



## 2021 Sunshine Days and Parade December 5, 2020

**DUE WEDNESDAY, AUGUST 19, 2020  
BY 4 PM**



### RFP Purpose

---

Each year the City of Sunnyside receives funds from the lodging tax imposed upon hotels and motels located within the City, as provided by Ordinance No. 1973. Proposals for use of a portion of these funds for the organization and management of the 2021 Sunshine Days and Parade are now being solicited by the City.

All proposals that comply with the guidelines established herein will be evaluated by the Lodging Tax Advisory Committee (LTAC) as defined by Sunnyside Municipal Code, Chapter 2.50.120, and the Revised Code of Washington, Chapter 67.28. LTAC will then submit its funding recommendations to the Sunnyside City Council for final review and adoption.

### Event History

---

The Annual Sunnyside Sunshine Days and Parade, which is the oldest parade in Sunnyside, pays unique tribute to Sunnyside's agricultural heritage.

### Overview & Funding

---

The *successful* applicant will contract with the City of Sunnyside to plan the 2021 Sunshine Days and Parade. Applicant will manage the execution of all aspects of the Sunshine Days and Parade to include development, planning, day(s) of coordination, overall event management, logistics, budget management, programming, implementation, volunteers, personnel, advertising, and analysis. For more detailed information see the Scope of Work section below.

The specific amount of the applicant's proposal is open, to be defined by the applicant. The applicant must identify a **Priority 1** and **Priority 2** funding level, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount.

Define the differences in the level of services to be provided under the two priorities.

Any money granted by the City shall be on a reimbursement bases. Applicants must have the ability to pay for services and products pending approval and reimbursement of allowed expenses by the City. Not all expenses are eligible for reimbursement.

## Event Description (at a minimum)



<b>EVENT DATES</b>		<b>STREET FAIR (Vendors)</b>
Friday, September 17		12 PM to 10 PM
Saturday, September 18		10 AM to 10 PM
<b>PARADE</b>		
Saturday, September 17	12:00 PM	
<b>ENTERTAINMENT</b> – in the form of live bands and DJ’s at Centennial Square		
Friday, September 17	no later than 10 PM	
Saturday, September 18	no later than 9 PM	

*Event dates and activities may be modified/added at the discretion of the event producer and with the written consent of the City. To be coordinated with the Sunnyside High School Homecoming event and the Washington State Fair.*

## Applicant RFP Reception

All new applicants are required to schedule a meeting with the City Clerk or LTAC Chair and are encouraged to ask questions about the scope of work, the City’s Special Event Permit, and other required documentation.

By responding to this RFP the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. The City of Sunnyside reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interest of the City and the successful management of the 2021 Sunshine Days and Parade.

Acceptance of any proposal should not be construed as a contract nor shall indicate any commitment on the part of the City of any future action. The RFP does not commit the City to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

## Scope of Work

The Sunshine Days and Parade event producer will work closely with City staff to ensure a successful, engaging, and family oriented event. Scope of work includes:

- Contacting and engaging with individuals, governmental agencies, small and large businesses, and others to secure event vendors.
- Ensure all equipment providers, entertainment acts, permit fees, etc. are invoiced and paid on time.
- Organize event schedule including start and stop time, entertainment schedule, vendor/sponsor placement, etc.
- Develop, manage, and execute master event plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze, and report results for the event.

- Responsible for timely submission of all applicable City permits and applications as set forth in [SMC 12.46](#), Special Event Permits (attached).
- Coordinate and communicate effectively with various City departments to secure proper and required permits, street closures, no parking signs, police coverage, etc.
- Promote open lines of communication with the City and report on a monthly basis regarding results from various efforts under this Contract.
- **Marketing** - Oversee the implementation of the marketing campaign to include, at a minimum:
  - Design, create, and distribute promotional materials and campaigns highlighting the 2021 Sunshine Days and Parade
  - Interact with press and television media, social media, local merchants and others to advertise the 2021 Sunshine Days and Parade
  - Negotiate advertising with local and regional media.
  - Create a web and social media presence to promote and advertise the parade.
  - Facilitate links with other websites to advertise event and encourage attendance.
  - Provide written reports, as will be required by the City, detailing results derived from the promotional efforts set forth above.
- Responsible for leading/managing volunteer committees, both pre-event and on-site, for all aspects of the event.
- Manage relationships with event vendors to ensure compliance with all City permits, Washington State Department of Health, and other agencies as required by state and local law.
- Direct and manage on-site event set up and clean-up.
- Develop Parade route and coordinate with City staff for the safe and efficient closure of roads. Submit parade route and Special Event Permit to City in a timely manner and in accordance with [SMC 12.46](#).
- Develop Parade Entry Application, distribute, collect and organize applications.
- Pursuant to [RCW 67.28.1816](#), provide an estimate of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (i) away from their place of residence or business and staying overnight in paid accommodations; (ii) to a place fifty miles or more one way from their place of residence or their business; or (iii) from another county or state outside of their place of residence or their business.
- Submit a report describing the actual number of people traveling for business or pleasure on a trip: (i) away from their place of residence or business and staying overnight in paid accommodations; (ii) to a place fifty miles or more one way from their place of residence or their business; or (iii) from another county or state outside of their place of residence or their business.

## Budget

---

All proposals must include an itemized budget which shows all costs to complete all tasks as described in the project scope. The individual/firm awarded the contract will be responsible for raising additional funds

through sponsorships and the collection of vendor fees to generate a profit for 2021 Sunshine Days and Parade and raise funds in support of his/her own fees.

Reimbursement by the City of any amount is conditioned upon the following:

- 1) Each request for reimbursement shall be accompanied by a copy of the itemized invoice(s) or bill(s) for advertising services purchased or allowed costs (invoices received that are not itemized will NOT be reimbursed); and
- 2) If the reimbursement is sought for advertising expenses, one copy of the advertisement(s), or other media copy acceptable to City, purchased by event producer for which reimbursement of costs is requested.
- 3) Restriction on Expenditures. The event producer understands that any contract with the City is governed by the restrictions mandated for use of Lodger's Taxes and all expenditures are subject to full disclosure to the City in order to show compliance with said requirements. The event producer further understands that all expenditures shall be for the purpose of promoting tourism into the City of Sunnyside. The event producer shall provide documentation in support of its efforts. The event producer further agrees to cooperate with and furnish any requested documents to the State Auditor upon request.

The City reserves the right to reject all or any portion of any request for reimbursement if, in the sole opinion of the City, such expenditure is not authorized by the contract with the City or applicable law.

## Insurance

---

Evidence of liability insurance coverage naming the City of Sunnyside, its officers, employees and agents as additional insured parties and affording death, personal injury and property damage liability coverage in an amount determined by the City Manager. Additional endorsements for host liquor liability and/or products liability may be required, in the event food, beverages and/or alcoholic beverages are to be dispensed.

The City of Sunnyside has the right to place or renew the coverage at its discretion and charge the sponsor for the cost thereof should the sponsor fail to obtain or maintain the required insurance coverage for the event. A certified copy of the insurance policy may be submitted which shall name the City of Sunnyside as an additional insured

## RFP Schedule

---

(With the exception of the RFP due date, dates may be adjusted to meet unexpected circumstances.)

### Publication and Due Date

---

Public notice advertised – Sunnyside Sun	July 29, and August 5, August 12 2020
Notice published on the City Website	July 22 through August 19, 2020
RFP package available for pickup	July 22, 2020
<b>RFP responses due</b>	<b>August 19, 2020 by 4 PM</b>

### Review Process

---

LTAC review of proposals	August 26, 2020
Council review LTAC recommendations	September 14, 2020

**Funding Notification**

---

Award notices mailed	September 2020
Contracts issued (if required)	December 2020/January 2021

**Term**

---

Project funding available	January 1, 2021 through June 30, 2021
---------------------------	--

**Funds not expended by December 31, 2021 will be forfeited. NO EXCEPTIONS.**

**Project Management**

---

The City Clerk’s Office will coordinate the RFP process, publicize, and receive the RFP in accordance with the advertised timeline, and respond to applicant questions as appropriate. The City Clerk’s Office will then issue contracts for approved projects, and monitor contract compliance. All contracts will require the submission of appropriate written reports regarding the use of allocated funds. The City Clerk’s office, in cooperation with the Finance Department, will process bills, reimburse expenses, and insure that proper measures are taken to insure compliance with the Washington State Auditor’s Office.

**Selection Process**

---

Each application will be reviewed by LTAC based upon several criteria; eligible activities, effectiveness of proposed project in meeting the expected outcomes, need, and funding requirements. LTAC recommendations will not be subject to review or challenge by the applicant. Once reviewed by LTAC, those recommendations will be forwarded to the City Council for final decision.

**Other Information**

---

**Contract:** The City will utilize its standard contract for City-funded activities.

**Payment:** Payment will be provided in accordance with the contract.

**Legibility and Additional Materials:** All information provided should be legible and typed in a 11 or 12 point type.

**Performance: \*IMPORTANT NOTICE\*** Washington State law RCW 67.28.1816(2) requires that the City of Sunnyside submit an annual report detailing, by event, lodging tax revenue expended, the estimated number of tourists that attended, and estimated lodging stays (heads in beds). Recipients of lodging tax revenue will be required to collect and provide timely submission of this information.

Future allocations of Tourism Funds to agencies that have received funds previously will be subject to an evaluation of past performance.

## Proposal Submittal

---

Please deliver **seven (7) color copies** of the proposal response (Pages 7 through 9 of this RFP) and the required documentation identified on page 10 (Attachments) in a sealed envelope and any additional information to:

Jacqueline Renteria, City Clerk  
City of Sunnyside  
818 E. Edison Avenue  
Sunnyside, WA 98944

**SUBMISSION DEADLINE - NO LATER THAN 4 PM ON AUGUST 19, 2020**



# PROJECT PROPOSAL

## PROPOSALS MUST BE TYPED

**Note** - Marketing efforts must target tourists from a different town, city, county, state, or country. The City's lodging tax fund exists because visitors stay overnight in a Sunnyside lodging establishment and pay the tax.

"Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists. (RCW 67.28.080 (6))

"Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture. (RCW 67.28.080 (8))

### Organization

---

Non-profit    Public Agency    For Profit

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

### Contact Person

---

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Funding Request

---

Amount Requested \$ \_\_\_\_\_

Can you operate this activity/service with reduced funding?   Yes    No

If yes, list priorities below:

**Reduced Amount** - partial funding (no less than) \$ \_\_\_\_\_

## Statement of Qualifications

The following outline is the format that is to be used in your proposal. Please respond to the inquiries in this order:

**Experience** – List events similar in scope and size that you or your firm (under its present name) have completed within the last three years and describe in detail your ability to meet the Scope of Work outlined in this RFP.

**Personnel** – Provide an organizational chart showing your project team, including any companies you propose to contract with. Include brief resumes (1 to 3 sentences) of all individuals that will be utilized on this project.

**Project Approach/Vision** – Describe strategies that you or your firm will employ that will help ensure that this project will be successfully completed.

**References** – Provide a minimum of three (3) references, including name, address, and telephone number of the persons who will attest to your event experience and ability to manage the 2021 Sunshine Days and Parade

**Financial Statement:**

- 1) Provide a financial statement demonstrating sufficient startup funds.
- 2) Provide a detailed list of projected expenditures and revenues using the format below.

<b>Beginning Balance</b>	\$
--------------------------	----

Revenues	
Lodging Tax Funds	\$
Sponsors (projected or confirmed)	\$
Vendors	\$
Other	\$
Other	\$
Other	\$
<b>TOTAL</b>	\$

Expenses	
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>TOTAL</b>	\$

## **PROPOSAL CERTIFICATION**

---

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of disability.

Certified by:

---

(Signature)

---

(Print Name)

---

Title

---

Date

## ATTACHMENTS

### ITEMS LISTED AS REQUIRED MUST BE SUBMITTED WITH THE PROPOSALS.

Proposals received without the required attachments will be considered incomplete and returned to the organization for corrections and may be submitted for LTAC consideration at a future meeting, if funding is available.

#### NON-PROFITS:

- Statement of Qualification (see page 8) – **REQUIRED**
- Copy of state certificate of non-profit incorporation - **REQUIRED**
- Copy of federal exemption status 501(c)(3) or 501(c)(6)– **REQUIRED**
- Copy of current Form 990 - **REQUIRED**
- IRS Tax ID number - **REQUIRED**
- Copy of articles of incorporation
- Copy of most recent approved and proposed budgets of the overall organization - **REQUIRED**
- List of members of the organization’s board of directors, principal staff, and contact information for each - **REQUIRED**
- Proof of insurance – **REQUIRED to be provided within 30 days of acceptance.**

#### PUBLIC AGENCIES:

- Copy of meeting minutes approving project and authorization of application or a letter or resolution indicating official approval of project and application - **REQUIRED**
- Statement of Qualification (see page 8) – **REQUIRED**
- Proof of insurance – **REQUIRED to be provided within 30 days of acceptance.**

#### FOR PROFIT:

- Statement of Qualification (see page 8) – **REQUIRED**
- Articles of incorporation
- Current business license - **REQUIRED**
- IRS Tax ID number - **REQUIRED**
- State UBI number - **REQUIRED**
- Proof of insurance – **REQUIRED to be provided within 30 days of acceptance.**
- List of managers or principal officers/directors and contact information for each – **REQUIRED**