

QUESTIONS AND ANSWERS TO LATINO MUSIC EVENT RFP

1. Will the event committee have City of Rochester staff assigned to the event?

A Special Events Office staff person will be assigned to the event as well as general promotional and planning support from members of the City's internal Hispanic Heritage Committee. The Special Events Office staff person will help arrange any equipment needs, coordinate with RPD and RFD, organize printing and other collateral requests, and more.

2. What were the previous Latino concert promoter fees allocated (2016 – 2018)?

The fee in each of those years was \$55,000 for a 3 concert series, plus \$1 from each ticket sold up to \$5,000.

3. What does the City consider a successful Latino concert to be and can it be quantified?

The City would consider this event successful if it draws a crowd of at least 600 people. We are people who run events, so we understand that weather and a variety of circumstances can influence attendance, but generally a successful event in this category would draw around 600 people. Our goal would be to grow the event to draw closer to 2,000-3,000 people, or even to scale it to a Party in the Park-type night that would draw closer to 5,000-6,000 people (understanding that would happen in subsequent years and necessitate a shift in the site plan to incorporate the grass area at MLK, too).

4. Is there someone else besides RBTL who could handle the ticketing?

a. If no, promoter will need to staff using RBTL staff? If so, what's the cost of that and how many staff do they usually have?

The promoter must use RBTL. The City totally covers the cost of the RBTL service and its ticket takers. Utilizing RBTL allows for purchase online via Ticketmaster, walk-up via the Auditorium Theatre, and on-site with their staff. For this event, we normally set up one "gate" that is run by 3 ticket takers and 1 supervisor. If the promoter confers that we expect much larger crowds, we can arrange for more ticket takers, still paid for the City.

4. Is the \$1 fee per ticket back to promoter negotiable?

At this time, no. Year to year, terms may be renegotiated at the mutual agreement of both the City and promoter, but the event would need to demonstrate a higher level of success for this to be considered (ie large growth in attendance).

6. Since promoter will get a fee back for tickets sold, will promoter have access to ticket information and management?

a. Who else would have access to this ticket management?

Yes. Both the City and the promoter will get advance ticket reports and final ticket reports. The promoter may also pull comp tickets for sponsor or talent needs. The exact numbers will be negotiated with the City as part of the contract negotiations, but a reasonable amount of comp tickets is expected.

7. How many tickets does City get as part of this agreement (comp general and VIP for elected officials or staff)?

The City does not have a set amount of tickets. It may pull what is needed, within reason, for the event. In the past, the City has used approximately 20-50 tickets.

8. What is the turnaround time from proposal of talent to decision on talent? How is the decision reached?

We can usually provide an approval on talent proposed within 2 days. We want to ensure the talent is appropriate for a City-owned event and is consistent with a family-friendly atmosphere (ie no obscenities, no past issues that would tarnish the City brand, etc).

9. What were the percentages and or splits in place for the 2018 “Latino Themed” concerts for non-alcoholic, alcoholic, food, sponsorship, and other splits?

Year	COR Fee*	Ticket Split with Promoter	Food split to the City	Bev split to the City	Sponsor split to the City
2016	\$55,000	\$1 per ticket, up to \$5,000 additional from ticket sales	\$75 per vendor	\$100 per alcoholic beverage vendor; \$75 per non alcoholic beverage vendor	10% of any cash
2017	\$55,000	\$1 per ticket, up to \$5,000 additional from ticket sales	\$75 per vendor	\$100 per alcoholic beverage vendor; \$75 per non alcoholic beverage vendor	10% of any cash
2018	\$55,000	\$1 per ticket, up to \$5,000 additional from ticket sales	\$75 per vendor	\$100 per alcoholic beverage vendor; \$75 per non alcoholic beverage vendor	10% of any cash

*FEE WAS FOR A THREE SHOW SERIES

10. Does promoter have the autonomy to select Security Company as long as it's approved by RPD?

Yes. The security company must be licensed by NYS as a PI or watch guard/patrol agency. This is the same requirement for any event that is issued a permit by this office.

11. Does the City provide any signage for the Latino Themed concert?

The City will provide one "sidewalk" sign that will be erected adjacent to the Party in the Park sign on the Chestnut St sidewalk, and one stage banner. The City will also print fliers and posters. The City will also create light pole banners that will hang in MLK park.

12. Would a list of previous 2018 vendors (Food and Beverage) be available?

Vendors included Rob's Kabobs, Mi Viejo San Juan, Biz Kid\$, spanish ice cream, El Pilon. The promotor directly secured a license to sell alcohol from NYS.

13. Would a list of previous 2018 sponsors and amounts contributed be available?

Poder 97.1 (in kind)

14. Would a list of previous 2018 "other vending" be available?

Puerto Rican Parade

15. In the event of inclement weather, is promoter responsible for all "back up location and/or rain out date" expenses incurred or is it a joint venture with City?

If desired, the City and the promoter may determine an appropriate rain location ahead of time. The promoter would be responsible for any site costs but food and beverage splits may be adjusted in this instance to help defray the costs of moving the event.

16. Is it mandatory to charge an admission or can we do a free show?

It must be a ticketed show. The revenue is built into the City's budget.

17. With the promoter fee as modest as it is... Why does the COR need to have a profit share?

This series has come with a revenue split for the City since its inception. The Office of Special Events' budget has revenue projections in part based upon our event profit shares. Party in the Park also comes with a negotiated revenue split. If you don't want to propose a split, you may put in zeros, but note that these are competitive proposals and will be compared as such. The City is always looking to promoters to help us raise revenue so that events are not 100% subsidized by dwindling City budgets. Also note that the City may negotiate further once a vendor is selected- so there may be some back and forth between a potential promoter and the city to see if we can't come to the most mutually agreeable terms for the actual contract. In other words, in many situations, the proposal is a first pass. Promoter may also use the proposal to express concerns with the budget (and provide justification for doing so) and make additional requests that may be negotiated in subsequent phases of this process.

18. What were "Latino Music Event" promoter expenses for 2018 for the following: Insurance, -Sound / Production / Lighting/Talent

Expenses requested are attached

19. Will there be an opportunity to re-negotiate for alternative sponsor % terms, ticket sales split terms, and additional budget for promoter fees? (12K will barely cover basic event expenses)?

Terms of splits and portion of other costs may be renegotiated year to year upon mutual agreement between the City and promoter. The City's portion of the ticket sales will not change, however. Any changes to a vendor fee would require a new council resolution.

ROC The Park Urban Music Festival - 2016

23-Jul-16

Expense Description	Person or Business Name	Performance Time	Category	Projected Cost	Actual Cost	Difference	Actual Cost Overview
Event Talent / Producer	Freddy Colon	4hrs	Entertainment	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -
Production/Stage Hand (stage, roof, sound, lights)	SOL Productions	n/a	Equipment	\$ 3,500.00	\$ 3,000.00		
Generators	City of Rochester	n/a	Equipment	\$ -	\$ -		
Décor, Party Rentals	Fina Event Management		Event Management	\$ 400.00	\$ 200.00		
Logistics	Fina Event Management	n/a	Event Management	\$ 500.00	\$ 500.00		
T Shirt Printing	Print 2 Garment	n/a	Event Management	\$ 250.00	\$ 248.00		
Caterers	Big Boy Caterin		Event Management	\$400.00	\$ 400.00		
Liability Insurance	Brown & Brown		Insurance	\$ 325.00	\$ 320.00		
Facilities/Site Clean Up	Robin Brizzi	n/a	Maintenance	\$ 300.00	\$ 300.00		
Graphic Design/ Marketing	Joel Vickers	n/a	Marketing	\$ 666.66	\$ 1,000.00		
Public Safety	Armored Security	n/a	Security	\$ 1,800.00	\$ 2,116.80		
RPD. Traffic Control	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Portable toilets, handwashing**	City of Rochester	n/a	Sponsor	\$ -	\$ -		
DES (refuse, water)**	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Barricades	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Stage Management	Grand Tone	n/a	Stage Management	\$ 1,000.00	\$ 1,300.00		
Agent/Coordinator	Carlton Wilcox	n/a	Venue Management	\$ 2,000.00	\$ 2,500.00		
				\$ 17,141.66	\$ 17,884.80		

ROC The Park Urban Music Festival - 2017
8-Jul-17

Expense Description	Person or Business Name	Performance Time	Category	Projected Cost	Actual Cost	Difference	Cost Overview
Event Talent / Producer	Freddy Colon	4hrs	Entertainment	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -
Production/Stage Hand (stage, roof, sound, lights)	SOL Productions	n/a	Equipment	\$ 3,500.00	\$ 3,300.00		
Generators		n/a	Equipment	\$ -	\$ -		
Décor, Party Rentals	Spatola's		Event Management	\$ 400.00	\$ 200.00		
Logistics	2 Strive	n/a	Event Management	\$ 500.00	\$ 400.00		
T Shirt Printing	Big City	n/a	Event Management	\$ 250.00	\$ 248.00		
Caterers	HHRC		Event Management	\$400.00	\$ 400.00		
Liability Insurance	HHC Specialty		Insurance	\$ 325.00	\$ 167.00		
Facilities/Site Clean Up	Robin Brizzi	n/a	Maintenance	\$ 300.00	\$ 300.00		
Graphic Design/ Marketing	Joel Vickers	n/a	Marketing	\$ 666.66	\$ 1,167.00		
Public Safety	Armored Security	n/a	Security	\$ 1,800.00	\$ 1,533.60		
RPD. Traffic Control	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Portable toilets, handwashing**	City of Rochester	n/a	Sponsor	\$ -	\$ -		
DES (refuse, water)**	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Barricades	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Stage Management	Grand Tone	n/a	Stage Management	\$ 1,000.00	\$ 1,300.00		
Agent/Coordinator	Carlton Wilcox	n/a	Venue Management	\$ 2,000.00	\$ 2,000.00		
				\$17,141.60	\$ 17,015.60		

ROC The Park Urban Music Festival - 2018
7-Jul-18

Expense Description	Person or Business Name	Performance Time	Category	Projected Cost	Actual Cost	Difference	Cost Overview
Event Talent / Producer	Freddy Colon	4hrs	Entertainment	\$ 6,000.00	\$ 6,000.00	\$ -	\$ -
Production/Stage Hand (stage, roof, sound, lights)	SOL Productions	n/a	Equipment	\$ 3,500.00	\$ 3,300.00		
Generators		n/a	Equipment	\$ -	\$ -		
Décor, Party Rentals	Joy Little		Event Management	\$ 400.00	\$ 200.00		
Logistics	Chelse Chambers	n/a	Event Management	\$ 500.00	\$ 400.00		
T Shirt Printing	Custo Print	n/a	Event Management	\$ 250.00	\$400.00		
Caterers	El Latino		Event Management	\$400.00	\$500		
Liability Insurance	HHC Specialty		Insurance	\$ 325.00	\$ 296.00		
Facilities/Site Clean Up	Robin Brizzi	n/a	Maintenance	\$ 300.00	\$ 300.00		
Graphic Design/ Marketing	Joel Vickers	n/a	Marketing	\$ 666.00	\$ 1,333.00		
Public Safety	Armored Security	n/a	Security	\$ 1,800.00	\$ 2,592.00		
RPD. Traffic Control	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Portable toilets, handwashing**	City of Rochester	n/a	Sponsor	\$ -	\$ -		
DES (refuse, water)**	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Barricades	City of Rochester	n/a	Sponsor	\$ -	\$ -		
Stage Management	Grand Tone	n/a	Stage Management	\$ 1,000.00	\$ 1,200.00		
Agent/Coordinator	Carlton Wilcox	n/a	Venue Management	\$ 2,000.00	\$ 2,000.00		
				\$17,141.00	\$ 18,521.00		