently has come to life in her recent opening of a new business as of April 29<sup>th</sup> 2016: “Sunrise to Sunset Events”. The Historic Barns Park will be a cornerstone to her events management business and the primary focus for her company to build itself within our community.

Stephanie has also focused and gained valuable experience over the past 5 years in building an events facility and program with its management components from the ground up. Her most recent work with Black Star Farms in creating their events department, assembling and training the events services team and successfully driving sales with substantial increases each year has helped elevate Black Star Farms Events into a top player in the weddings and events industry in Northern Michigan. She is excited to bring her professional experience and skills to contribute and help grow the Historic Barns Park with the same drive for exceptional success. She has developed a vast network of industry professional relationships that she keeps in close contact with to help support all the services needed to manage both simple and complex event plans, and the vendor support needed to support them.

Stephanie will be an amazing ambassador for the Historic Barns Park and its neighboring partners including the Botanical Gardens, Seeds, Green Spire School and The Grand Traverse Commons.

### **Lead Personnel on the Project**

**Stephanie Lee Wiitala, independent contractor**

**100% of the management will be handled by Stephanie Lee Wiitala**

**[Swiitala8@gmail.com](mailto:Swiitala8@gmail.com)**

**231.409.8382**

**Office location: 3470 Veterans Drive**

**Traverse City, MI 49684**

Stephanie’s resume and references follow.

### C. Past Experience and References for Stephanie Lee Wiitala

My passion for hospitality, and client satisfaction is unparalleled. I am highly focused on delivering a return on investment for the businesses and clients that I work for. In every step of my career it is evident that my commitment to exceeding my client's expectations is my primary focus. Developing strong connections is important to me so that I can best understand the vision and goals of the clients I work with and lead their plans successfully. I have received outstanding positive feedback from highly recognized professionals in our local area and a diverse collection of all the groups that I have worked with. Below is a small portion of my outstanding references- I am able to provide additional references if needed

#### Community Events and Management References

##### **The National Cherry Festival**

Thomas Kern, Executive Director

231.590.2520

[thomasikern@gmail.com](mailto:thomasikern@gmail.com)

Contract term: November 2003-November 2006

Contract Value: \$15,000.00 annually with bonuses for exceeding sales goals

Staff assigned to contract: Stephanie Lee Wiitala

*\*Please see attached letter*

##### **Automotive News**

Shauna Vercher Morrow, Special Events Manager

1155 Gratiot Avenue

Detroit, MI 48207

(313) 446-0479

[sverchermorrow@autonews.com](mailto:sverchermorrow@autonews.com) <<mailto:sverchermorrow@autonews.com>>

Contract Term: Annual event- each year on the first Tuesday of August- 2012-2016

Contract Value: \$18,000.00 annually for special dinner services and social event for 100 Guests

Staff assigned to contract: Stephanie Lee Wiitala

*OMG! Everything was absolutely wonderful! Stephanie, our dinner was perfect in every way. The Crain's were very, very happy, as was our Microsoft partner and guests. The stars and moon aligned perfectly that day. The weather, the food, the service, everything was on point. Please give my regards and heartfelt thanks to the chef! Everyone raved about the food. Thank you again Stephanie you are such a joy and your staff shares your enthusiasm and friendliness. The property gets more and more beautiful each time I'm there. I will get this invoice processed right away and get a date for next year's event on your books. – Shauna Vercher Morrow*

##### **Progenity Inc**

Chris Kirby, Business Development Manager

231.740.9642

[Chris.kirby@progenity.com](mailto:Chris.kirby@progenity.com)

Contract Term: January 16<sup>th</sup> 2015

Contract Value: \$3000.00 for \$100.00 per guest wine paired dinner event

Staff assigned to contract: Stephanie Wiitala

*The staff of Black Star Farms are passionate about making sure their guests have an experience that exceeds expectations. I could not have asked for a better venue to compliment my business objectives. I was immediately impressed by Stephanie's expertise in event planning. Based on her insightful questions and my responses, Stephanie discussed how she could help customize a dining experience to compliment my business's promotional event. I had exceptionally high expectations leading up to the event and to the entire staff's credit, my expectations were exceeded. From Executive Chef Jonathon Dayton's expertly crafted menu and Stephanie's obvious passion for the presentation of the meal, they made my event an experience my clients will be talking about for a long time. - Chris Kirby, Business Development Manager for Progenity, Inc.*

**Additional References of Note:**

Fred Laughlin- Great Lakes Culinary Institute- Taste of Success Event  
231.995.1197  
[flaughlin@nmc.edu](mailto:flaughlin@nmc.edu)

Northwestern Michigan College  
Julie Doyal, NMC Extended Education Program Coordinator  
231.995.2619  
[jdoyle@nmc.edu](mailto:jdoyle@nmc.edu)

Don Coe, Retired Owner for Black Star Farms LLC  
231.392.5567  
[oldmancoe@hotmail.com](mailto:oldmancoe@hotmail.com)  
*\*See attached letter*

Allison Beers, Owner Events North  
231.883.2708  
[allison@eventsnorth.com](mailto:allison@eventsnorth.com)  
*\*See attached letter*

**Wedding and Event Coordination**

Stephanie Miller, Bride 04.23.16  
248.425.4689  
[sshelton25@gmail.com](mailto:sshelton25@gmail.com)

Mary Price, Bride 08.09.14  
248.872.4060  
[mareprice@gmail.com](mailto:mareprice@gmail.com)

Maggie and Alain Elian, Bride and Groom 10.17.15  
989.996.1039  
[M5atwood@me.com](mailto:M5atwood@me.com)

Tony and Michelle Purazzo,  
Bride and Groom 09.07.13  
Tony: 708.609.0281  
Michelle: 708.704.8660  
[Xphys25@comcast.net](mailto:Xphys25@comcast.net)

**Events Industry Network and Contacts**

Oden and Janelle Photography  
231.883.6488  
[odenandjanelle@gmail.com](mailto:odenandjanelle@gmail.com)

Tom Heath, A+ Event Entertainment  
231.622.2275  
[info@aplusdigitaldjs.com](mailto:info@aplusdigitaldjs.com)

Reverend David Brownlee, officiant  
231.883.8937  
[Dbrown6528@aol.com](mailto:Dbrown6528@aol.com)

#### **D. Scope of Services and Understanding of Responsibilities**

Stephanie Lee Wiitala will provide professional services to manage the sales and operations of the Historic Barns Park and the use of the Cathedral Barn. Stephanie Lee Wiitala will handle all scheduling, management, operations, staffing, marketing, and advertising of the event rental facilities in the Historic Barns Park as needed, including managing all onsite events. Stephanie Lee Wiitala will conduct facility operations and management, bookings, sales and marketing and event coordination as well as coordination with all third party providers such as vendors for services (example: Caterers, shuttle services, event planners)

Stephanie will work in partnership and collaboration with all neighboring groups including Botanical Gardens at the Historic Barns Park, Seeds, Traverse City Community Gardens, and the The Village at Grand Traverse Commons.

#### **Marketing**

- Represent brand for the Historic Barns Park
- Maintain website for Historic Barns Park
- Create the marketing plan and budget for advertising venue rentals upon award of the contract
- Manage the production of marketing materials
- Manage current marketing plan and review for upcoming year
- Create and plan opportunities for exposure with open houses, networking events, etc.

#### **Operations**

- Assess the needs for operation of events
- Plan for any and all staffing needs for events based on details
- Manage the timelines and flow of the events
- Communicate expectations for facility usage guide to third party vendors
- Manage renter guidelines and policies
- Manage calendar of events and communication for use and maintenance of the property
- Manage administrative policies
- Manage staff roles for operation and management of the space
- Manage and communicate renter guidelines for zero waste events onsite

#### **Sales and new client development plan**

- Answer and follow up on all inquiries within a 24 hour period
- Conduct site tours as needed and encourage group to tour to help with their decision making process
- Follow up on sales leads and encourage on site meeting
- Handle Contracting with renters and keep records of all correspondence
- Provide timely estimates and Invoice renters before the event to handle final payment terms
- Collect payments before and after events have completed
- Attend local networking events as a representative of The Historic Barns Park

## **Sales and Support**

- Assess the needs of the facility for renters
  - Develop a rental plan for weekdays, weekends and nonprofits (establish seasonal rate schedule)
  - Forecast sales revenue and report to the board on a monthly basis or by request
  - Develop & negotiate with repeat vendors for cost savings
  - Develop schematics and floor plans for event space for sales of the space
  - Regulate renter guidelines and policies
  - Establish staff roles necessary to manage the space and hire any additional staff needed
- Become familiar with current sales and marketing materials and continue to develop for use with established clients and to promote new business.

### **Create or use established forms:**

- Banquet Event Order (BEO)
- Inquiry tracking form
- Time tracking software for one year contract
- Post event walk through and client feedback tracking
- Clear rental pricing guidelines
- Management of website

E. Bid form and background check – please see attached



**2002-2010      Happy Home Cleaning      Traverse City, MI**

*Owner, self employed*

- Maintained and developed new business home and office cleaning accounts and contracts up to 50 clients at one time on a yearly basis
- Helped clients meet goals for home maintenance and handled property management tasks for homes that were secondary vacation homes while they were away.
- Managed seasonal employees and all schedules for jobs on a weekly/monthly/yearly basis
- Consulted and helped guide other cleaning business entrepreneurs get started with their own cleaning businesses
- Grew the business steadily each year to meet financial goals and managed growth to keep consistency of the business services and high expectations achievable

**2000-2002      101.9 Sunny WLDR Radio      Traverse City, MI**

*Marketing Account Representative*

- Maintained and developed new business advertising accounts, achieved top sales associate in the first year and year to follow.
- Helped business clients achieve a higher return on investment for their advertising dollars
- Wrote ad copy and recorded client radio advertising campaigns
- Trained new staff members and took the lead with implementing marketing training programs
- Participated in community events, local high school sports fundraising and Kiwanis Club functions

## EDUCATION

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2009-2011      Great Lakes Culinary Institute-NMC      Traverse City, MI

- Certificate Achieved in Culinary Arts
- 2011 Student of the Year Award, 2010 Tasters Guild Winner, 2010 Tasters Guild Scholarship winner, Deans List first and second year of program, Student Mentor, Volunteer Empty Bowls Event, published article in Grand Traverse Woman magazine

1996-2008      Northwestern Michigan College      Traverse City, MI

- Associates Degree Achieved in Science and Arts
- Dean's List, Completed Master Gardner Program at MSU in extended Education, major in Chemistry, Psychology and Public Speaking

2008-2009      Eastern Michigan University      Ypsilanti, MI

- Pre-requisite classes for credit towards a Bachelor's Degree in Dietetics
- Dean's List, Pre-acceptance into the off-site online dietetics program with internship.

## EXTRACURRICULAR ACTIVITIES

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- Spending time outdoors with my three children, Lauren, Riley and Esme- going for hikes, spending time at the beach, building forts, biking the trails, geo caching, and playing tourist in different small towns across Northern Michigan.

- Currently teaching classes for Northwestern Michigan College Extended Education program: Cooking with Kids, Festival of Foods, Summer College for Kids courses
- Reside on the advisory board for Great Lakes Culinary Institute and also volunteer for coordination with annual “Taste of Success” culinary school event at Hagerty Center which is the second highest performing fundraiser for Northwestern Michigan College.
- Create and coordinate décor on special request for event groups and create chalkboard art for signage on request for event groups like annual National Cherry Festival Foodie events at the Hagerty Center in July 2014, 2015, 2016.
- Baking pastries for the farm market, special dinners catering and creating wedding desserts
- Maintain my writing blog “Confessions of a Food Lover” sharing inspiring stories, foodie adventures and my pursuit of finding a happy balance with life.
- Leading foodie tours in Traverse City upon special request and working with local coordination companies to provide memorable food experiences
- Involved in donating volunteer time to the March of Dimes Signature Chefs annual event, Pig Stock, Zonta of Leelanau County, Girls on the Run. Master Gardner Program through MSU extension
- Featured chef at the Michigan State University Kellogg Center “Visiting Chef Series” in January 2016 and Young Chef Series at Cooks House in April 2016
- Featured story teller at the local Fulfillment Story Telling Event as an event coordinator and chef in January 2016
- Featured industry professional as an event coordinator at Zonta of Leelanau Counties Career day for 8<sup>th</sup> grade girls in April 2016.



May 1, 2016

Dear Joint Recreation Authority Board:

I first and foremost want to let you know that Stephanie was not a option for a candidate last year. If she were, she would have been my hands down, number one recommendation to you.

Her circumstances have changed and now is the perfect time for her to take on the role of Venue Manager for The Cathedral Barn.

I have had the pleasure of working with Stephanie Wiitala for the last four years with various events for my clients and also the community.

Stephanie and I began our relationship working on a very complex and different event that required a lot of detail and patience. I was so impressed working with her on this event.

She gives 100% at all times. What I have been able to see even more in Stephanie is her natural ability to shine in the work place, do what she does with passion and commit herself to this industry and the community. Her strong connections with the business community make it very easy for her to do her job well.

I have also had the pleasure of getting to know Stephanie 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. Any organization would be lucky to have her as part of their team.

If you have any questions, I am happy to comment. I can be reached at 231.883.2708 or [Allison@EventsNorth.com](mailto:Allison@EventsNorth.com)

A handwritten signature in black ink that reads 'Allison M. Beers'.

Allison Beers  
Owner, Events North

250 East Front Street  
Suite 317  
Traverse City, MI 49684  
EventsNorth.com

To whom it may concern:

I am writing today in regards to Stephanie Wiitala of Traverse City, Michigan.

I have known Stephanie for over 20 years having first met her when she worked for WLDR, a radio station in Traverse City. Stephanie was responsible for radio ad sales and worked with the organization I worked for on several media campaigns.

In 2003 I hired Stephanie to come work at the National Cherry Festival to be our part time Corporate Membership Sales Manager. The National Cherry Festival Corporate Membership Program was created in 2001 to provide an opportunity for area businesses that wanted to financially support the festival but were not in the position to participate at the corporate sponsor level.

When Stephanie started with the festival there were 75 corporate members who generated approximately \$15,000 in revenue to the organization. In three years she increased the number of corporate members to over 150 and increased gross revenue from the program to over \$35,000.

As impressive as Stephanie performance was in regards to achieving sales goals it was her positive attitude that really set her apart from other employees I have worked with in the past. Stephanie is not a person that sees the glass as half full. She sees the glass as overflowing. As a result of that positive can-do attitude others around her also perform at their best making the entire organization better.

After Stephanie left the festival in 2006, I have watched her progress through the Northwestern Michigan College Culinary Institute as one of its top students and then move onto a successful career as a pastry chef and as an events coordinator. Not surprisingly she has been outstanding in those positions as well.

Stephanie has done all this while at the same time raising three wonderful children. I personally experienced watching her raise her two older children and she has incorporates into her parenting those same attributes of positive thinking that have assisted her in her work career. She is a fabulous parent and she is raising three fine well grounded children.

As Stephanie's former employer and as her friend I can recommend her to anyone who is looking for a positive can-do individual. Stephanie gets things done and does them in such a way that they are a joy for her to do and for those around her.

If you need any additional information regarding Stephanie please feel free to contact me.

Tom Kern  
KCG Consulting  
[thomasjkern@gmail.com](mailto:thomasjkern@gmail.com)

April 29, 2016

To: Whom It May Concern  
Subject: Stephanie Wiitala

Stephanie joined Black Star Farms in April 2010 as an intern breakfast chef while she was attending Great Lakes Culinary Institute. At the end of her internship we offered her a position as a pastry/breakfast chef due to her demonstrated abilities and desire to become a member of our staff. Her enthusiasm and "sunny" disposition was a major factor in bringing her onboard.

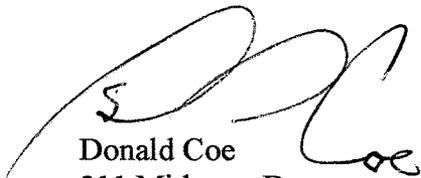
She subsequently was offered the additional responsibility of event coordinator as Black Star Farms built event facilities. She rapidly became a key member of our management team and was directly responsible for the growth of our event business to become a major share of our food and beverage operations. She constantly learned her craft and improved our level of service.

Successful event management requires great attention to detail, the ability to bond with the host, diplomatic skills in handling all the parties involved (especially with weddings), sales and negotiations and the strength to say no occasionally to protect all parties including her employer. Stephanie excelled at all of these requirements.

Throughout her employment with us she amazed all our customers and staff with her enthusiasm, dedication to customer service and work ethic. She truly cares about every customer and making their event special. She demands and receives the best efforts from our food service department. She has built a skilled and dedicated team of employees in her department. Stephanie has been a major reason why Black Star Farms has won recognition and praise as a prime event location.

At the same time I have worked with Stephanie in outside community activities, and she has brought the same dedication and hard work to making these activities a success. She has been both participative and creative in these volunteer efforts, winning the respect and appreciation of others.

While I was at Black Star Farms I valued her commitment to our business and am happy to provide this recommendation. May she continue to find success in her future.



Donald Coe  
211 Midtown Dr.  
Traverse City, MI 49684  
231-392-5567

**Bidder - Please complete and return**

**BID SUMMARY**

**TITLE: Event Facility Management at Historic Barns Park**

**DUE DATE: Thursday, May 12, 2016, 2:00 p.m. Eastern Time**

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:

Stephanie Lee Witala  
Signature

Sunrise to sunset Events  
Company Name

Stephanie Lee Witala, Owner  
Name and Title (Print)

3470 Veterans Drive  
Company Address

231.409.8382  
Phone Fax

Traverse City, MI 49684  
City State

switatala8@gmail.com  
Email

Circle one: Sole proprietorship / partnership / corporation

Sole proprietorship  
If corporation, state of corporation