



## 34th Annual Cinco de Mayo Festival May 6, 7 and 8, 2022 (date may be modified)

**DUE WEDNESDAY, SEPTEMBER 1, 2021  
BY 4 PM**



### RFP Purpose

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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 34<sup>th</sup> Annual Cinco de Mayo Festival 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

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The annual Cinco de Mayo festival is the largest and longest running cultural event in the Yakima Valley, celebrating Mexican and Latin American heritage and culture and drawing over 25,000 in attendance.

The festival historically includes live music performances, a large Mexican dancing horse contest, a one-of-a-kind parade with up to 300 dancing horses, large carnival, authentic Mexican refreshments, and a variety of exhibitors and vendor booths.

### Overview & Funding

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The *successful* applicant will contract with the City of Sunnyside to plan the 34<sup>th</sup> Annual Cinco de Mayo Festival. Applicant will manage the execution of all aspects of the Cinco de Mayo Festival 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)

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### EVENT DATES

Friday, May 6-8

### STREET FAIR (Vendors)

Friday, May 6	12 PM to 10 PM
Saturday, May 7	10 AM to 10 PM
Sunday, May 8	10 AM to 8 PM

### CARNIVAL

Friday, May 6	12 PM to 11 PM
Saturday, May 7	12 PM to 11 PM
Sunday, May 8	12 PM to 8 PM

### PARADE

Sunday, May 8 12:00 PM

### ENTERTAINMENT – in the form of live bands and DJ’s at Centennial Square

Saturday, May 7	no later than 10 PM
Sunday, May 8	no later than 9 PM

### CHARRO COMPETITION

Sunday, May 8 After the parade (approximately 1 PM) in Central Park

**OTHER** activities may be added at the discretion of the event producer and with the written consent of the City. Event dates may be modified.

## Applicant RFP Reception

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All new applicants are required to schedule a meeting with the City Clerk or LTAC Chairperson 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 24<sup>th</sup> Annual Cinco de Mayo Festival.

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

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The Cinco de Mayo 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.

- Hire entertainment acts to perform during the festival.
- Contract with festival equipment providers including stage, sound, booths, etc.
- 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 34<sup>th</sup> Annual Cinco de Mayo Festival.
  - Interact with press and television media, social media, local merchants and others to advertise Cinco de Mayo
  - Negotiate advertising with local and regional media.
  - Create a web and social media presence to promote and advertise the festival.
  - 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**

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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 Cinco de Mayo 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**

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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

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

### **Publication, Mandatory Pre-Proposal Meeting, and Due Date**

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Public notice advertised – Sunnyside Sun	August 11, 18 and 25, 2021
Notice published on the City Website	August 11 through September 1, 2021
RFP package available for pickup	August 11, 2021
Mandatory Pre-Proposal Meeting	August 19, 2021 at 11 AM
<b>RFP responses due</b>	<b>September 1, 2021 by 4 PM</b>

### **Review Process**

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LTAC review of proposals	September 6, 2021
Council review LTAC recommendations	September 13, 2021

### **Funding Notification**

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Award notices mailed	September 2021
Contracts issued (if required)	December 2021/January 2022

### **Term**

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Project funding available	January 1, 2022 through June 30, 2022
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**Funds not expended by June 30, 2022 will be forfeited. NO EXCEPTIONS.**

## Project Management

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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

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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

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**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 SEPTEMBER 1, 2021**



# 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** (check one)       Non-profit       Public Agency       For Profit       Individual

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Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

### Contact Person

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

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

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

### Funding Request

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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) \$ \_\_\_\_\_



## **PROPOSAL CERTIFICATION**

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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:

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(Signature)

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(Print Name)

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Title

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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**