

CITY OF TUSCALOOSA       )  
STATE OF ALABAMA       )

**REQUEST FOR STATEMENT OF QUALIFICATIONS**

**(A17-0628)**

**TO:           Qualified Firms**

**FROM:       The City of Tuscaloosa, Alabama**

**RE:         Request for Statement of Qualifications for Professional Consulting and Related Services for the Tuscaloosa Amphitheater**

**DATE:       July 25, 2017**

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**Section 1. Introduction.**

This is a Request for Statement of Qualifications (“RFQ”) containing information concerning the above-referenced matter, an abbreviated scope of work, and evaluation items. Firms expressing interest should be fully capable of providing the end results requested.

This is a procurement of professional consulting services as more particularly described herein. This procurement will be conducted in a manner providing full and open competition. To wit:

- a. Each firm’s experience and qualifications will be evaluated primarily as they relate to the firm’s ability to provide Professional Consulting and Related Services for the Tuscaloosa Amphitheater.
- b. The City will make awards only to responsible firms possessing the ability to perform successfully under the terms and conditions of the procurement. Consideration will be given to such matters as firm integrity, compliance with public policy, record of past performance, and financial and technical resources. This is a qualifications-based procurement of professional consulting services whereby competitors’ qualifications will be evaluated and the most qualified firm will be selected, subject to negotiation of fair and reasonable compensation.
- c. Written proposals will be reviewed and rated by a panel of qualified City employees. The rating system will consist of a numerical grading system and a pass/fail grading system, as set forth in Section 3. The City may or may not elect to interview any of the responding firms.

- d. The City has exclusive and sole discretion to determine the firm whose services will be most advantageous to the City, and reserves the right to reject all firms.

The purpose of this inquiry is to determine the interest or non-interest and the qualifications of firms in providing the professional services required. A number of firms may be asked to express their interest in regard to these services in the form of a Statement of Qualifications. Following the receipt of Statements of Qualifications, a certain firm or firms may be selected for further consideration.

## **Section 2. General Scope of Services**

The City of Tuscaloosa seeks the services of a professional firm which has the knowledge, experience and expertise to perform the services as requested.

The project of interest consists of providing professional consulting and related services to the City of Tuscaloosa regarding booking, planning, scheduling, advertising, promoting, coordinating, and related services for events to be held at the Tuscaloosa Amphitheater.

The Tuscaloosa Amphitheater is a municipal outdoor performing arts venue and related facilities with a capacity of approximately 7,400 seats located on City property at 2710 Jack Warner Parkway in the City of Tuscaloosa. The City utilizes the Tuscaloosa Amphitheater as a concert venue, as well as a special events venue (e.g. July 4 fireworks viewing, and "Holidays on the River" ice rink).

The Tuscaloosa Amphitheater averages 15-18 shows per year. Recent acts include: Chris Stapleton, John Legend, Def Leppard, Casting Crowns, Dave Matthews and Tim Reynolds. The amphitheater generates roughly \$750,000 in annual sponsorship and box seat sales and VIP attendance of roughly 300 per show, which requires staffing and coordination of food and entertainment for the Mercedes Benz Club, the onsite VIP lounge.

The City seeks a professional consultant be a provider of promotional and booking services to the City for the Tuscaloosa Amphitheater; provided, that, notwithstanding the obligations and responsibilities of the consultant, the City shall have final and ultimate control and authority over all aspects of the management and operation of the Amphitheater.

Proposed dates of service (subject to change at City's discretion):

- Initial 3-year, 3-month Term: October 1, 2018 – December 31, 2021.
- Two possible one-year Extended Terms as follows:
  - January 1, 2022 – December 31, 2022
  - January 1, 2023 – December 31, 2023.
- In no event shall the contract extend beyond December 31, 2023.

Expected tasks include, but are not necessarily limited to, the following:

1. Providing professional services relating to booking, advertising and promoting events to take place at the Tuscaloosa Amphitheater, including but not limited to the following: all negotiations for services related to booking, advertising and promoting; contracting for all goods and services related to booking, advertising and promoting;; payment from the City's Clearing Account of any applicable licensing fees, deposits and legal fees, advertising and associated activities relating to the booking and promoting of such events;
2. Providing operation and management of all concessions whereby consultant shall contract with a third-party concessionaire;
3. Ensuring appropriate tax collection from Amphitheater-related sales for which the consultant is responsible;
4. Creating, hosting, operating and maintaining an informational and promotional website and social media channels related solely to the Tuscaloosa Amphitheater and related events. Content on the website and social media channels must be updated regularly to display the most current information available regarding upcoming events;
5. Ensuring compliance with all policies, procedures and agreements relating to cash handling and accounting for Amphitheater-related revenue and expenses;
6. Following all industry-wide acceptable and otherwise applicable standards of care required to meet consultant's obligations; and,
7. Employing all staff or persons necessary for all events and as required to meet consultant's obligations.

The firm must comply with all applicable state, local, and federal regulations related to the services provided to the City. The City reserves the right, subject to negotiation and agreement, in writing, with the selected firm, to either expand or limit the scope of services as needed.

The selected firm will be required to have sufficient personnel to complete the tasks required by this scope of services. The selected firm will complete the required tasks in a timely and efficient manner.

### **Section 3. Firm Qualification and Proposal Requirements**

Firms interested in performing the work will be considered on the basis of a Statement of Qualifications containing information submitted in response to this request in a form limited to twenty (20) pages in 12-point font or larger of either Times New Roman or Arial. Front and back shall be considered 2 pages.

**Qualifications statements are due by close of business Friday, August 25, 2017.**

All proposals should be submitted in 8 ½" x 11" paper size. Each proposal shall be prepared simply and economically, providing straightforward, concise delineation of the firm's capabilities to satisfy the requirements of this RFQ. **Fancy binding and color displays other than those necessary are highly discouraged.**

**Provide three (3) bound copies to:**

**Grant H. Wilson, Associate City Attorney  
Office of the City Attorney  
City of Tuscaloosa  
Post Office Box 2089  
Tuscaloosa, Alabama 35403-2089  
(205) 248-5140**

**Courier address:  
Office of the City Attorney  
2201 University Blvd.  
Tuscaloosa, Alabama 35401**

The selected firm or firms must be experienced and qualified to provide the required scope of services. The firm or firms selected must have expertise related to the general Scope of Services set forth in Section 2. The following information must be submitted with the proposal on the date indicated above:

- a. Similar Projects (40 points possible). Evidence of satisfactory performance similar projects of the type and kind indicated herein. Relevant experience will be judged on the basis of the experience of those individuals named to the Firm's team regardless of the firm with whom the individual was associated when the project was implemented. Relevant project types include consulting services of the type and kind indicated herein at amphitheaters, arenas, and other performing arts venues. Provide references associated with all projects. Listed projects should be recent (i.e. within the past 5 years). Provide a list of all current contracts held by your Firm.
- b. Experience and Qualifications (40 points possible). A statement of the firm's qualifications to perform the work and years in business. The statement should include the following:
  1. The general experience of the firm.
  2. The specific experience of the proposed personnel in the fields that the proposed services are requested, their qualifications, years of experience, professional certifications and availability to perform the work and services to be provided.
  3. A statement of experience and work of similar nature that all the proposed personnel have performed.

4. A statement as to whether the firm or any subcontractors are a minority or woman owned business enterprise.
  5. A statement as to professional standing including any pending controversies outstanding. If none exists, such a statement should be made.
  6. A list of qualified persons in other disciplines required for the proposed services to be acquired from outside sources, if applicable.
  7. A statement as to the extent of "hands-on" experience in the type of consulting services required.
- c. Method of team's organization and communication (20 points possible).
- Discuss the proposed approach to completing the needed services and how your firm will coordinate the development of the required services, communicate with city staff, and communicate / liaison with members of the entertainment industry (i.e. artist management) to fulfill the required services. Be specific with regard to internal and external communications, cost estimating capabilities, and responsible individuals including their location (e.g., on-site or specific office).
- d. Please include a statement as to potential general conflicts of interest that would prevent the City of Tuscaloosa from entering into an agreement with your firm pursuant to this RFQ. If none exists, such a statement should be made. Firm must be licensed and approved for work in the State of Alabama; please include a statement to this effect (pass/fail)
- e. Any other requirement of this request not otherwise specifically addressed.

The City reserves the right and expects to interview a firm or multiple firms as it sees fit. There is no guarantee that a contract award will be made pursuant to this RFQ. This RFQ may be modified or amended at any time and for any reason, in the discretion of the City.

All questions by firms related to this RFQ must be submitted in writing to [gwilson@tuscaloosa.com](mailto:gwilson@tuscaloosa.com). Responses to questions shall be posted on the City's website in the form of an addendum; the deadline for submitting questions is Friday, August 11, 2017 by close of business. In the interest of fairness and in order to maintain impartiality, the City may not respond to questions from individual firms during the RFQ process.

**END RFQ.**