

**REQUEST FOR PROPOSAL**  
For  
**PLATINUM LIVING AMPHITHEATER  
AT QUARRY PARK MANAGEMENT**

City of Rocklin



**ROCKLIN**  
CALIFORNIA

April 2019

**Contact:**

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**Deadline for Proposals: May 31, 2019**

## REQUEST FOR PROPOSAL

### Executive Summary

The City of Rocklin, CA is seeking a qualified company with experience in producing special events, concerts, and festivals (herein after referred to as “events”) to assist the City with year-round operations at Platinum Living Amphitheater at Quarry Park. Specific services to be included in this project are production, marketing, talent acquisition, staffing, food and beverage management, and traffic control. It is acceptable for the company selected to either:

- i. Serve as the promoter for events – responsible for directly hiring talent and producing the show; and/or
- ii. Marketing the venue to promoters and then each promoter is responsible for hiring talent and running the events they are promoting – consistent with the established requirements.

The objective is implementing a strong and detailed plan representing the variety of services necessary to produce, conduct, and execute quality events Rocklin residents are accustomed to. The resulting plan should support all goals and necessities of the City’s events, with particular emphasis in the following areas:

- Acquiring talent and managing contracts
- Show production, including sound and lighting
- Marketing and advertisement
- Staffing and logistics management
- Food & beverage services management
- Traffic control and parking operations management

Ideally, the plan would consist of an overall operations layout and budget which shows the company’s ability to execute this proposal and provide the City with high quality entertainment for our residents and business community, as well as attracting visitors to Rocklin.

The operations plan should identify short and long-term strategies and tactics for maximizing Platinum Living Amphitheater’s success and value to the City. Events should promote the City’s identity, build a sense of community, and establish Quarry Park as a unique and well-known venue for events and entertainment.

## Venue Management Qualifications

### Overview

The operations management proposal for Platinum Living Amphitheater at Quarry Park should convey the City's assets and unique qualities in a way that is authentic, sustainable, and professional. It should describe who you are, your core values, what you do and why you do it. The goal is to engage our citizens, business community and visitors and give them a reason to choose Rocklin and Platinum Living Amphitheater at Quarry Park as their entertainment destination. The City desires a company with extensive experience in concert and overall event management to create entertaining, intimate, and memorable community experiences at Quarry Park. The chosen company will have the proven ability to manage a diverse range of events, and to understand long-term planning, fiscal management, and marketing practices which will attract customers from all over the region. Demonstrated experience working with a public agency or governmental entity is a plus.

Company will provide all services and be responsible for maintaining financially self-sustaining events whether producing all services in-house or outsourcing event-related logistics, marketing, promotion, or labor. The City expects the operator to work independently; however, the City may consider involvement in some day-to-day operations, if necessary, and will participate directly with talent approvals and other areas, as needed. It is the intent of this RFP to identify a company that will independently organize and manage the overall operation of Platinum Living Amphitheater at Quarry Park year-round. The City reserves the right to have input on the overall strategy and may assist in targeted outreach, as necessary, to build a successful partnership. Successful operations will have clear and consistent communication with the City through a City-designated employee for all Quarry Park event operations. This coordinator will act as the main point of contact for operations and venue management, and for coordinating all City services: required permits, licenses, insurance and indemnification, as well as, coordination with other park activities, sound control, traffic/parking plans, surrounding community, event layout, and logistics.

## Amphitheater Facility

Quarry Park Amphitheater is owned by the City of Rocklin and is located in the downtown Quarry District. This rapidly expanding district is fast becoming the historic heart of Rocklin and is transforming the area. The City of Rocklin recently added a unique one-of-a-kind Adventure Park that sits on the Quarry Park property serving as a catalyst for future development.

The open-air covered stage measures 63 feet by 35 feet total area with minimum 11 feet by 35 feet available performance area. Refer to the attached site plan for facility layout, background, and additional attachments for more Amphitheater information. The Amphitheater can accommodate approximately 2,000 patrons with options for reserved or general admission lawn seating. Features include:

- Tiered grass seating
- Covered stage
- All utilities, including ample electrical supply
- Walkways and ramps, including ADA accessible walkways, ramps, and seating
- Permanent restroom facilities (with space for additional temporary restroom facilities, if needed)
- Green Room with all necessary amenities to support talent
- Ticket booth
- ADA accessible parking
- Vendor and food truck area

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- i. Quarry Park Amphitheater Map
- ii. Stage Measurements and Specs
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## Purpose

Over the last three years, the City has produced, executed, and managed the full production of events at Platinum Living Amphitheater at Quarry Park. The City has recognized the value of a successful partnership to help produce these unique experiences. Regardless of the structure, the core purpose is the same: engage our citizens, businesses and visitors, and provide great entertainment, which brings the community together. Put simply, give them an experience they will remember while making Rocklin an entertainment destination.

## Location

Rocklin is located in South Placer County at the intersection of Interstate 80 and State Highway 65, Rocklin is characterized by rolling hill terrain with 360-degree panoramic views of the Sierra Nevada Mountain Range to the Northeast and of the Sutter-Butte Mountain Range to the West. Rocklin is a preferred destination because of its convenient location, beautiful parks, streetscapes and open spaces, while providing excellent public safety. Rocklin is in close proximity to many tourist destinations and recreational amenities including world class hiking, biking, whitewater rafting, rock climbing and snow sports in the Sierra Nevada. Rocklin is within 20 minutes of Folsom and Auburn, 30 minutes of Downtown and Old Sacramento, and less than two hours from Lake Tahoe, Napa, San Francisco and the Pacific Ocean. The central location makes Quarry Park an ideal location for routing performers and provides an enormous customer base.



## Background

### Amphitheater History

In 2015, the City of Rocklin took what was once a desolate forgotten property and transformed it into a beautiful gathering space in the heart of Rocklin. The City funded and built Quarry Park and turned a vision into a versatile, community friendly space with a warm, open layout perfect for hosting a variety of large events.



Before



During



After

Located in downtown Rocklin, Quarry Park is home to 17 beautiful acres offering both exciting activities and peaceful reflection. Concerts and fun community events take place in this new gathering spot with a large main stage, a smaller secondary stage, and open-air grass seating for approximately 2,000 people.



In 2016, the City entered into a contract with Platinum Living Services as the naming rights sponsor for the amphitheater through the end of 2019. The park has recently become the new home to a few longstanding free community events including Shakespeare in the Park, Hot Chili/Cool Cars, The RUSD Rocklin Jazz Festival, Patriot Day, and more.



Over the past three years, through internal and partnered events, the City has produced more than 50 events.



Nationally and internationally known artists have performed on the main stage including:

- ❖ James Bay
- ❖ Pentatonix
- ❖ Marshall Tucker
- ❖ Joe Nichols
- ❖ Jerrod Niemann
- ❖ Georgia Satellites
- ❖ Frankie Avalon
- ❖ Foghat
- and many more.



## Demographics

Rocklin has approximately 67,000

residents and a median age of 36. The median household income is well above the state average at \$79,275, and citizens are well-educated, with 40% of our citizens over age 25 holding a bachelor's degree or higher. Rocklin has diverse housing options from rental and starter homes to large lots and executive homes.

## Anticipated Scope of Services

The selected company will work independently to ensure operational accountability of the amphitheater while minimizing City involvement in event operations. Company will be responsible for the administration, financial management, marketing, sponsorships, contracting for venue event operations, production, support services, and coordination with City services.

## Term

The City anticipates operations and management to begin January 1, 2020, or sooner, per execution of the contract terms with initial meetings to develop a timeline and strategy for achieving all requests and yearly event goals. The contract term will be for three (3) years with an opportunity for two (2) one-year extensions under the current contract. If a substantial investment is made, a longer period may be considered.

## Administration

The selected company will coordinate a master calendar of events, bookings, rentals, and venue operations. It will determine all aspects of the venue set up and desired contract services. The company will produce a master plan for each event and submit it to the City Event Coordinator for compliance with pre-established parameters, coordination, and any additional approvals that may be necessary. Selected company will also be required to develop a transition plan for the assumption of booking and management duties from the City. Company will be responsible for maintaining, keeping, and preserving the venue in good order and condition and performing all repairs necessary to keep the venue assets in operational condition.

Deliverables:

- Master calendar of events
- Sample Event Master Plan
- Sample Outline of Standard Operating Procedures
- Transition Plan
- Operational Maintenance Plan
- Develop positive community relationships and customer service

## Talent Acquisition

This entails the entirety of the booking process, such as vetting artists, defining the City's target audience and identifying specific demographics that can be reached in our community. The company shall be responsible for contracting with, and making payment to, artists performing at each event, and shall pay all hard costs associated with providing backline for such artists' performance, as well as any costs associated with artists' rider or rider requirements. The City reserves the right of final approval on all talent and event content.

Deliverables:

- Talent Acquisition for each Event
- Opening acts for each show
- Proposed event strategies and resources to maximize event and venue utilization
- Genres and entertainment variety proposal

## Production

Company shall be responsible for the production of each event along with all financial obligations for same. Company shall be solely responsible for the production of the events including, but not limited to, the following:

- Providing sound and lighting equipment for each event suitable to accommodate live performances by artists
- Hiring, directing, and paying all necessary staff and labor adequate for the operation of sound equipment before, during, and after each event
- Set-up and break-down periods associated with such events

Deliverables:

- Qualified proposal for sound and lighting
- Example Sound & Lighting Plan
- List of proposed Sound & Lighting Contractors
- Sound & Lighting Contractor Qualifications

## Marketing

Company shall create a marketing plan for the 2020 event season. Company shall be responsible for all advertisement and promotion of each event and will be responsible for including any and all City marketing elements required by contract. Company must ensure usage and message is active and diverse with the goal to fully realize the amphitheater's economic potential. Company will actively market the venue to concert and event promoters while developing community programming as well. The company will be responsible for implementing a plan to engage both public and private entities, solicit event sponsorship, advertise the venue and pursue any other marketing opportunities.

Deliverables:

- Detailed marketing plan for 2020 season
- List of media partners
- Example marketing plan addressing various production or events
- Outline of marketing material
- Promotional package, media kit, or presentation for producers, agents, managers, artists

## **Staffing/Venue Operations**

Company will staff all operation and production aspects of the amphitheater. Staffing services include, but are not limited to, venue setup, tent setup, VIP area, sound monitoring, curfew management, ticketing, sales, fencing, signs, trash, janitorial, green room, gates, security, chair setup, and ushers.

Deliverables:

- Staffing plan that includes organizational chart highlighting key management and onsite personnel
- Contracted proposal for any outside staffing assistance
- Emergency Action Plan
- Security Staffing Proposal

## **Food, Beverage, and Parking Operations**

Company will be tasked with managing and operating all aspects of food, beverage, and parking operations for events. Company will be responsible for public parking and notification process to accommodate all traffic control and parking needs. Company will also be tasked to contract with all food and beverage vendors, including alcohol, and comply with all applicable state and federal laws as well as City of Rocklin policies.

Deliverables:

- Parking plan including paid parking and ADA accommodations
- Food service plan
- Alcohol service proposal or preferred contractor list

## Financial Management

Company shall submit a financial management plan for City's approval. The plan will include a five-year operational financial forecast, cash management, business controls and accounting procedures. Operations management will be required to provide periodic or frequent financial reporting. Company may recommend improvements or changes in venue use fees, ticket fees or surcharges, revenue sharing, performance guarantees, or any other potential revenue sources that will accrue to the financial benefit of the amphitheater or partnership. Company will collect all fees up-front and finalize settlement with promoters/users, vendors, and contractors following each event. The company will be required to provide City a financial accounting of each event and provide any other documentation or terms pursuant to the agreement.

- Submit an estimated pro forma for at least one calendar year
- Sample outline of Box Office/Ticket Sales Plan
- Financial accountability and reporting on fiscal operations
- Provide detailed proposed revenue structure
- Prepare monthly Operations Cost Analysis and provide any necessary reports
- Submit annual reviewed financials

## City Services

Selected company will work directly with City or act as a liaison with any contracted promoters to plan and coordinate with the City for event services including, but not limited to:

- Police
- Fire
- EMS
- Permits/Licenses
- Logistics – event set up/clean up
- Site control – barricades, gates
- Noise Control and Monitoring
- Traffic Control

## **Additional Requirements:**

Additional requirements and *Exceptions to RFP* (Attachment A) to be discussed during company interview and selection process. Additional items to include, but not limited to, existing contracts and agreements, dates, policies, obligations, sponsorship, or any other areas which may directly or indirectly impact the execution of this proposal.

City will have the right to block out certain dates for annually recurring City events. The City will provide advance notice to book an agreed upon number of events per year.

Company agrees to follow all established City policies, MOU's, and policies regarding park rules and use including, but not limited to the following:

- 10 p.m. sound curfew
- Sound monitoring and event volume not to exceed decibel level of 90 dbL eq and 95 dbL max, monitored at predetermined locations.
- A minimum of three (3) decibel readings to be required at each event.
- All shows must follow established park rules regarding smoking.

## City Staff Contacts

Lead staff consists of Kevin Huntzinger, Parks and Recreation Manager.

## Anticipated Schedule

- RFP Issued: Friday, April 05, 2019
- Proposals Due: Friday, May 31, 2019 by noon to [kevin.huntzinger@rocklin.ca.us](mailto:kevin.huntzinger@rocklin.ca.us)
- Firm Interviews: June 2019
- Firm Selected: July 2019
- Project Start: January 2020
- All Deliverables Due: No later than January 3, 2020, or as otherwise agreed upon

## Project Evaluation

The following criteria will be used in consideration of proposals:

- Quality and completeness of the proposal.
- Company qualifications, demonstrated experience with similar projects, and references.
- Project understanding.
- Project approach and ability to produce deliverables within anticipated timeline.
- Responsiveness and ability to work closely with City of Rocklin staff.
- Ability to produce an exciting season that resonates with the region's diverse audience.
- Demonstrated knowledge of sustainable financial model and budget for event production.

The City of Rocklin reserves the right to award the contract generated from this RFP to the respondent presenting a proposal that best meets the specifications as listed, and represents the most beneficial partnership as determined by the City. Although financial considerations are an important component of the selection process, the award will also be based on a combination of factors including the respondent's qualifications and criteria as noted above.

The City reserves the right to waive any minor deviation in proposal responses received and reserves the right to modify any requirements, terms or conditions as outlined in this RFP when such modification is in the best interest of the City.

## City Information

For additional background data, reports and other City information, please visit [www.rocklin.ca.us/QuarryParkRFP](http://www.rocklin.ca.us/QuarryParkRFP) or contact Kevin Huntzinger at [kevin.huntzinger@rocklin.ca.us](mailto:kevin.huntzinger@rocklin.ca.us)

## Submittal

Proposals are due via email (preferred), mail or hand delivery by noon on Friday, May 31, 2019. If submitting hard copies, please provide 4 complete sets. Proposals should be sent to Kevin Huntzinger at [kevin.huntzinger@rocklin.ca.us](mailto:kevin.huntzinger@rocklin.ca.us) or 5460 5<sup>th</sup> Street, Rocklin, CA 95677.

Companies submitting proposals are expected to supply adequate information that demonstrates company's ability to meet all deliverables and expectations as outlined in this document. This may be demonstrated through actual or example documentation and /or narratives, timelines or other materials that will provide the City with a thorough understanding of your company's qualifications.

- **Company Profile**

Proposals should provide a complete and concise description of the company's ability to meet the requirements of the RFP. The Company Profile should also include a short bio of key staff members who will be contributing to the project, including their areas of responsibility.

- **References & Experience**

Proposal should provide at least three references, within the past five years, of clients for whom services have been performed that are comparable in quality and scope to that specified within this RFP. The references shall include names, addresses, and telephone numbers for whom the prior work was performed, and include an explanation of the services provided to these clients.

- **Project Understanding**

Proposal should be knowledgeable of the City of Rocklin, passionate about helping the City and able to anticipate a vision of appropriate events which will help make Rocklin a destination for residents and visitors.

- **Project Approach/Discovery Process/Scope of Work**

Describe how your company will successfully complete each task and the format of key deliverables. Examples of similar work are encouraged.

- **Proposed Budget**

Include a summary of estimated costs and fees based on the tasks noted above. Provide sufficient detail that would allow staff to understand cost impacts if modifications to tasks are necessary. All costs should be included in the basic fee. Optional services recommended by the consultant may be included, but should be priced separately.

- **Organizational Input/Responsiveness**

Define the process to engage City staff and the community, including residents, business owners and others in the areas affected by this proposal.

- **Project Schedule**

Include a proposed schedule for the product delivery. Provide a statement of time commitment by the company to this project which supports the company's ability to complete the events on schedule and on budget.

## **Consultant's Responsibilities**

The selected company must be willing to execute the City's standard Professional Services Agreement. An example is included at [www.rocklin.ca.us/2019QuarryParkRFP](http://www.rocklin.ca.us/2019QuarryParkRFP).

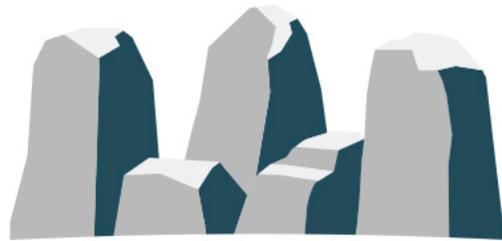
## **Insurance Requirements**

Evidence of adequate general liability, professional liability, automotive, and workers' compensation insurance must be provided to the City.

## **Questions**

Any questions regarding the proposal process or request for additional information may be directed to Kevin Huntzinger at [kevin.huntzinger@rocklin.ca.us](mailto:kevin.huntzinger@rocklin.ca.us) or 916-625-5269.

# ATTACHMENTS

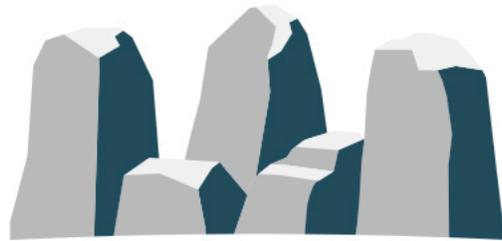


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# ATTACHMENT A

## EXCEPTIONS TO RFP

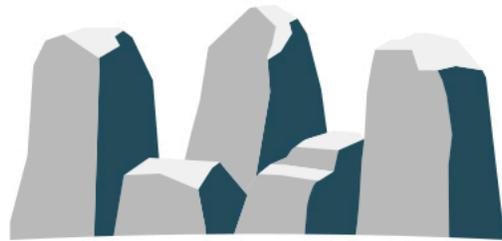


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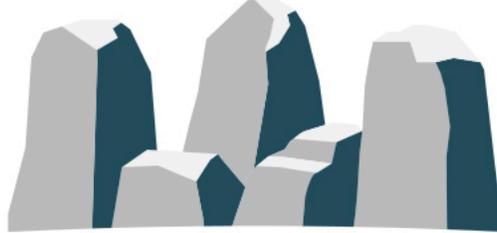
# APPENDICES



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**APPENDICE I**  
**QUARRY PARK AMPHITHEATER**  
**MAP**



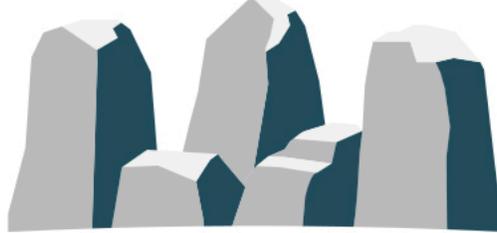
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Location of non-permanent facilities may be subject to change.

# APPENDICE II

## STAGE MEASUREMENTS AND SPECS

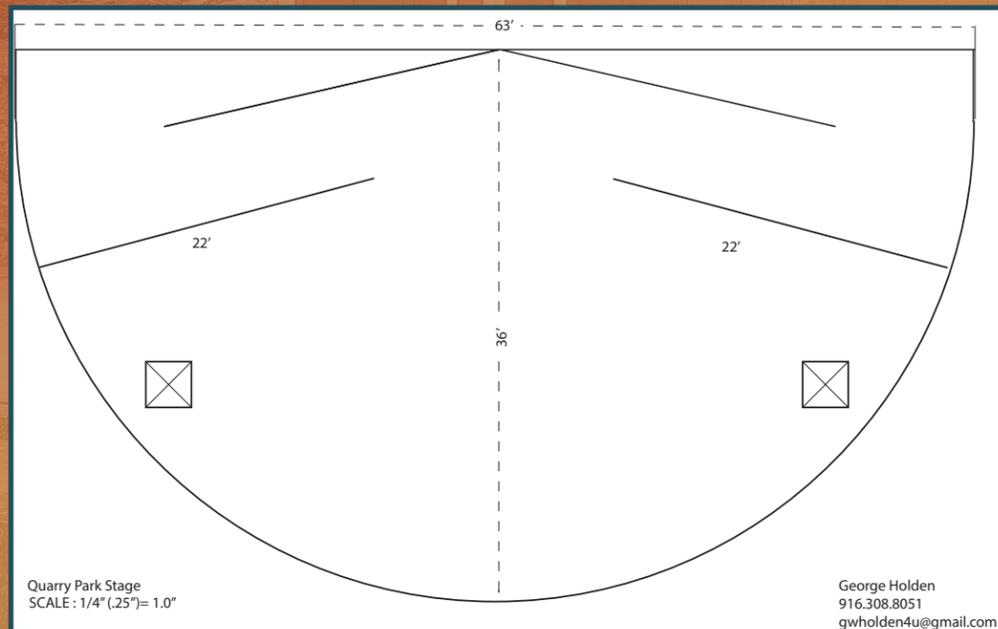
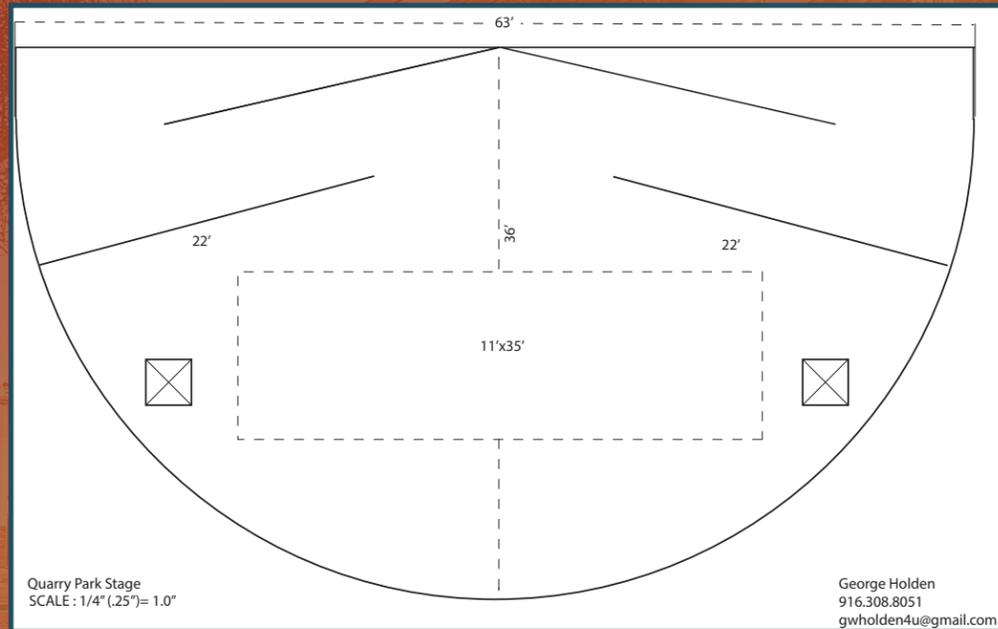


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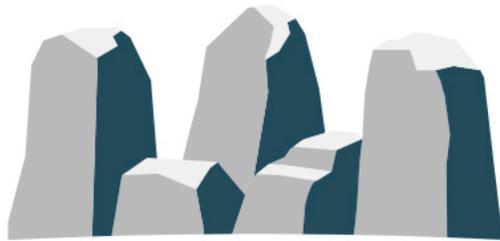
# MEASUREMENTS & SPECS

## MAIN STAGE SPECS



# **APPENDICE III**

## **GREEN ROOM SPECS**

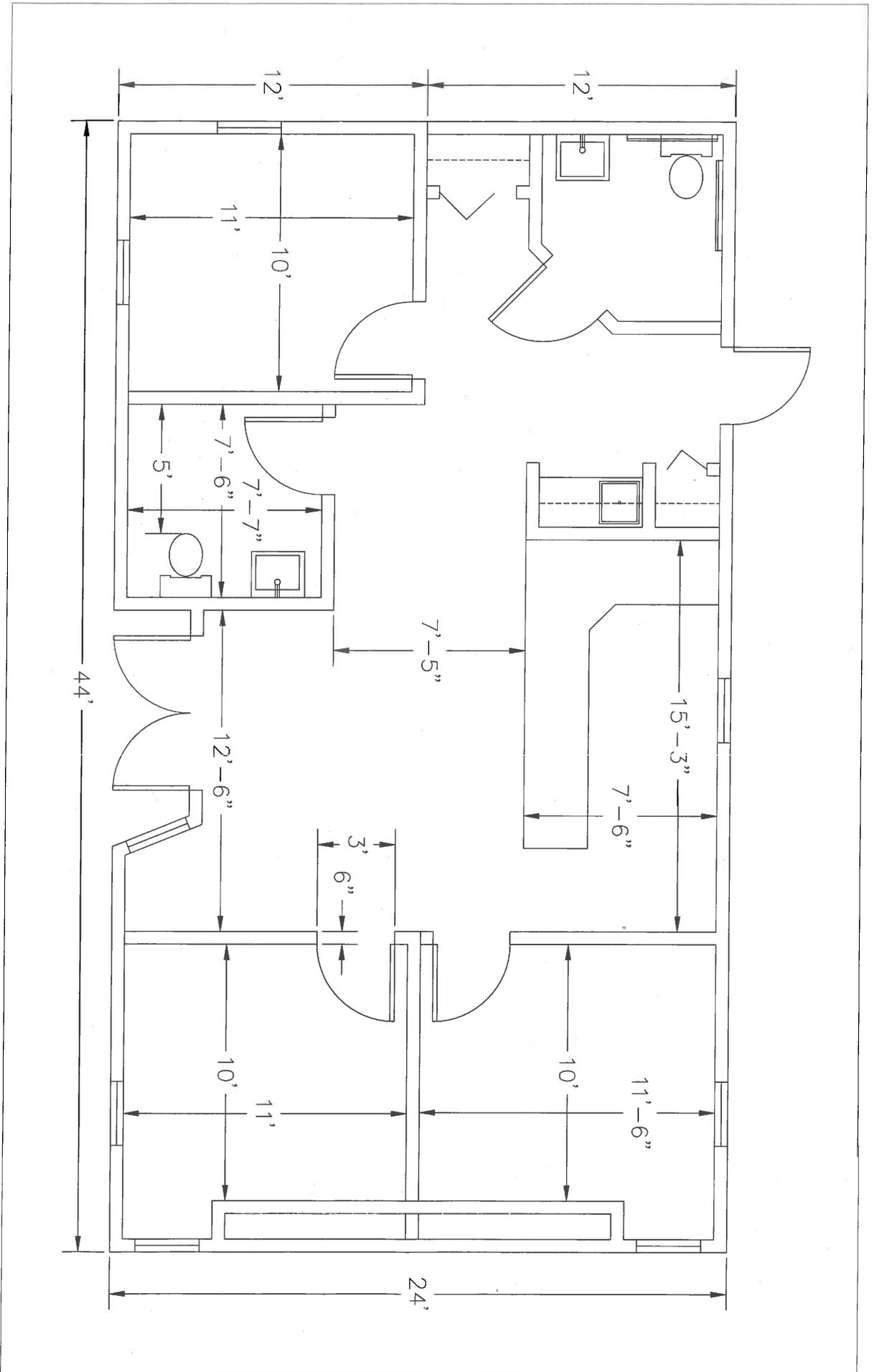


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# Green Room Location

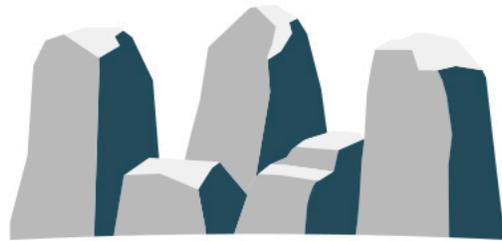
GIS Division





# APPENDICE IV

## PARKING MAP



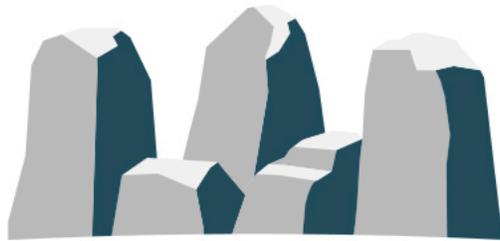
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# APPENDICE V

## QUARRY PARK TRAILS



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# Quarry Park Trails

Central Services GIS



Existing Trail - 1,873 ft. Total