

**EVENT PROMOTION AGREEMENT BETWEEN
THE CITY OF LITTLE ROCK, ARKANSAS
AND
THINK RUBIX, LLC**

This **AGREEMENT** is made between and entered into this 9th day of June 2022, by and between **THINK RUBIX, LLC** (hereinafter "Event Liaison"), a limited liability company duly organized pursuant to the laws of the state of Arkansas and the **CITY OF LITTLE ROCK, ARKANSAS**, (hereinafter "City" or "City of Little Rock.")

WITNESSETH:

WHEREAS, the City issued a Request for Qualifications, Bid #1555 pursuant to state statute and City ordinance for the professional services of an entertainment promoter, event liaison to plan, coordinate, and promote the best interest for the City of Little Rock in production of a 2022 festival of music, the arts and business/tech; and

WHEREAS, Think Rubix, LLC is the most qualified respondent; and

WHEREAS, City desires to retain and engage the Event Liaison to provide comprehensive event management, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation that will produce a successful event; and

WHEREAS, the City desires to enter into an agreement with the Event Liaison in an amount not to exceed \$45,000.00, to provide the aforementioned services.

NOW, THEREFORE, in consideration of the mutual promises set forth below, the sufficiency of which the parties hereby acknowledge, the parties hereto do mutually agree as follows:

ARTICLE 1. TERM AND CONSIDERATION.

Section 1.01. Term. The term of this Agreement is April 1, 2022 through March 31, 2023.

Section 1.02. Ratification. To the extent that Event Liaison has actually performed services under the Agreement after the start date of the Agreement but prior to the signing of this Agreement by the parties, those services are hereby ratified by both parties and shall be compensated in accordance with the terms and conditions of this Agreement.

Section 1.03. Time of Performance. The Event Liaison shall undertake work and perform the various tasks within the estimated time schedule as described in "Exhibit B", which is attached hereto and made a part hereof.

Section 1.04. Force Majeure. Event Liaison is not responsible for delay caused by activities or factors beyond Event Liaison's reasonable control, including but not limited to, delays by reason of strikes, lockouts, work slowdowns or stoppages, accidents, acts of God, fires, floods, or acts of any governmental agency. When such delays beyond Event Liaison's reasonable control occur, City agrees Event Liaison is not responsible in damages nor shall Event Liaison be deemed to be in default of this Agreement. Furthermore, City shall not be in default for, or held responsible for damages caused, or failure to perform in full or in part, its obligations due to circumstances beyond the City's control, such as acts of God, acts of civilian or military authority, or other force majeure.

Section 1.05. Consideration and Method of Payment.

(A) For performance of the services contained in this Agreement, the City agrees to pay the Event Liaison a fee not to exceed Forty-Five Thousand Dollars (\$45,000) which is to be paid in three equal payment of Fifteen Thousand Dollars (\$15,000) payments as follows:

- a. 1st payment within thirty (30) days of entering into this agreement, invoice required;
- b. 2nd payment thirty (30) days prior to the date of the LITfest event, invoice required;
- c. 3rd and final payment thirty (30) days after the completion of this agreement and submission of the written post-event wrap-up document as set forth in the Exhibit "B"

(B) The Event Liaison shall submit all invoices to the City. Payment shall be made by the City to the Event Liaison within thirty (30) days of receipt of the invoice.

ARTICLE 2. SERVICES TO BE PROVIDED.

Section 2.01. Services to be provided by Event Liaison. The City hereby retains and engages the Event Liaison and the Event Liaison hereby agrees to do Event Liaison work designed to result in a 2022 festival of music, the arts and business/tech in Little Rock, Arkansas to be known as LITFEST as set forth in Exhibit A- Scope of Services and Deliverables.

Section 2.02. Changes in the Scope of Services. Changes in the Scope of Services and Time of Performance may be made from time to time, as mutually agreed upon by the Event Liaison and the City, and as confirmed in writing. The parties understand that changes in the Scope of Services or extension of the Schedule may affect total compensation. However, in no event shall the total compensation of Forty-Five Thousand Dollars (\$45,000) be increased without the prior written approval of the City Manager or the prior approval of the City's Board of Directors.

Section 2.03. Work Products. All promotional materials, work papers, maps, graphic displays, plans and statistics produced by the Event Liaison in the execution of the Scope of Services of this Agreement are work products and shall become the property of the City upon the completion or termination of this Agreement. The Event Liaison shall be entitled to retain copies of all project deliverables developed for the project for its records and use.

Section 2.04. Staff Personnel and Other Event Liaisons.

(A) The Event Liaison represents that it will secure at its own expense all staff required to perform the services under this Agreement. Such personnel shall not be employees of or have any contractual relationship with the City.

(B) The Event Liaison shall be responsible to the City for the acts and omissions of its subcontractors and of persons directly or indirectly employed by the Event Liaison in terms of the completion of the this Agreement.

Section 2.05. Record Retention. The Event Liaison shall maintain all of its records relating to the project, including all personnel, property, and financial records, which shall be made available to the City upon request, for a minimum of five (5) years after termination of this Agreement.

Section 2.06. Proprietary Information Confidential. All reports, information, findings and other work products of the Event Liaison done pursuant to this Agreement are not proprietary. Any methodology employed by the Event Liaison which was not created because of this Agreement may be deemed proprietary and shall remain confidential, to the extent permissible under Arkansas law, unless specific prior written approval for disclosure of such information otherwise is given by the Event Liaison, or until such information is made public by the City. The Event Liaison shall not own, possess, declare, or claim a copyright in or for any information, material, drafts, writings, documents, or drawings of any nature whatsoever produced pursuant to this Agreement. The parties expressly agree that the copyright to any material produced pursuant to this Agreement is the exclusive right of the City.

Section 2.07. Safeguarding of City Property. The Event Liaison shall take all reasonable precautions to safeguard all City property entrusted to the Event Liaison's custody or control.

ARTICLE 3. AGREEMENT

Section 3.01. Entire Agreement. This Agreement contains the entire agreement and understanding between the parties hereto and supersedes any prior or contemporaneous written or oral agreements, representations, and warranties between them respecting the subject matter hereof. This Agreement is also composed of the following:

- 1) Exhibit A- Scope of Services and Deliverables;
- 2) Exhibit B- Schedule of Deliverables;
- 3) Exhibit C-Event Liaison's Technical Proposal;
- 4) Exhibit D Request for Qualifications Bid #1555.

ARTICLE 4. INSURANCE.

Section 4.01. Insurance. Event Liaison agrees to purchase at its sole cost and expense, adequate workers compensation insurance, comprehensive general liability insurance, and hired and non-owned automobile insurance, with a reputable company authorized to do business in the State of Arkansas and approved by City, and shall furnish insurance certificates to City before execution of

this Agreement evidencing the required insurance coverage. Event Liaison agrees to purchase whatever additional insurance is requested by City, provided the premiums for such additional insurance are reimbursed by City. Event Liaison shall maintain, at its sole cost and expense, a policy of general liability insurance, that includes errors and omissions coverage, with a reputable company authorized to do business in the State of Arkansas and approved by City in the minimum amount of \$500,000.00 each occurrence.

ARTICLE 5. INDEMNITY.

Section 5.01. Indemnity. To the extent not covered by insurance, the Event Liaison agrees to indemnify and save harmless the City, its officers, agents and employees from:

(A) Any claims or losses for services rendered by any subcontractor, person or firm performing or supplying services, materials or supplies in connection with the performance of this Agreement; and

(B) Any claims or losses resulting to any person or firm injured or damaged by the actions of the Event Liaison or the Event Liaison's employees, including disregard of federal and state statutes or regulations, in the performance of this Agreement.

Section 5.02. The Event Liaison further agrees to include in any contract with a subcontractor, person, or firm performing or supplying services, materials or supplies in connection with the performance of this Agreement a clause by which such subcontractor, person, or firm agrees to indemnify the City, its officers, agents and employees from claims or losses resulting from the actions of such subcontractor, person or firm.

Section 5.03. The Event Liaison agrees not to pledge the credit of the City, or to purchase, rent, lease or contract in the name of the City. Event Liaison shall hold harmless City any and all taxes (federal, state, local); worker's compensation insurance; disability payments; social security payments; unemployment insurance payments; or any similar type of payment for Event Liaison or any employee thereof; and shall hold City harmless from any and all such payments.

ARTICLE 6. NON-DISCRIMINATION.

Section 6.01. Non-Discrimination. The Event Liaison agrees to comply with all applicable federal and state laws and regulations regarding nondiscrimination, and specifically agrees not to discriminate against any individual because of race, religion, sex, age, color, national origin or disability, as such relates to the performance of this Agreement.

Section 6.02. Americans with Disabilities Act/Equal Employment Opportunity Act Compliance. Event Liaison agrees to comply with the requirements of the Americans with Disabilities Act and the Equal Employment Opportunity Act, and the regulations promulgated pursuant thereto, and to require such compliance in contractual agreements with subcontractors.

Section 6.03. Use of Funds for Political and Sectarian Activities Prohibited. Event Liaison agrees that it shall not use any of the funds provided under this Agreement for political or sectarian purposes.

Section 6.04. Failure to Comply. Failure to comply with this Article 6 shall result in immediate termination by the City without penalty or financial responsibility of any nature whatsoever.

ARTICLE 7. INDEPENDENT CONTRACTOR.

Section 7.01. Independent Contractor. It is expressly agreed that Event Liaison is acting as an independent contractor in performing the services specified herein. The City shall carry no workers' compensation insurance, health or accident insurance to cover the Event Liaison or Event Liaison's employees for any type of loss which might result to the Event Liaison or the Event Liaison's employees in connection with the performance of the services set forth in this Agreement. The City shall not pay any contribution to Social Security, unemployment insurance, federal or state withholding taxes, nor provide any other contributions or benefits which might otherwise be expected in an employer-employee relationship, it being specifically agreed that the Event Liaison is not acting herein as an employee of City, but shall, at all times, and in all respects, have the rights and liabilities of an independent contractor.

ARTICLE 8. CONTACT PERSONS.

Section 8.01. Contact Person for the City.

Scott Whiteley Carter
Public Affairs and Creative Economy Advisor
Little Rock City Hall
500 West Markham, Suite 203
Little Rock AR 72201
501-371-4480
scarter@littlerock.gov

Section 8.02. Contact Person for the Event Liaison.

Nia McConnell, Project Manager
Think Rubix, LLC
417 Main Street, Fourth Floor
Little Rock, AR 72201
202-815-1028
nia@thinkrubix.com

ARTICLE 9. MODIFICATION.

Section 9.01. Modification. Any modifications to this Contract Agreement shall be in writing, signed by both parties to the Agreement.

ARTICLE 10. TERMINATION.

Section 10.01. Termination of Agreement. The City shall have the right to terminate this Agreement by giving written notice to the Event Liaison of such termination and specifying the effective date thereof, at least fifteen (15) days before the effective date of such termination.

Section 10.02. In the event of such termination, all finished or unfinished documents, data, studies and reports prepared by the Event Liaison under this Agreement shall, at the option of the City, become the City's property and the Event Liaison shall be entitled to receive just and equitable compensation for any satisfactory work completed up to the effective date of termination

pursuant to the terms of this Agreement, as long as such costs in the aggregate do not exceed the compensation set forth herein.

Section 10.03. Upon termination or expiration of the Agreement, the Event Liaison shall immediately return to the City all monies held by it but unexpended.

ARTICLE 11. MISCELLANEOUS.

Section 11.01. Governing Law. This Agreement shall be construed in accordance with the laws of the State of Arkansas, and venue for any action related thereto shall lie exclusively in Pulaski County, Arkansas.

Section 11.02. Compliance with Laws. The Event Liaison shall comply with all applicable federal, state and local laws and regulations. In the event the City is a party to litigation as a consequence of the work product, in whole or in part, of the Event Liaison as defined in this Agreement, Event Liaison agrees to assist and cooperate with the City in such litigation, as additional services under this Agreement.

Section 11.03. No Waiver. The waiver of the breach of one or more of any covenants or conditions by the City shall not be construed as the waiver of any subsequent breach of the same or any other covenant or conditions; and the consent and approval of the City to any act by the Event Liaison requiring the City's consent or approval shall not be deemed a waiver and shall still render necessary the City's consent or approval to or of any subsequent or similar act by the Event Liaison.

Section 11.04. Severability. In the event any section, subsection, subdivision, paragraph, subparagraph, item, sentence, clause, phrase, or word of this Agreement is declared or adjudged to be invalid or unconstitutional, such declaration or adjudication shall not affect the remaining

provisions of this Agreement, as if such invalid or unconstitutional provision was not originally a part of this Agreement.

Section 11.05. Copies Same as Original. This Agreement shall be executed in the original, and any number of executed copies. Any copy of this Agreement so executed shall be deemed an original and shall be deemed authentic for any other use.

Section 11.06. Captions. All captions contained in this Agreement are inserted only as a matter of convenience and in no way define, limit or extend the scope or intent of this Agreement.

Section 11.07. Entire Agreement. This Agreement and the documents referenced or incorporated herein contain the complete and entire agreement of the parties respecting the transactions contemplated herein, and supersede all prior negotiations, agreements, representations, and understandings, if any, among the parties regarding such matters.

Section 11.08. Agreement Binding. This Agreement shall be binding on agents, successors and permitted assigns of the parties.

Section 11.09. Assignment. This Agreement shall not be assigned or transferred by either party without the prior written consent of the other. The City agrees that the Event Liaison will not be providing its services in association with others unless otherwise agreed to by both parties to this Agreement.

Section 11.10. Authority to Execute Agreement. The undersigned officials of the parties hereto are the properly authorized officials and have the necessary authority to execute this Agreement on behalf of the parties hereto, and each party hereby certifies to the other that any necessary resolutions or other documentation extending said authority have been duly passed and are now in full force and effect.

Section 11.11. This Agreement shall be construed without regard to the identity of the persons who drafted the provisions contained herein. Moreover, each and every provision of the Agreement shall be construed as though each party hereto participated equally in the drafting thereof. As a result of the foregoing, any rule of construction that the document is to be construed against the drafting party shall not be applicable. Both parties acknowledge that they have had full opportunity to review this Agreement with legal counsel of their choice.

IN WITNESS WHEREOF, THE CITY OF LITTLE ROCK has caused this Agreement to be signed in its name by its City Manager, and the Event Liaison, Think Rubix, LLC, has caused this Agreement to be signed in its name by its Corporate President.

CITY OF LITTLE ROCK, ARKANSAS



Bruce T. Moore, City Manager

Date: June 9, 2022

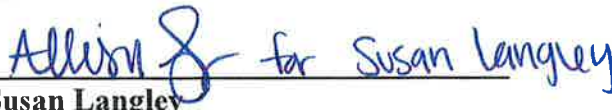
THINK RUBIX LLC



Tristan Wilkerson

Date: 5/14/2022

ATTEST:




Susan Langley
City Clerk

Date: 6/9/2022

APPROVED AS TO LEGAL FORM:

Thomas M. Carpenter, City Attorney

By: 

Kimberly A Chavis
Deputy City Attorney

Exhibit A – LITFest Scope of Services and Deliverables

The Event Liaison will coordinate with external partners to promote the best interest for the City of Little Rock. The Event Liaison will assist the external partners in executing comprehensive event management, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation that will produce a successful event as measured by key performance indicators.

The Event Liaison's primary commitment will include, but not be limited to, organizing with the external partners charged with concept development, planning, and event production; This includes, but is also not limited to, comprehensive event coordination, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation.

The vendor shall identify, arrange for the engagement of, and work with the external partners which coordinate (but are not limited to) the following areas: music and arts talent acquisition, panels and symposia, sponsorships, volunteers, media and publicity, merchandise, and event sites logistics. The vendor will ensure these external partners guarantee that all fiscal rules and health and safety rules are followed as prescribed by the State of Arkansas, the County of Pulaski, and the City of Little Rock.

The vendor shall work with external partners to ensure that the event stays within the budget which has been approved for the event.

The vendor shall follow all relevant City of Little Rock financial guidelines and ensure that all procurement, cash management, and payment policies of the City are adhered to when applicable.

At least one staff member of the entity shall be introduced as the key contact person.

In cooperation with External Partners, as necessary, the following services and deliverables will be provided, subject to approval by the City.

Overall Event

- Finalizing the dates of LITFest
- Creation of a logo for LITFest
- Finalizing locations of LITFest events
- Determination and coordination of event site logistics including, but not limited to, traffic patterns, street closures, parking, and event admissions

Musical and Other Artistic Performances

- Coordination of the acquisition of talent for the event including assisting City in the negotiation of contracts including meeting deadlines for securing different levels of talent (local, regional, national).
- Ensuring the travel, food, ground transportation, and lodging needs of the talent is provided
- Responsibility for the details connected to the logistics of the performance site or sites including the reservation of spaces; arranging for technical requirements of performance areas, talent areas, public areas, sponsor areas, vendor areas, and ensuring that all health

and safety rules are followed as proscribed by the State of Arkansas, the County of Pulaski, and the City of Little Rock.

Panels/Symposia

- Coordination of the acquisition of talent for the event including assisting the City in the and negotiations and develop of contracts and meeting deadlines for securing different levels of talent (local, regional, national)
- Ensuring the travel, food, ground transportation, and lodging needs of the talent is provided
- Responsibility for the details connected to the logistics of the performance site or sites including the reservation of spaces; arranging for technical requirements of performance areas, talent areas, public areas, sponsor areas, vendor areas, and ensuring that all health and safety rules are followed as proscribed by the State of Arkansas, the County of Pulaski, and the City of Little Rock.

Sponsorships

- Responsibility for creating the sponsorship levels, including the benefits which are received with the various levels, and for developing a solicitation plan.
- Responsibility for assisting the City with negotiating sponsorship agreements and assisting with fundraising for the event, including meeting deadlines for different levels of funds to be raised
- Ensuring the proper delivery of all benefits to sponsors
- Ensuring the timely receipt of funds that have been pledged and the prompt deposit of those funds with the City

Volunteers

- Coordinating the recruitment, training, oversight, and posting of volunteers throughout the event.
- Responsibility for ensuring that the minimum number of volunteers needed for the event are in place.

Media/Publicity

- Develop a media and marketing plan and be responsible for the execution of the plan, including meeting deadlines.
- Responsibility for the marketing, publicity, public relations, and media relations for the event, including the development of a marketing and communications plan.
- Ensuring the all publicity requirements contained in contracts for talent shall be followed.

Merchandise

- Responsibility for coordinating the creation, sale, and collection of any profits on behalf of the City from the sale of any official merchandise branded with the event logo or other items deemed to be official merchandise. All profits shall belong to City.
- Ensuring the protection of the City's interest by trademarking on behalf of the City of any logo, wordmark, slogan, or other intellectual property connected with the event.

ALL SERVICES AND DELIVERABLES ARE SUBJECT TO THE APPROVAL OF THE CITY.

Exhibit B - LITFest Schedule of Deliverables

Date	Deliverable
May 23, 2022	Finalize Dates for event
June 6, 2022	After consultation with the City and in agreement with external partners, create a written event plan, timeline and work plan with detailed goals, objectives and tactics
June 6, 2022	Presentation of a proposed logo for approval by the City
June 6, 2022	A monthly activity report in print, or in an electronic format acceptable to City, shall be provided. The report shall include the following: a) a list of external partners providing services referenced in this agreement, b) progress reports on talent acquisition, sponsorships, media outreach and outcomes, volunteer recruitment/training, and event site logistics, c) an income statement for events management services
July 5, 2022	A monthly activity report in print, or in an electronic format acceptable to City, shall be provided. The report shall include the following: a) a list of external partners providing services referenced in this agreement, b) progress reports on talent acquisition, sponsorships, media outreach and outcomes, volunteer recruitment/training, and event site logistics, c) an income statement for events management services
July 15, 2022	Prepare for approval by the City, a written days-of-event timeline, production schedule, and run-of-show.
By date of event	A final report of all success in assisting the City in developing sponsorship agreements with the goal of at least \$75,000 to collected through sponsorships.
By date of event	In addition to extensive local media exposure, attract regional and/or national media coverage of the events. Media coverage and exposure include mentions in print, broadcast, and social media platforms.

Within 5 business days of the end of each month	A monthly activity report in print, or in an electronic format acceptable to City, shall be provided. The report shall include the following: a) a list of external partners providing services referenced in this agreement, b) progress reports on talent acquisition, sponsorships, media outreach and outcomes, volunteer recruitment/training, and event site logistics, c) an income statement for events management services
By conclusion of LITFest	Track and report the approximate aggregate number of attendees to all LITFest events with the goal of having between 20,000 and 40,000 persons
Thirty days after conclusion of LITFest	Provide a written post-event wrap-up document including details about attendance, event logistics and clean-up, sponsorships, volunteers, communications and marketing, and other areas as may be set forth by the City prior to the submission of the report.

ALL SERVICES AND DELIVERABLES ARE SUBJECT TO THE APPROVAL OF CITY.

LITFEST Request for Qualifications Response

Think Rubix, LLC Placemaking & Special Event Consultation

Date: Wednesday, February 9, 2022

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Section A: Cover Letter

Think Rubix is a culture-first consultancy that makes problem solving simple. Founded in 2017, the agency holds offices in Washington, D.C., San Francisco, CA., Birmingham, AL, and Little Rock, AR. We are strategists, researchers, creatives, innovators and curators of culture. Our work lives in three studios.

Engagement Studio | Equity Innovation Studio | Storytelling Studio

The Storytelling Studio crafts equity-centered messages that reach diverse audiences across traditional and new media. For us, storytelling is about animating shared values, illuminating culture, and moving people. We assist our clients in telling their story through authentic narrative campaigns and creative design. Our approach to storytelling centers on shared human experiences, common moral values, and promoting the common good in a vibrant culture's language.

The Engagement Studio explores the expanse of the meaning of engagement in our practice. We view people as voters, workers, and consumers; innovators and change-makers; parents, children, and communities across cultures, globally. We focus on harnessing the collective power of people to center inclusion in the public square.

Via both studios, we propose a bouquet of services needed to position The City of Little Rock's inaugural *LITfest: A Return to the Rock*, as more than an event, but a movement to promote and reestablish Little Rock's cultural identity inside the state and beyond state lines. The services include brand identity/strategy, communications strategy, community engagement, marketing campaign, creative design, event management and execution, logistics and advance.

At Think Rubix, we fundamentally understand the need for the city of Little Rock to capture a vibrant cultural economy. We submit this technical proposal and the enclosed deck as a demonstration of our capabilities to improve the City of Little Rock's cultural economy, working closely with the Little Rock Convention and Visitors Bureau and other local and national stakeholders, to achieve Mayor Scott's vision for a more unified city.

We welcome the opportunity to support you.

-TR

Section A.1

Think Rubix, LLC
Office of Business Development
417 Main Street
Fourth Floor
Little Rock, AR 72201

Point of Contact:
Nia McConnell, Project Manager
nia@thinkrubix.com | 202-815-1028

Section A.2

Durwin Lairy, Project Lead
Think Rubix, LLC
durwin@thinkrubix.com | 202-421-7918
Responsible for the logistical planning, organization, and execution of the festivals including all personnel management

Additional Team Members:

Ally Washington, Event Support
Think Rubix, LLC
Ally@ThinkRubix.com | 202-815-1028
Responsible for supervising booking and managing musical talent, local vendors, security and volunteer staff.

Rhonna-Rose Akama-Makia, Event Support
Think Rubix, LLC
rhonna@thinkrubix.com | 202-815-1028
Responsible for coordinating and supporting the flow of information and communication from event leads to logistics and support staff.

DeJuana Thompson, Logistics Support
Think Rubix, LLC
dejuana@thinkrubix.com | 202-815-1028
Responsible for providing general direction for staff, assigning duties, and conducting post-event data and strategic analysis.

Maxim Applegate, Project Management

Think Rubix, LLC

maxim@thinkrubix.com | 202-815-1028

Responsible for creating a comprehensive event timeline and plan including goals/desired outcomes and theme of the event, track progress of all moving parts, and create a funding/expenditure report.

Chris Mueller, Creative Support

Think Rubix, LLC

chris@thinkrubix.com | 202-815-1028

Responsible for creating brand strategy, marketing strategy, messaging toolkits, and proofing all marketing and social media assets.

Charles Chew, Creative Support

Think Rubix, LLC

charles@thinkrubix.com | 202-815-1028

Responsible for creating brand identity, website, and designing all marketing and social media assets.

Section B: Qualifications and Experience

Think Rubix (TR) maintains a mastery of convening authority. The company's experience convening national organizations and localities alike illustrate TR's knack for getting the right message to the right audience, and ensuring seamless, high quality events that generate impact for the organization's bottom line.

TR's expert consultants boast more than 40 years of special event management. The company annually supports partners and clients with events hosting more than 10,000 persons. The largest event managed by the company entertained 50,000 persons.

TR's expert consultants are members of the National Association of Meeting Planners, The Association of Conferences and Events, and the Meeting Industry Association. TR subscribe to comprehensive theory and practice on the business of special events, much of which is outlined in Section D: Performance and Risks.

Section B.1

The below past performance highlights the experience of the company with respect to similarly situated special events.

1) Biden-Harris Inauguration

Location: Washington, D.C. and Virtual (Hybrid)

Project Lead: Durwin Lairy

Services Provided: Security liaison, *Logistics Lead Talent Acquisition/Liaison, Vendor Acquisition, Press Logistics Lead, Day of Event Management*

Success: Successfully planned and executed the first hybrid inauguration in history. In a rapidly changing hyper-charged political climate, following the insurrection, led to the need to increase security at every level. Developed protocols with security to adhere to evolving COVID-19 safety standards for all public events. The Biden- Harris inauguration had no security issues due to the proper and precise planning by our team.

Attendance: 1 million+

Budget: \$500,000

2) Make Good Trouble Rally

Location: Washington, D.C. and Virtual (Hybrid)

Project Lead: DeJuana Thompson, Ally Washington, Rhonna-Rose Akama-Makia

Services Provided: *Logistics Lead, Vendor Acquisition, Talent Acquisition/Liaison, Press Logistics Lead, Event Activations, Project Management, Engagement Strategy, Budget Management, Day of Event Management*

Success: On the 58th anniversary of The March on Washington, thousands of people gathered at the Lincoln Memorial for their voices to be heard regarding Voting rights, ending the filibuster, and D.C. Statehood. Our team faced issues from facility officials regarding staffing on the ground and event set up/clean up with last minute changes, and were still able to execute the event managing a team over 250 volunteers, staying within our budget and providing an unforgettable experience to local D.C. residents, guests from across the country (*in person and virtually*), as well as our on-stage talent and national sponsors.

Attendance: 15K+

Budget: \$500,000

3) 2016 Democratic National Convention

Location: Philadelphia, PA

Project Lead: Durwin Lairy

Services Provided: *Advance and Event Production*

Success: Oversaw all components of the CEO's events, including sourcing sites, contracting vendors and training volunteers.

Executed and produced successful events ranging from large rallies to small gatherings. Worked directly with the operations coordinator to ensure that all events stayed within budget.

Attendance: 50,000

Budget: \$4MM

4) Vote Baby Vote Tour

Location: Charlotte, N.C. and Raleigh, N.C.

Project Lead: Ally Washington

Services Provided: *Logistics Lead, Vendor Acquisition, Talent Acquisition/Liaison, Press Logistics Lead, Event Activations, Project Management, Engagement Strategy, Budget Management, Brand Strategy, Brand Identity, Marketing Assets, Communication Strategy, Day of Event Management*

Success: In this project, Grammy-nominated artist DaBaby, activated a statewide tour with a goal of mobilizing young people to the polls in November 2020. COVID-19 was a risk that caused the team to pay close attention to crowd management, in keeping both the artist and the audience safe at every part of the activation – from stage to poll stops throughout the counties. We exceeded expectations in attendance in both locations, successfully managed our budget, and secured press coverage from major media outlets worldwide (*proof of coverage noted in addendums*).

Attendance: 10K+

Budget: \$ 500,000

5) Pizzazz Entertainment Mega Jam

Location: Charlotte, North Carolina

Project Lead: Ally Washington

Services Provided: *Logistics Lead, Talent Acquisition/Liaison, Press Logistics Lead, Engagement Strategy, Budget Management, Day of Event Management*

Success: In this project, Radio One partnered with an outside vendor to execute a summer concert downtown for local community members to enjoy. Timing for this project was very tight, as there were only two short months to plan the event, secure location, book talent and execute. With the expertise of our talent acquisition team, we were able to secure 3 headline performers, coupled with local talent to round out the inaugural event. Our promotion strategy via radio and digital advertising was highly successful as we produced a sold out show.

Attendance: 5,000

Budget: \$350,000

6) Summer Jam 2018

Location: Detroit, MI

Project Lead: Ally Washington

Services Provided: *Logistics Lead, Talent Acquisition/Liaison, Vendor Acquisition, Press Logistics Lead, Engagement Strategy, Budget Management, Day of Event Management*

Success: For the past twenty years, Radio One Detroit has held the highly anticipated Summer Jam concert series with urban sister station, Hot 107.5. Our team was able to solidify Bud Light as a title sponsor, as well as secure Grammy Award winning headliners: Chris Brown and H.E.R., alongside Rich The Kid and 6lack – while showcasing local talent on another sponsored stage. Our team faced the challenge of securing a location that aligned with capacity expectations and weather, as another concert was taking place on the same date and time in direct

competition. Our attendance predictions were exceeded by the thousands and we successfully stayed within our budget – executing an official stop on the *Heartbreak on a Full Moon* tour.

Attendance: 15K+

Budget: \$2MM

7) March For Your Rights

Location: Atlanta, GA

Project Lead: Durwin Lairy

Services Provided: *Project Manager*

Success: Managed the overall logistics for the March On For Your Voting Rights rally. This included site selection, production management and talent liaison. Successfully utilized relationships and resources with vendors to save the client a significant amount of money.

Attendance: 10,000

Budget: \$1.2MM

8) Black Church PAC Presidential Forum

Location: Atlanta, GA

Project Lead: DeJuana Thompson

Services Provided: *Logistics Lead, Talent Acquisition/Liaison, Press Logistics Lead, Event Activations, Project Management, Marketing Strategy, Budget Management, Day of Event Management*

Success: Think Rubix successfully recruited 10 presidential candidates to participate in a two-part forum in Atlanta, GA on behalf of the Black Church PAC. Candidates spoke before a max audience of 20,000 individuals, held pressers, and small group meetings with community leaders. The event was featured on several major outlets including CNN, MSNBC, NBC News, among others.

Attendance: 20,000

Budget: \$450,000

9) DaBaby Live in Concert

Location: Little Rock

Project Lead: Ally Washington

Services Provided: *Logistics Lead, Talent Acquisition/Liaison, Budget Management, Day of Event Management*

Success: We successfully maintained our event budget throughout the duration of the project. The challenge was having to both plan and execute within one month. We were able to roll out a high performing advertising campaign across radio, TV and digital within one week's time – secure event staff, venue and local talent. The event sold out to capacity.

Attendance: 1,000

Budget: \$150,000

Section B.2

Contact References:

Event	Name	Email	Phone
Black Church PAC Presidential Forum	Michael McBride	mmcbride@faithinaction.org	(408)314-6584
March OnFor Your Voting Rights	Chris Cobbs	chrismcobbs@gmail.com	1-215-888-9110
Summer Jam 2018	Crystal Henderson	pressculturepr@gmail.com	1-248-648-5440
Pizzazz Entertainment Mega Jam	Alexis Rogers	alexisrgs@gmail.com	1-334-237-9161
Congressional Black Caucus - Annual Legislative Conference	Tasha Cole	Tcole@cbcfinc.org	1-202-263-2800
Vote Baby Vote Tour	Kinza Serenity Vigil	serenity@billiondollarbabyent.co m	1-704-904-6902
2012 Democratic National Committee	LaToia Jones	Latoia@latoiajones.com	1-404-429-0705
Make Good Trouble Rally	Emile Washington	emilewashington@gmail.com	1-985-960-6299
Biden-Harris Inauguration	Rose Staram	Rstaram@onthemarkproduction s.com	1-617-980-2808

Section C: Performance and Risks

Section C.1 Performance (See section B.1 for specific examples of past successes)

Think Rubix has experienced great success in special event planning. The keys to that success rest in four principles the company has honed in its practice: execution; planning; quality control; and impact.

TR holds that goals of LITFest 2022 are tantamount to understanding the purpose of the inaugural festival. TR's performance-based philosophy on successful special events measures events against 5 categories gathered from Dr. Donald Getz' *Festivals and Event Management*.

1. Economic Development and Tourism
 - a. Market share of specific events or events sector in a specific region needs to be analyzed.
 - b. Economic impact of the event, including the level of employment opportunities for people
 - c. Sustainability of events. Self-supporting aspect of events can be stated to be the foundation of this specific event success measure
 - d. Competitive advantage of events compared to the events in different locations can also be stated as success measure
 - e. Image improvement side of the event, together with the scale and the scope of publicity that was attracted by the event.
 - f. Rate of habitation of the event. This measure includes assisting hotel and transportation business in the region, as well as assistance provided to local residents.
2. Business
 - a. The accomplishment of the event in generating new networks, increasing the level of sales for the company, as well as generating new business contacts
 - b. The accomplishment of the event in introducing new products and services to the marketplace
3. Community
 - a. The level of political support the event was able achieve and the rate of local attendance
 - b. Willingness to pay to attend/support the event
 - c. The level of volunteer support the event was able attract
 - d. The achievement of the event in terms of fostering the spirit of community and pride.
4. Arts and Culture
 - a. The achievement of the event in terms of showcasing and developing local talent

- b. Provision of the event in terms of providing cultural and/or artistic experiences for the local community
 - c. The achievement of the event in terms of fund-raising and fostering community interest and understanding.
- 5. Facilities and Attractions
 - a. Measurement of generating revenue
 - b. The achievement of the event in terms of promoting the facility

Think Rubix will pre-evaluate in these areas, strategize accordingly, and post evaluate against these critical foundations. The aforementioned measurements are used to guide success, and form the plan of execution.

Section C.2 Potential Risk

Managing any large scale event has many potential risks ranging from public safety, crowd management, budget constraints, scheduling conflicts with vendors and artists, promotional issues, and currently COVID-19. These risks if not managed properly can compromise the efficiency and success of the event.

To reach the goals and objectives needed for a successful event, Think Rubix has a track record of focusing on consistent and constant means and levels of communication, successful budget management to stay within budget requirements, and providing periodic real time and post event feedback.

Think Rubix will mitigate risk by:

- Partnering with local law enforcement and health care vendors to provide a public safety and healthcare presence on site.
- Providing a key point of contact for the event, as well as providing a number of backup personnel and additional fill in contacts, to always be available to address and answer any issues or concerns.
- Providing budget management services to keep all costs within the parameters of the approved budget.
- Establishing and implementing a comprehensive event management and Day-of-Event logistic and operational plan.
- Following all local guidelines and protocols.
- Developing and providing event analytics and processes to manage and measure efficiency in real time, to gather feedback from professional providers and vendors, and to prepare a post event report to measure and evaluate success.

Section D: Approach to Services

Think Rubix subscribes to proven and effective special events methods to execute services. We adopt principles in Allen Bowdin's *Event Management* that outline the core of any successful event are planning and managing human resources in an efficient manner. Fundamental to the success of events require, also, the inclusion of community needs, stakeholders, sponsors, media, and the general public.

Our approach to service delivery is best understood in ten keys to successful event management found in DW Catherwood's *The Complete Guide to Special Events Management*:

1. Meticulous planning of the event;
2. Dealing with infrastructure first;
3. Dealing with sponsorship issues;
4. Achieving the support of public for the event;
5. Efficiently dealing with pre-promotion issues;
6. Taking advantage of smaller communities;
7. Involving local communities in various stages of the event;
8. Using economic impact when dealing with local communities;
9. Using available venues instead of building whenever possible in order to save costs;
10. Using volunteers which can also save costs significantly.

Beyond technical approach is our company's unique cultural lens and programming acumen.

Creating innovative programming through the inaugural *LITfest: A Return to the Rock*, proves an investment rooted in celebrating all that we are. It's about access and quality of life. It's about business and technology. It's about music and arts. It's about the love and appreciation that we collectively share for 'The Rock'.

Pollstar estimates that, compared to 2019, the live music industry saw a 78% reduction in gross revenue in 2020 due to canceled events. The effects of those businesses and artists within the entertainment industry were some of the most visible of the pandemic crisis. Capitalizing on the opportunity to reestablish the City of Little Rock cultural identity via the arts and music will undoubtedly have positive social and economic impacts that will be reflected in the city receipts and in the minds of residents and onlookers alike.

Finally, Think Rubix views the purpose and objectives of events live in four distinct categories of activities: celebration; education; marketing; and reunion. This allows us to focus our energy in key areas to ensure we maximize investment and impact.

Our approach to service delivery is best outlined in the sound philosophy of event management as espoused in Doug Matthew's *Special Event Production*. There are, among

many, several key skills reflected in TR's cohort of consultants that capture the following needs for successful event management and service delivery:

- ❖ Organizational ability necessary in every stage of event planning and orchestration
- ❖ Creative ability to put forward creative ideas and produce original events
- ❖ Technical interest in each aspect of event planning and orchestration
- ❖ Financial acumen in order to spend the event budget with maximum returns
- ❖ Strong written communication skill which is required for internal and external communication
- ❖ Speaking ability to communicate efficiently with staff, volunteers, sponsors and customers
- ❖ Project management for ease of information management and information sharing (including charts, spread-sheets etc.)
- ❖ An ethical and moral grounding in order to lead the staff more efficiently and to increase the level of trust in the event
- ❖ Positive attitude and personality necessary to foster an environment of teamwork, collaboration, trust and execution.

At Think Rubix, we're ready and more than capable to illuminate and advocate for the continued support of the City of Little Rock and its diverse community of residents.

Objectives and Key Results (deliverables & milestones)

Throughout the duration of this project, Think Rubix will work alongside you to determine and implement the best ways to engage you and your audiences for *LITFEST 2022*.

Phase One: Landscape Analysis + Pre-Evaluation

Phase one will consider event messaging, strategy, and structure in mind, we envision conducting an analysis that will detail the stories and content that you intend to create. These stories strategically include your organizations' key messages – what you want your audience to know about your organization. We will also map out the channels that your audiences trust and use to consume information removing all the guesswork so you can be incredibly targeted when reaching out to your audiences.

Deliverables:

- Conduct Landscape Analysis
- Perform Stakeholder Engagement
- Compose Detailed, Comprehensive Event Plan

Phase Two: Planning + Branding and Communications Strategy

This first segment of the project will be to distill the value proposition of LITfest: A Return to the Rock's' to communicate with your target audience segments, and to distill the statements for your brand messaging pillars: vision, mission, values, origin story, brand promise, and elevator pitches.

The story of LITfest is deeply rooted in its arts and entertainment community, with increased potential in its promise for growth in the near future. Now is the time to draft a new narrative around youth-driven growth, development, and change happening all around. We know that good storytelling requires great strategy. We'll undertake the discovery, deep learning, analysis, strategic development, and asset-frame the motivating messages that drive community members who are interested in pursuing the arts to register and enroll next fall. We'll also equip key messengers and allies with the narratives needed to activate student recruitment.

Deliverables:

- Brand Identity (design)
- Develop Communications Strategy
- Develop Engagement Strategy
- Marketing Campaign Collateral (design)

Phase Three: Implementation of Marketing Campaign and Event Planning

Today's marketing campaigns are bold on their values-driven promises, unique in their approach and relevant in their presentation. Whether it is through traditional media, social media, or signage our strategic goal is to generate real and authentic engagement and make your audience trust you more. We'll create a meaningful, cohesive, cleanly-designed, and innovative marketing campaign that informs and inspires the targeted demographic. This work includes content strategy, branded content production, TV/radio advertisement, social media marketing management, influencer marketing digital ad design, and targeted ad management.

We recognize the value of bringing people together. We also hold respect for the various layers that go into bringing a vision to life. Through our Engagement Studio, we are able to collaboratively build and implement high-quality events that allow your team to focus on your guests, not the logistics.

Deliverables:

- Content Marketing
- Targeted Social and Digital Advertisement Campaign Management
- Community Activations
- Email Marketing
- TV/Radio Advertisement
- Public Relationship Strategy
- Media Relations Management
- Influencer Marketing
- Talent/Vendor Negotiation
- Talent/Vendor Acquisition & Management
- Project Management
- Event Logistics and Advance
- Day-of Full Service Management

Phase Four: Post Event Evaluation

There are numerous event evaluation concepts and methods, however, economic performance of any event is widely considered as a primary indicator of its success. The amount of profit the event was able to generate, and the number of people attending the event remain to be the most effective event evaluation measures.

Think Rubix recognizes the critical importance of the cultural impact of this event, and uniquely prioritizes the participation Little Rock's diversity as a measure of success. Unlike any other city in the state, Little Rock as the state's capital city, is also the most diverse in the state, the campus of the University of Arkansas Fayetteville notwithstanding.

TR believes that it's critically important to capitalize on the opportunity to boost Little Rock's cultural economy through LITFest 2022.

Among post event evaluation metrics include the impacts of or to:

- ❖ Social costs
- ❖ Disruption to resident lifestyles
- ❖ Unnecessary noise
- ❖ Vandalism
- ❖ Crowding
- ❖ Crime
- ❖ Property damage
- ❖ Economic Costs
- ❖ Disruption to normal businesses trading
- ❖ Under-utilized infrastructure

This concludes the our response to event #1555, request for proposal, LITfest 2022.



CITY OF LITTLE ROCK, ARKANSAS

REQUEST FOR QUALIFICATIONS

FOR

Event Number	1555
Product or Service	Service
Department	Office of Executive Administration

IMPORTANT DATES

Solicitation Issue Date	1/20/2022		
Response Due Date	2/9/2022	Time	3:00PM

Pre-Bid Meeting	N/A
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Qualifications shall not be accepted after the designated response due date and time. It is the responsibility of vendors to submit qualifications and all applicable documentation at <https://www.littlerock.gov/LRProcure> on or before the response due date and time. Qualifications received after the designated response due date and time **shall** be considered late and **shall** be returned to the vendor without further review.

Vendor agrees that any additional terms or conditions that conflict with requirements in the bid solicitation, whether submitted intentionally or inadvertently, may cause the proposal to be rejected. If the City, in its sole discretion, determines that such a conflict applies to a material term of the solicitation, then the proposal **shall** be disqualified.

1. Brief Description

- 1.1 Little Rock is the State Capital as well as the largest city in Arkansas. It was chartered in 1835, and is located in the central part of the state, approximately 135 miles west of Memphis, Tennessee. The city has a population of 203,600 with a total operating budget of approximately \$276,766,000.
- 1.2 In his 2021 State of the City Address, Mayor Frank Scott, Jr., announced LITfest – A Return to the Rock, a 2022 festival of music, the arts, and business/tech. LITfest is expected to be an economic driver for our city by bringing people from across the state, region, and country to Little Rock to promote business and technology while also highlighting the diverse art scene of our city. As a new endeavor, the planning and execution of LITfest will require expertise outside the scope of current City employees and contractors.

2. Definitions

- 2.1 The City has made every effort to use industry-accepted terminology in this Document and will further clarify any point or item in question as indicated in the Questions and Clarifications section.
 - A. “Prospective Vendor” means a person who submits a bid in response to this solicitation.
 - B. “Vendor” means a person who sells or contracts to sell commodities and/or services.
 - C. The terms “REQUEST FOR QUALIFICATION”, “RFQ,” “Bid Solicitation,” and “Solicitation” are used synonymously in this document.
 - D. “Responsive bid” means a bid submitted in response to this solicitation that conforms in all material respects to this RFQ.
 - E. “Bid Submission Requirement” means a task a prospective vendor **must** complete when submitting a bid response. These requirements will be distinguished by using the term “**shall**” or “**must**” in the requirement.
 - F. “Requirement” means a specification that a vendor’s product and/or service **must** perform during the term of the contract. These specifications will be distinguished by using the term “**shall**” or “**must**” in the requirement.
 - G. “City” means the City of Little Rock, Arkansas. When the term “City” is used herein to reference any obligation of the City under a contract that results from this solicitation.
 - H. “Best Interests” used herein means practicing economical frugality, professionalism, and a firm commitment to the publicly stated goals of the City.
 - I. “Key Performance Indicators” means evaluatory metrics by which the applicable department and the City of Little Rock Procurement Division assess vendor outcomes and apply them to results driven contracting practices. These metrics may determine the vendor’s ability to retain contracts or participate in future bids.

3. Scope of Services

3.1 Goal:

- A. The Event Liaison will coordinate with external partners to promote the best interest for the City of Little Rock.
- B. The Event Liaison will assist the external partners in executing comprehensive event management, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation that will produce a successful event as measured by key performance indicators.

3.2 Terms of Award:

- A. Qualifications and proposed services **must** meet or exceed the required specifications as set forth in this *Bid Solicitation*.
- B. The City has the right to award or not award a contract, if it is in the best interest of the City to do so.
- C. As a result of this RFQ, the City of Little Rock intends to award a contract to a single vendor on the basis of qualifications.
- D. The initial term of a resulting contract will be for one (1) year, with the option of 2 (1) year renewals based on the City's discretion and resultant of Key Performance Indicator outcomes.
- E. Upon mutual agreement by the Vendor and agency, the contract may be renewed by the City of Little Rock for up to two (2) additional one-year terms or portions thereof.
- F. Respondent **must** already possess or be able to obtain a City of Little Rock Business License and be licensed to do business in the State of Arkansas by any applicable government authority.

3.3 Problem Description or Target Population:

- A. The City of Little Rock ("City") is seeking a qualified and experienced Event Liaison to manage the execution of the inaugural LITFest – A Return to the Rock, a festival celebrating music, the arts, and business/technology.
- B. The Event Liaison will coordinate with external partners on behalf of the City and must represent the City's best interests.
- C. In practice, "best interests" used herein should be understood to encompass economical frugality, professionalism, and a firm commitment to the publicly stated goals of the City.
- D. LITfest – A Return to the Rock will be held in Little Rock during the 2nd to 3rd quarter of 2022. The Event Liaison's primary commitment will include, but not be limited to, organizing with the external partners charged with concept development, planning, and event production; This includes, but is also not limited to, comprehensive event coordination, assistance with sponsorship, day-of-event logistics, budget management, programming, and operational implementation.
- E. The Event Liaison must provide evidentiary credentials proving their experience, as described in the Minimum Qualifications section below, and the operational categories described above; Credentials are to be evaluated by the City of Little Rock as part of this bid.

3.4 Minimum Qualifications:

- A. Respondents **must** have been in the business of providing special event management and production services similar to those detailed in this RFQ for at least five (5) years.
- B. Respondents **must** have provided a special event management and production services with at least one (1) public event with an attendance of 10,000 or more.

3.5 Minimum Requirements

A. Availability

- 1. The vendor **shall** be available by phone 24/7 and must be available for in-person or virtual meetings during normal business hours.
- 2. The vendor **shall** appoint at least one staff member of the entity as the key contact person.

B. External Partners

- 1. The vendor **shall** work with the external partners which coordinate (but are not limited to) the following areas: music and arts talent acquisition, panels and symposia, sponsorships, volunteers, media and publicity, merchandise, and event sites logistics. The vendor will ensure these external partners guarantee that all fiscal rules and health and safety rules are followed as prescribed by the State of Arkansas, the County of Pulaski, and the City of Little Rock.

C. Budget, Purchasing and Payment Guidelines

- 1. The vendor **shall** work with external partners to ensure that the event stays within the budget which has been approved for the event.
- 2. The vendor **shall** follow all relevant City of Little Rock financial guidelines and ensure that all procurement, cash management, and payment policies of the City are adhered to when applicable.

D. Business Expertise

- 1. The vendor **must** demonstrate an overall combination of skills, prior work experience, business reputation, commitment to diversity, and success with engaging members of the community.

E. Performance Management

- 1. Contracts **must** include Key Performance Indicators for measuring the overall quality of work provided by a vendor.
- 2. Failure to meet Key Performance Indicators shall be considered a breach of contract. The City may pursue damages in the event of insufficient performance.
- 3. The vendor **must** work with the City and external partners to develop analytics to assist with the evaluation of the event, provide useable feedback from all participants, and a post-

event report.

4. Selection of Vendor

The City will review each technical proposal to verify submission requirements have been met. Technical Proposals that do not meet submission requirements will be rejected and will not be evaluated.

4.1 Procurement Selection Team

- A. An appointed selection committee will evaluate and score qualifying responses. Evaluation will be based on prospective contractor's response to the Information for Evaluation section included in the proposal
- B. Members of the Evaluation Committee will individually review and evaluate responses and complete individual scoring for each proposal. Individual scoring for each Evaluation Criteria will be based on the following Scoring Description.

Quality Rating	Quality of Response	Description	Confidence in Proposed Approach
5	Excellent	When considered in relation to the RFQ evaluation factor, the response squarely meets the requirement and exhibits outstanding knowledge, creativity, ability, or other exceptional characteristics. Extremely good.	Very High
4	Good	When considered in the relation to the RFQ evaluation factor, the response squarely meets the requirement and is better than merely acceptable.	High
3	Acceptable	When considered in relation to the RFQ evaluation factor, the response is of acceptable quality.	Moderate
2	Marginal	When considered in relation to the RFQ evaluation factor, the response's acceptability is doubtful.	Low
1	Poor	When considered in relation to the RFQ evaluation factor, the response is inferior.	Very Low
0	Unacceptable	When considered in relation to the RFQ evaluation factor, the response clearly does not meet the requirement, either because it was left blank or because the response is unresponsive.	No Confidence

- C. After initial individual evaluations are complete, the selection committee members will have the opportunity to participate in a consensus meeting. At this consensus meeting, each member will be afforded an opportunity to discuss his or her rating for evaluation criteria. Members will be given the opportunity to change their individual scores if they feel that it is appropriate.
- D. The final individual scores of the evaluators will be recorded on the Consensus Score Sheet and averaged to determine the group or consensus score for each response.

4.2 The *Information for Evaluation* section has been divided into sub-sections.

- A. In each sub-section, items/questions have each been assigned a maximum point value of five (5) points. The total point value for each sub-section is reflected in the table below as the Maximum Raw Score Possible.
- B. The agency has assigned Weighted Percentages to each sub-section according to its significance.

Information for Evaluation Sub-Sections	Maximum Raw Points Possible
1. Cover Letter	5
2. Qualifications & Experience	35
3. Performance & Risks	30
4. Approach	30
Total Technical Score	100

	*
Sub-Section's Weighted Percentage	Maximum Weighted Score Possible
5	50
50	500
15	150
30	300
100%	1000

*Sub-Section's Percentage Weight x Total Weighted Score = Maximum Weighted Score Possible for the sub-section.

- 4.3 The response's weighted score for each sub-section will be determined using the following formula:

$$(A/B) * C = D$$

A = Actual Raw Points received for sub-section in evaluation
 B = Maximum Raw Points possible for sub-section
 C = Maximum Weighted Score possible for sub-section
 D = Weighted Score received for sub-section

- 4.4 The response's weighted scores for sub-sections will be added to determine the Total Score for the response.
- 4.5 Responses that do not receive a minimum weighted score/subtotal of 700 may not move forward in the solicitation process.

5. Prospective Contractor Acceptance of Evaluation Technique

- A. Prospective contractor **must** agree to all evaluation processes and procedures as defined in this solicitation.
- B. The submission of a bid response signifies the Prospective Contractor's understanding and agreement that subjective judgments will be made during the evaluation and scoring of the

responses.

6. Proposal Content

6.1 Proposals **shall** be prepared to align with the information for evaluation including the following:

A. Cover Letter

1. The cover letter **shall** contain relevant company information including:
 - a. Identify primary contact for communication pertaining to this RFQ. Include name, address, telephone, and email
 - b. Professional team members identified by name, title, roles & responsibilities that will work on this project, including a project lead.
 - c. High scoring proposals will provide the above information in a clear and concise manner.

B. Qualifications & Experience

1. Brief summary of the company's qualifications. If any minimum qualifications for performance are stated in this RFQ, proposal **must** include these qualifications.
2. Provide at least five (5) client references for whom services have been performed within the past 5 years that are similar size and scope. References must include names, addresses, and phone numbers along with an explanation of services provided.
3. Describe how your organization meets the qualifications and requirements as specified in section 3.4 Minimum Qualifications and 3.5 Minimum Requirements
4. High scoring proposals will demonstrate experience with similar projects, especially over the past five years.

C. Performance and Risks

1. Describe your organization's successes and how those successes were measured.
2. Based on your organization's understanding of the services needed, discuss potential risks involved in meeting goals and objectives and how your organization proposes mitigating those risks.
3. High scoring proposals will provide specific examples of past successes and challenges in a clear and concise manner.

D. Approach to Services

1. Provide a proposed plan of deliverables/milestones for the commitments outline in this RFQ.
2. For each deliverable, summarize your organizations approach to ensure they are met.
3. Describe the methods your organization proposes to ensure a successful outcome.
4. High scoring proposals will demonstrate specific deliverables and milestones, summarized approach to the event, illustrate methods used by the responders to plan a successful event. As part of the City's emphasis on equity and transparency, the responders should display experience meeting or exceeding established Disadvantaged Business Enterprise (DBE) goals (or Small, Minority, or Woman-Owned Business S/M/WBE goals) through meaningful involvement with firms (or other activities designed to facilitate the development and success of DBE firms) on prior projects.

7. Key Performance Indicators

- A. Was the vendor able to keep all costs within the parameters of the budget approved for the event? Please calculate percentage of budget consumed, including overages if applicable.
- B. Was the vendor or their designated key contact consistently available by phone or other means

of communication at least 90% of the time for the duration of the contract?

- C. How many of the following were achieved by the vendor?
1. Developed and provided event analytics
 2. Useable feedback from all professional participants
 3. Post-event report
- D. How many of the following was the vendor able to successfully coordinate via professional assistance to external partners regarding the execution of the event?
1. Comprehensive event management
 2. Event sponsorship
 3. Day-of-event logistics
 4. Budget management
 5. Event programming
 6. Successful operational implementation
- E. What was the total number of event attendees from the general public, excluding any paid participants or volunteers included in the management and execution of the event?

8. Instructions for Submitting Responses

- 8.1 Responses must be submitted through the electronic bid system:
www.littlerock.gov/LRProcure

A. Our staff is available for assistance by phone at **(501) 371-4560**.

NOTE: When the City is closed due to inclement weather or the online bidding system has an outage, the bid opening will be re-scheduled to the next business day at the same time as the original scheduled bid opening.

- 8.2 The proposals will be opened publicly and will become public information pursuant to the Arkansas Freedom of Information Act.

A. All responses will be open virtually on the following location & time:

<https://littlerockgov.webex.com/littlerockgov/j.php?MTID=m0b1ddd52a2ade74166832d2fd33712d3>

Wednesday, Feb 9 2022 (UTC-06:00) Central Time (US & Canada)

Event number: 2456 077 6888

Event password: jPWXXW3ufp58

Join by phone

+1-415-655-0003 US Toll

Access code: 2456 077 6888

- 8.3 Proposals will be evaluated for responsiveness and responsibility by a review committee appointed by the City.

- 8.4 All submittals will be scored by the selection committee appointed by the City. The scoring will

be based on the overall responsiveness to the RFQ requirements, and the reference accounts provided.

8.5 Proposals **shall** be in English.

8.6 The City **shall** have the right, in its sole discretion, to determine what constitutes a minor deviation or informality and to waive minor deviations and informalities.

9. Contract

9.1 Negotiations

- A. If the City so chooses, negotiations may be conducted with the highest-ranking prospective vendor. Negotiations are conducted at the sole discretion of the City.
- B. If negotiations fail to result in a contract, the City may begin the negotiation process with the next highest ranking prospective vendor. The negotiation process may be repeated until the anticipated successful vendor has been determined, or until such time the City decides not to move forward with an award.

9.2 Issuance of Contract.

- A. Any resultant contract of this bid solicitation is subject to City approval processes which may include board review.

9.3 Cooperative Use

- A. The City of Little Rock, as the issuing office for this solicitation, shall be the lead agency for this contract. Other governmental entities may participate in any contract resulting from this solicitation that fall under its scope of work throughout the life of the contract.
- B. Vendor shall agree to offer the same pricing, terms, and conditions to participating governmental entities as outlined in this solicitation.
- C. The City of Little Rock shall not assume liability or obligation on behalf of any other governmental entity that may use any contract resulting from this solicitation. All purchases and payment transactions shall be made directly between the vendor and the requesting entity.

9.4 Reservation

- A. The City will not pay costs incurred in the preparation of a bid.

9.5 Joint Ventures

- A. A joint proposal submitted by two or more vendors is acceptable.
 - 1. In the event of a joint venture, documentation must be submitted with the proposals identifying all participating business entities.
 - 2. Prior to award, a binding agreement between the participants must be provided
 - 3. The City actively supports small, minority and women-owned businesses to promote growth and sustainability. In efforts to meet the mayor's initiative to increase spend, it is highly recommended that joint ventures include small, minority and/or women-owned businesses.

10. Questions and Clarifications

- 10.1 All requests for clarification or additional information shall be submitted in writing to the City of Little Rock Procurement Division, through the online bidding system. Written questions **shall** be submitted by 1:00 p.m., no less than seven (7) calendar days prior to the submission deadline, found on page one (1) of this document.
- A. For each question submitted, the vendor should reference the specific solicitation number and section to which the question refers.
- B. Written questions from vendors will be consolidated and responded to by the City. The City's consolidated written response is anticipated to be posted no later than the close of business three (3) calendar days prior to the submission deadline.
- 10.2 All questions and answers, clarification of, or amendments to, this RFQ will be published on the City's website at <http://www.littlerock.gov/lrprocure>. It is the vendor's responsibility to review the City's RFQ information online in order to obtain all available information and all updated requirements for this RFQ.