



36th Annual Cinco de Mayo Festival

May 3-5, 2024 (date may be modified)

DUE WEDNESDAY, JULY 26, 2023 BY 4 PM



PC: Andrew Hamil, [Vintage 509 Photography](#)

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 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

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

The *successful* applicant will contract with the City of Sunnyside to plan the 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)

EVENT DATES

Friday, May 3-5

STREET FAIR (Vendors)

Friday, May 3	12 PM to 10 PM
Saturday, May 4	10 AM to 10 PM
Sunday, May 5	10 AM to 8 PM

CARNIVAL

Friday, May 3	12 PM to 11 PM
Saturday, May 4	12 PM to 11 PM
Sunday, May 5	12 PM to 8 PM

PARADE

Sunday, May 5 12:00 PM

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

Saturday, May 4	no later than 10 PM
Sunday, May 5	no later than 9 PM

CHARRO COMPETITION

Sunday, May 5 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

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 24th 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

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 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

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

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 12 and 19, 2023
Notice published on the City Website	July 5-26, 2023
RFP package available for pickup	July 5-26, 2023
RFP responses due	July 26, 2023 by 4 PM

Review Process

LTAC review of proposals	August 2, 2023 at 12 PM
Council review of LTAC recommendations	August 28, 2023

Funding Notification

Award notices mailed	September 2023
Contracts issued (if required)	December 2023/January 2024

Term

Project funding available	January 1, 2024 through December 31, 2024
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Funds not expended by June 30, 2024 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

When submitting your proposals please do not bind the packets in anything other than paper clips or binder clips and do not add page separators as they will be removed.

SUBMISSION DEADLINE - NO LATER THAN 4 PM ON JULY 26, 2023



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

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 Cinco de Mayo Festival.

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.

Beginning Balance	\$
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Revenues	
Lodging Tax Funds	\$
Sponsors (projected or confirmed)	\$
Vendors	\$
Carnival	\$
Other	\$
Other	\$
TOTAL	\$

Expenses	
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL	\$

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

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

NON-PROFITS

- Statement of Qualification (see page 8)
- Copy of state certificate of non-profit incorporation
- Copy of federal exemption status 501c(3) or 501c(6)
- Copy of current Form 990n
- IRS Tax ID number
- Itemized Budget which shows all costs to complete all tasks as described in the project scope
- Copy of articles of incorporation
- Copy of most recent approved and proposed budgets of the overall organization
- If previously funded, provide a copy of the prior year's event income statement
- List of members of the organization's board of directors and principal staff
- Proof of insurance (must be in non-profit name)

PUBLIC AGENCIES

- Copy of meeting minutes approving project and authorization of application or a letter or resolution indicating official approval of project and application
- Statement of Qualification (see page 8)
- Proof of insurance

FOR PROFIT

- Statement of Qualifications (see page 8)
- Articles of incorporation
- Ownership statement
- Current business license
- IRS Tax ID number
- State UBI number
- If previously funded, provide a copy of that year's event income statement
- Proof of insurance
- List of managers or principal officers/directors

If funded, the Lodging Tax Advisory Committee requires a completed detailed financial report at the end of your event presented to the Committee.