



July 2, 2026

TO: All Potential Proposers

SUBJECT: Downtown Event Planning Services

RFP #27-002

Proposal closing date & time: **July 20, 2026, 5:00 p.m.**

ADDENDUM NO. #1

The items contained in this addendum are added to and/or deleted from and become part of the specifications and proposal documents for the above-referenced Invitation to Bid. Bidders **must acknowledge receipt** of the Addendum on the Bid Form, located in the invitation to bid, when the bids are submitted.

ADD/DELETE:

ADD: Please use the following Dropbox link for access to the 2025 Celebration of Lights Booklet:

<https://www.dropbox.com/home/27-002%20Downtown%20Event%20Planning%20Services>

QUESTIONS/ANSWERS:

QUESTION #1: Can you provide estimated attendance figures for each of the signature events (Celebration of Lights, Food Truck Frenzy, and Shop & Stroll)?

Answer: The City does not guarantee a specific attendance level for any of the signature events. Available historical attendance information and relevant event-planning materials may be provided to the selected contractor. The Sip and Stroll will be a new event. Respondents should use their professional experience, industry standards, the nature and location of each event, available historical information, market conditions, and reasonable forecasting methods when developing their staffing plans, operating assumptions, and pricing. Respondents should clearly identify any attendance assumptions used in preparing their proposals. The selected contractor will also be expected to establish reasonable attendance projections and performance indicators and to measure and report actual attendance, participation, engagement, and other relevant event outcomes.

QUESTION #2: Can you clarify what staffing responsibilities are expected of the contractor versus staffing that may be provided by the City?

Answer: The selected contractor will be responsible for providing the personnel, supervision, and organizational capacity necessary to

successfully plan, coordinate, manage, and execute each event.

Contractor staffing responsibilities include, but are not limited to:

- ***Project management and event planning.***
- ***Administrative and logistical coordination.***
- ***Vendor, entertainer, participant, sponsor, and stakeholder communication.***
- ***Event setup and breakdown coordination.***
- ***Event-day management and supervision.***
- ***Volunteer coordination and supervision, when applicable.***
- ***Guest and participant support.***
- ***Site and operational management; and***
- ***Post-event reporting and evaluation.***

Respondents should not assume that City employees or volunteers will provide the primary workforce necessary to execute the events. City staff will provide contract oversight, review and approval of event plans and communications, coordination with appropriate City departments, and official governmental functions such as police, fire, emergency medical services, traffic control, and road-closure approvals. Any assistance provided by City staff or volunteers will supplement, rather than replace, the contractor's required professional staffing. All contractor-provided staffing necessary to execute each event should be included in the proposed per-event price.

QUESTION #3: Is sponsorship solicitation and/or sponsorship management anticipated as part of the selected contractor's responsibilities for any of the signature events?

Answer: Independent sponsorship solicitation and fundraising are not mandatory base-scope requirements under this RFP.

QUESTION #4: For each signature event, has the City established specific performance indicators beyond attendance (e.g., downtown business participation, vendor satisfaction, visitor engagement, economic activity, social media reach, tourism impact, volunteer engagement, or other community outcomes), and if so, how are those currently measured and reported?

Answer: The selected contractor will be required to provide a comprehensive post-event report that includes clearly defined performance indicators and measurable outcomes. The report should capture the data necessary to determine whether each event was successful, beneficial to Downtown Albany, and aligned with the City's stated objectives. Performance indicators may include, but are not limited to:

- ***Estimated attendance and visitor engagement.***
- ***Downtown business participation.***
- ***Vendor and sponsor participation.***
- ***Stakeholder, vendor, and attendee satisfaction.***
- ***Marketing and social media reach.***
- ***Volunteer participation.***
- ***Budget performance.***
- ***Operational efficiency.***
- ***Public safety outcomes.***
- ***Economic activity, when reasonably measurable; and***
- ***Recommendations for future improvement.***

The reporting framework should also assist the Downtown Manager's Office in evaluating the effectiveness and added value of engaging a professional event-planning contractor compared with coordinating and executing the events internally with City staff. Where prior information is available, the contractor should use historical event data to establish benchmarks and measure improvements in attendance, event quality, operational efficiency, stakeholder engagement, marketing reach, and overall event performance.

QUESTION #5: Are the listed signature events intended primarily as community celebrations, economic development initiatives, downtown revitalization efforts, tourism drivers, or a combination thereof, and how does the Downtown Manager's Office currently evaluate their contribution toward those broader objectives?

Answer: The signature events are intended to accomplish a combination of community, economic development, tourism, and downtown revitalization objectives. The City's goals include:

- ***Providing safe, inclusive, and family-friendly community experiences.***
- ***Increasing visitation and pedestrian activity in Downtown Albany.***
- ***Supporting downtown merchants, restaurants, vendors, and entrepreneurs.***
- ***Strengthening Downtown Albany's identity as a destination.***
- ***Creating opportunities for community participation and engagement.***
- ***Encouraging shopping, dining, entertainment, and repeat visits; and***
- ***Maintaining consistent downtown activation throughout the year.***

The Downtown Manager's Office will evaluate each event based on its operational success, attendance, stakeholder engagement, downtown business participation, marketing effectiveness, contribution to downtown activity, and alignment with the City's broader revitalization and economic development objectives.

QUESTION #6: Can the City provide historical attendance estimates, event budgets, vendor participation counts, sponsorship participation, and any post-event reports from previous Celebration of Lights, Food Truck Frenzy, and Shop & Stroll events to assist respondents in developing realistic staffing plans, operating assumptions, and pricing models?

Answer: The City will provide available historical information relevant to the Celebration of Lights, Food Truck Frenzy, and Shop & Stroll events. This information may include prior attendance estimates, planning documents, event layouts, schedules, and post-event information. The selected contractor will be expected to review the available information and use appropriate performance measures, forecasted data, industry standards, and recognized event-planning indicators to establish reasonable benchmarks for each event. Respondents should clearly identify the assumptions, methodologies, anticipated performance indicators, and forecasting tools that will be used to develop their staffing plans, operating approach, pricing, marketing strategy, and event-evaluation framework. Please note that the Sip & Stroll is a new event.

QUESTION #7: Beyond the required post-event summary report, does the City have interest in receiving standardized performance dashboards that may include attendance estimates, vendor participation, stakeholder feedback, marketing analytics, volunteer engagement metrics, and recommendations for future event improvements?

Answer: This component of the proposal provides respondents with an opportunity to demonstrate why their firm should be selected.

Respondents should clearly explain how they will collect, analyze, evaluate, and report event-performance information. They should also describe the tools, methods, dashboards, surveys, technology, or other resources they will use to measure results. The proposed approach should explain:

- ***Which performance indicators will be measured.***
- ***How the information will be collected and verified.***
- ***How stakeholder, vendor, business, sponsor, volunteer, and attendee feedback will be obtained.***
- ***How marketing reach and promotional effectiveness will be evaluated.***
- ***How results will be presented to the City.***
- ***Why the proposed information is important; and***
- ***How the City can use the information to improve future events, allocate resources, increase attendance, strengthen marketing, expand business participation, and evaluate the value of professional event-planning services.***

The post-event report should provide meaningful and actionable information that allows the Downtown Manager's Office to evaluate the success of each event, identify areas for improvement, measure progress over time, and make informed decisions regarding future downtown programming. Unless otherwise identified as an optional service, the cost of the respondent's proposed reporting approach should be included in the per-event price.

QUESTION #8: What role does the City expect downtown merchants, restaurants, and property owners to play in the planning and execution of these events? Are there existing engagement expectations or participation goals for local businesses?

Answer: Downtown merchants, restaurants, property owners, and other stakeholders are important partners in the successful planning and execution of the signature events.

The selected contractor will be expected to develop and implement a practical downtown business-engagement strategy that may include:

- ***Communicating event information and participation opportunities.***
- ***Encouraging coordinated business promotions and activities.***
- ***Identifying opportunities for merchants, restaurants, and property owners to participate.***
- ***Coordinating with businesses regarding access, parking, deliveries, setup, and event operations.***
- ***Collecting stakeholder feedback.***
- ***Addressing business-related concerns in a timely manner; and***
- ***Incorporating business participation and feedback into the post-event report.***

Business engagement will be particularly important for Shop & Stroll,

which is intended to encourage shopping, dining, pedestrian activity, and increased visibility for downtown establishments. The City has not established a mandatory numerical participation quota for downtown businesses. However, respondents should recommend reasonable engagement goals, explain how those goals will be achieved, and be prepared to implement the proposed strategy effectively and with minimal administrative burden on City staff. The Downtown Manager's Office will retain final authority over official communications, policies, participation requirements, and stakeholder-engagement activities.

QUESTION #9: To what extent does the City expect the selected contractor to provide marketing strategy, content development, website support, social media management, advertising coordination, and event promotion versus operational event planning services?

Answer: The selected contractor will be responsible for developing and implementing an intentional event-marketing and promotional plan designed to increase public awareness, encourage attendance, communicate important event information, and promote Downtown Albany, its businesses, vendors, and attractions. The marketing plan should include, as appropriate:

- Identification of target audiences.***
- A detailed promotional timeline.***
- Event messaging and content development.***
- Draft announcements, press information, and participant communications.***
- Social media content and promotional recommendations.***
- Coordination of advertising and media outreach.***
- Vendor, sponsor, merchant, entertainer, and stakeholder communications.***
- Event signage and on-site messaging.***
- Promotional partnerships and community outreach; and***
- Methods for measuring marketing reach and effectiveness.***

All draft announcements, event information, promotional content, and participant communications must be submitted to and approved by the Downtown Manager before publication or distribution. The City will retain final control over its official website, social media accounts, branding, logos, and public communications. The selected contractor must coordinate closely with the Downtown Manager's Office to ensure that all marketing activities are accurate, timely, consistent, and aligned with the City's communication standards. Respondents should clearly identify the marketing services included in their proposed event prices and separately identify any anticipated paid advertising, media purchases, printing, graphic-design expenses, or third-party promotional costs.

QUESTION #10: Does the City currently secure sponsorships for downtown events internally, or would the selected contractor be expected to assist with sponsorship development, sponsor fulfillment, and sponsorship reporting?

Answer: Independent sponsorship solicitation or fundraising is not currently identified as a mandatory base-scope responsibility under this RFP. When sponsors have been secured or approved by the City, the selected contractor may be asked to assist with reasonable sponsor coordination, including:

- ***Obtaining approved sponsor logos and recognition information.***
- ***Incorporating sponsor recognition into the event plan.***
- ***Coordinating approved on-site recognition.***
- ***Confirming fulfillment of approved sponsor benefits.***
- ***Communicating with sponsors regarding approved event logistics; and***
- ***Including sponsorship participation and fulfillment information in the post-event report.***

The contractor shall not make sponsorship commitments, establish sponsorship benefits, collect sponsorship funds, or represent the City in sponsorship negotiations without prior written authorization. Respondents may identify sponsorship-development services as an optional or value-added service. Any substantial sponsorship-development campaign requested after contract award would be separately defined and authorized by the City.

QUESTION #11: Does the City maintain an existing volunteer network for downtown events, or should respondents assume responsibility for volunteer recruitment, training, scheduling, and event-day management when developing staffing plans and pricing?

Answer: The selected contractor will be responsible for providing the personnel, supervision, and organizational capacity necessary to successfully plan, coordinate, manage, and execute each event.

Respondents should not assume that City employees or volunteers will provide the primary workforce required to execute the events. The contractor's proposed price must include sufficient qualified personnel to perform "all" required planning, coordination, parade registration, setup, event-day management, supervision, breakdown, cleanup coordination, and post-event responsibilities. The contractor's staffing responsibilities may include:

- ***A designated project manager or lead event planner.***
- ***Administrative and planning support.***
- ***Vendor and participant coordination.***
- ***Setup and breakdown personnel.***
- ***Event-day supervisory staff.***
- ***Guest and participant support.***
- ***Volunteer recruitment, coordination, training, and supervision.***
- ***Site-management personnel.***
- ***Communications support; and***
- ***Post-event documentation and reporting.***

The City may provide available volunteer contacts or limited assistance when appropriate. However, any City employee or volunteer participation should supplement, rather than replace, the contractor's required professional staffing. The selected contractor will be fully responsible for determining the appropriate staffing level for each event and ensuring that sufficient personnel are present to execute the approved event plan safely, professionally, and efficiently.

QUESTION #12: Can the City clarify which public safety responsibilities remain under City management versus those expected to be coordinated by the selected contractor, including police, fire, EMS, traffic control, road closures, and emergency action planning?

Answer: The City will retain final authority and direct governmental responsibility for official public safety functions, including:

- **Police services.**
- **Fire and emergency medical services.**
- **Official traffic control.**
- **Approval of road closures.**
- **Permits and governmental approvals.**
- **Emergency command decisions; and**
- **Decisions to delay, modify, cancel, or suspend an event due to safety, weather, or emergency conditions.**

The selected contractor will be responsible for coordinating with the appropriate City departments and supporting the public safety planning process. Contractor responsibilities may include:

- **Providing accurate event schedules and site plans.**
- **Identifying expected attendance and operational risks.**
- **Coordinating vendor, participant, pedestrian, and emergency access.**
- **Supporting the development of an emergency action plan.**
- **Communicating approved safety instructions.**
- **Incorporating public safety requirements into the event layout and run-of-show.**
- **Maintaining clear emergency-access routes; and**
- **Promptly reporting incidents or concerns to the designated City representative.**

The contractor will not direct or exercise command authority over City police, fire, emergency medical, traffic-control, or other public safety personnel.

QUESTION #13: As the City evaluates this contract, is the primary objective maintaining existing event operations, improving event quality and attendance, expanding downtown activation opportunities, or establishing a scalable framework for future downtown programming and special events?

Answer: The City's objective is not limited to maintaining prior event operations. The City seeks to:

- **Improve the quality and consistency of event planning.**
- **Increase attendance and community participation.**
- **Strengthen accountability, communication, and coordination.**
- **Improve the participant, vendor, sponsor, business, and attendee experience.**
- **Establish clear event plans, schedules, timelines, and responsibilities.**
- **Increase downtown activity, visibility, and engagement.**
- **Improve marketing, documentation, data collection, and post-event evaluation.**
- **Identify opportunities for continuous improvement; and**
- **Develop a scalable framework that may support future downtown programming and special events.**

At the same time, the selected contractor should preserve the established purpose, identity, and community value of each signature event. The contract will be administered on an as-needed, per-event basis. Any services for additional events must be requested and approved by the City in writing before work begins.

QUESTION #14: Has the City identified any specific challenges, recurring operational issues, stakeholder concerns, attendance trends, vendor feedback, or lessons learned from previous downtown events that respondents should consider when developing their proposed approach?

Answer: The City is seeking a contractor that can strengthen advance planning, communication, coordination, marketing, staffing, documentation, data collection, and accountability. Respondents should give particular attention to:

- ***Clearly defining roles, responsibilities, and lines of communication.***
- ***Beginning vendor, participant, entertainer, sponsor, merchant, and stakeholder communications sufficiently in advance.***
- ***Developing and maintaining accurate timelines and run-of-show documents.***
- ***Providing adequate contractor staffing and supervision.***
- ***Coordinating across City departments and external stakeholders.***
- ***Managing vendor access, setup, event operations, breakdown, and cleanup.***
- ***Addressing traffic, parking, pedestrian flow, accessibility, and road-closure requirements.***
- ***Preparing contingency, weather, and emergency procedures.***
- ***Maintaining effective communication before, during, and after the event.***
- ***Implementing an intentional marketing and promotional strategy.***
- ***Measuring event performance and stakeholder satisfaction; and***
- ***Completing timely post-event documentation and recommendations.***

These areas are provided to communicate the City's expectations for continuous improvement and should not be interpreted as a representation that every listed issue occurred at every prior event. Respondents are encouraged to identify anticipated risks, operational challenges, and opportunities for improvement and to present practical mitigation strategies as part of their proposed project approach.

QUESTION #15: In the RFP it is mentioned that this service is on an as needed basis, but it also mentions that there are three signature events. What should be base our proposal cost on?

Answer: Our three signature events has grown significantly over the past few years and is primarily why we issued this RFP. We are mainly focused on our three signature events, but we are interested as to what the selected contractor will offer further and how they can expand on our events.

QUESTION #16: Can you give an estimate number of how many Food Truck Frenzy events there are?

Answer: We typically do our Food Truck Frenzy events in series based off four quarters out of the year, so at minimum we typically do six Food Truck Frenzy Events throughout the series.

QUESTION #17: Going into the third quarter of the year what does the turn time look like for the next Food Truck Frenzy and Celebration of Lights? Has it already been planned?

Answer: It has not yet been scheduled. We were wanting to take a pause to see what the selected contractor recommended. If we had to forecast, the next time Food Trucks will be included in an event, would be during our Paint the Town Pink Event which is held in October and is a one-time event for the year. Celebration of Lights is held the first Saturday in December every year. One of the most important elements of this project and event is going to be the parade line up, set up and coordination of the parade being that this is a big give back to our community. We like for our community to see this part of the event as seamless, and we are hoping the selected contractor will be able to exceed upon this benchmark.

QUESTION #18: Is the Shop and Stroll a new event that you are looking to implement? What is the footprint for the Shop and Stroll? Would it be based directly in the heart of Albany? What are your high-level aspirations for this event?

Answer: It is very important for the selected contractor to become very familiar and involved with the businesses located downtown. It would be great to provide opportunities that the downtown business owners can take advantage of and at the same time drive beneficial foot traffic, dining, and sales.

QUESTION #19: Is there a site walk or visit?

Answer: We strongly encourage you to walk downtown and become familiar with and build connections with the business owners. Our Downtown Master Plan that is listed on the City website will also be very beneficial.

QUESTION #20: Have all the events been produced internally? Is there an incumbent for this service?

Answer: Yes, all the events has been produced internally and there is not an incumbent for these services.

QUESTION #21: What are some of your current marketing and promotion strategies that has helped facilitate knowledge and awareness of these events? Is marketing and promoting included in the RFP?

Answer: Yes, we are interested in seeing marketing and promotion strategies from all who submit a proposal. We are hoping for the selected vendor to exceed and expand on the strategies we already have in place.

QUESTION #22: After choosing the selected vendor, what are the expectations in terms of meetings and scheduling meetings?

Answer: We would like to hear your recommendation on how often meetings should occur and what your timeline looks like. Being that this is new, and as the Downtown Manager, I am going to want to communicate with the chosen vendor regularly. I will also want updated and reporting on a regular basis so that information can be shared among with my board members.

QUESTION #23: Are there any additional plans we need to have in place for these events?

Answer: Yes, please be conscious of your safety plans. We like for all our events to be fun, but we try to make sure that when we walk away from each event, we walk away with everyone safe. Also, please be

aware of the how set-up's, break downs, and clean-ups of each event will be executed.

QUESTION #24: Should there be an itemized budget for each signature event, in addition to the proposed total price?

Answer: Yes. Each proposal shall include (1) a fixed proposed price for Celebration of Lights, Food Truck Frenzy, and Shop and Stroll; (2) a detailed itemized breakdown for each event; and (3) the total proposed price for all three events.

QUESTION #25: How many days is Celebration of Lights?

Answer: Celebration of Lights is a one-day public event. For planning purposes, proposers should assume a public event window of approximately 4:00 p.m. to 8:00 p.m., plus all required setup, staging, rehearsal, breakdown, and post-event closeout. The event is generally held on the first Saturday in December, with a City-designated weather contingency date occurring the 2nd Saturday in December.

QUESTION #26: Where is the Celebration of Lights event held, and where is the Christmas Village? Is there an area layout map you can provide?

Answer: The anticipated historical footprint is Downtown Albany. The Christmas Village is located on North Jackson Street between Pine Avenue and Broad Avenue. Pre-show entertainment and the tree-lighting ceremony are held in the vicinity of the Government Center at 222 Pine Avenue. The historical parade route begins near 724 Pine Avenue and proceeds east toward the Dougherty County School System building at 200 Pine Avenue. Historical maps and photographs are available; however, the selected contractor will be responsible for preparing a current event site plan, vendor layout, staging plan, and operational map for City approval.

QUESTION #27: Generally, how tall is the tree used for Celebration of Lights, and is it historically live or artificial?

Answer: For proposal-pricing purposes, assume that the City will furnish the existing artificial Christmas tree and its primary location at Government Center Plaza. The proposer should not include the purchase of a tree in the base fee. Exact dimensions, installation responsibilities, decoration responsibilities, and electrical details will be confirmed during the planning kickoff. The contractor will be responsible for coordinating the ceremony run-of-show, cueing, and related event logistics. The tree is artificial.

QUESTION #28: Is there nightly entertainment for Celebration of Lights, and if so, does the budget have to cover the entertainment fees?

Answer: Historically, the event includes one pre-show entertainment period of approximately one hour, generally from 4:45 p.m. to 5:45 p.m., with approximately four to five acts or performance groups. The contractor's base fee shall include entertainment outreach, scheduling, communication, technical coordination, and day-of management. Performers normally entertain at no charge.

QUESTION #29: Where does the electricity for the Christmas Village come from, and does the Event Planner have to provide it?

Answer: The contractor shall coordinate an electrical and power-distribution plan with the City. Existing City power may be available at limited approved locations; however, power is not guaranteed at every vendor space. Vendors and food trucks should generally be capable of self-contained operation and will be required to provide approved generators, cords, and protective equipment.

QUESTION #30: As per codes, how many vendors can fit in the Christmas Village Area?

Answer: No fixed vendor capacity is guaranteed in the RFP. The final capacity will depend on the approved site plan, booth dimensions, food-truck clearances, fire lanes, emergency access, pedestrian circulation, accessibility requirements, and required setbacks. Vendor spaces are limited. Proposers should state the vendor-count assumption used in their staffing and pricing and demonstrate the ability to revise the layout based on City, Fire, Police, Engineering, and other applicable reviews.

QUESTION #31: Is food selling permitted during the Celebration of Lights event?

Answer: Yes. Licensed and permitted food vendors and food trucks may participate, subject to City approval and all applicable health, fire, business-license, insurance, inspection, and operational requirements. The contractor shall assist with vendor communication, documentation tracking, placement, check-in, and compliance coordination.

QUESTION #32: Who, or what entity is responsible for staging the parade for Celebration of Lights, and is the Planner responsible for "helping" with the coordination?

Answer: The selected contractor is expected to lead the operational planning and staging of the parade, including registration coordination, participant communications, lineup, check-in, staging assignments, route operations, announcer/commentator coordination, judging or awards support if requested, volunteer deployment, and event-day troubleshooting. The City retains final approval of the route, road closures, public safety plan, City communications, and other governmental decisions.

QUESTION #33: Do the vendors have booths, tables, trucks, or anything of this sort for the Celebration of Lights event?

Answer: The Christmas Village may include food trucks, craft vendors, community organizations, and other approved participants. Vendors should generally be expected to provide their own tents, tables, chairs, display equipment, trucks, generators, and other operating equipment, subject to the approved vendor rules and site plan. All equipment must be safely secured and comply with applicable requirements.

QUESTION #34: Are there any pictures and/or layouts of prior Celebration of Lights events.

Answer: Yes. Historical photographs, event information, and route materials are available through the City and its public event pages.

The City may provide available electronic files during the procurement or planning process. Historical materials are provided for reference only; the selected contractor must prepare updated layouts and operational plans for the applicable event year. Please see attached.

QUESTION #35: Is this Christmas Village similar to a West Indian "Carnival" Village?

Answer: No. The Christmas Village is intended to be a family-friendly holiday marketplace and activity area associated with the tree-lighting ceremony and Christmas parade. It generally includes craft vendors, food vendors or food trucks, community booths, holiday activities, and family-oriented programming.

QUESTION #36: Is alcohol permitted at Celebration of Lights and can weapons be prohibited?

Answer: Alcohol and weapons are NOT approved. This includes toy guns or toys knives. These items cannot be sold by vendors.

QUESTION #37: Does the city have organizations to get volunteers from for Celebration of Lights?

Answer: The proposer must provide a turnkey event.

QUESTION #38: For Celebration of Lights, can vendors be responsible for supplying their own vending tables, or should we plan on using an exhibit type company to provide vending booths for a uniform look?

Answer: Yes.

QUESTION #39: Are fireworks and/or pyrogenic desired for the Celebration of Lights event?

Answer: No.

QUESTION #40: How many days is the Food Truck Frenzy event and where downtown does this event take place?

Answer: Each Food Truck Frenzy occurrence is a one-day event. The proposed price should be stated as a per-event price for one occurrence. Because the contract is for services on an as-needed basis, the City may request more than one Food Truck Frenzy date during the contract term through written authorization. A Food Truck Frenzy is a series of 3 events. The anticipated historical location is the former Albany Herald parking area at 200 North Washington Street, near the intersection of North Washington Street and Pine Avenue. The City reserves the right to relocate an event to another approved downtown street, parking area, or public space based on availability, construction, safety, programming, or operational needs.

QUESTION #41: Who is responsible for supplying the electricity for the Food Truck Frenzy?

Answer: Food trucks and participating vendors should generally be self-contained and responsible for their own approved power source. The City does not guarantee electrical hookups for each vendor. The contractor shall coordinate the power plan, verify vendor requirements, and identify any proposed City power use.

QUESTION #42: Are the community activities inside the Frenzy area?

Answer: Yes. Community activities, craft vendors, entertainment, seating, or partner activations may be located within the approved

event footprint or in an immediately adjacent City-approved area. The final layout must preserve food-truck operations, fire and emergency access, accessibility, pedestrian circulation, and safe separation between vehicles and attendees.

QUESTION #43: Historically, what has the hours of operation been for the Food Truck Frenzy's and what time of the year are these Frenzy's held?

Answer: The historical public event hours have generally been 11:00 a.m. to 2:00 p.m. Proposers should include all reasonable pre-event setup, vendor check-in, event management, breakdown, and site closeout time in the per-event price. Food Truck Frenzy has historically been programmed as a recurring spring and fall downtown activation. The City will establish the specific date or dates based on the annual event calendar and will provide scheduling direction after award. The proposer should provide a per-event price that can be applied to each City-authorized occurrence during the contract term.

QUESTION #44: Being that the Shop and Stroll is a new event, is there a desired time of year that this event is held? Can this event be held over multiple weekends?

Answer: A specific date or season has not been fixed in the RFP. Shop and Stroll may be scheduled as a spring, fall, or holiday-season downtown business-promotion event based on the Downtown Manager's programming calendar and merchant needs. For base-pricing purposes, proposers should assume one single-day event, with the final date and public hours established by the City after award. The base proposal should price one single-day Shop and Stroll event. Multiple weekends are not required in the base price. The City may request additional dates or a multi-weekend series on an as-needed basis through written authorization.

QUESTION #45: Please define the "downtown" area. Where is this area?

Answer: For this event, Downtown Albany means the participating commercial core and City-approved public spaces centered on Pine Avenue, Broad Avenue, North Washington Street, North Jackson Street, Front Street, Washington Street, and adjacent downtown blocks. Shop and Stroll is intended to connect participating downtown retailers, restaurants, cultural destinations, and service businesses rather than operate solely within one enclosed venue. The Downtown Manager will approve the final merchant list, event footprint, routes, public-space activations, signage locations, and any street or parking impacts.

QUESTION #46: Are entertainment, décor, marketing, public safety, and equipment rental expected to be included in the contractor's pricing, or are any of these costs funded separately by the City?

Answer: The contractor's proposed price shall yield a turnkey event.

QUESTION #47: Will invoices be submitted after each individual event or upon completion of all contracted services?

Answer: The contractor may submit an invoice following the satisfactory completion of each individual event and submission of the required post-event documentation. The contractor is not required to

***wait until all three signature events have been completed.
Payments will be processed in accordance with the City's standard Net 30 payment terms after receipt and approval of a complete and accurate invoice.***

QUESTION #48: What documentation is required for invoice approval and payment processing?

Answer: Each invoice shall include, at a minimum:

- ***Contractor name and remittance information***
- ***Contract and purchase-order number.***
- ***Event name, date, and location***
- ***Approved contract amount or event-specific fee***
- ***Itemized description of services performed.***
- ***Approved reimbursable or pass-through expenses.***
- ***Copies of supporting receipts and third-party invoices***
- ***Documentation of prior City approval for additional costs***
- ***Completed post-event summary report.***
- ***Any other deliverables required for the applicable event.***

Before the first payment, the contractor must also complete the City's vendor-registration requirements and provide all required tax, insurance, licensing, and payment-processing documentation.

QUESTION #49: What was the estimated attendance for last year's Celebration of Lights?

Answer: Because Celebration of Lights is conducted throughout an open downtown public-event footprint, the City does not have a verified turnstile count for the 2025 event. For planning and staffing purposes, proposers should assume attendance may reach approximately 10,000 people throughout the Christmas Village, tree-lighting ceremony, entertainment area, and parade route. This figure is a planning estimate and is not a guaranteed attendance level. The 2025 program included the Christmas Village, live entertainment, tree lighting, and a parade extending through Downtown Albany.

QUESTION #50: Does the City maintain a list of preferred vendors, sponsors, entertainers, or community partners that the selected contractor should utilize?

Answer: The City maintains relationships and historical contact information for certain vendors, sponsors, entertainers, civic organizations, schools, and community partners. The contractor will be expected to recommend and recruit qualified vendors, entertainers, sponsors, and partners, subject to City review and approval. No individual or company shall be represented as a City-approved or exclusive provider unless confirmed in writing by the City.

QUESTION #51: Will holiday décor, lighting, staging, and audiovisual equipment be provided by the City, or should these services be included in the contractor's proposal?

Answer: The vendor should plan to submit a turnkey event.

QUESTION #52: Approximately how many food trucks typically participate in each Food Truck Frenzy event?

Answer: The number of participating food trucks varies by event date, location, vendor availability, and approved site layout.

QUESTION #53: Is the selected contractor responsible for recruiting and contracting all food truck

vendors?

Answer: Yes.

QUESTION #54: Will vendor applications, permits, and vendor fee collection be managed by the City or by the selected contractor?

Answer: Contractor. The vendor should plan to submit a turn key event.

QUESTION #55: Will utilities such as electricity, water access, waste disposal, and security be provided for vendors?

Answer: See previous response.

QUESTION #56: Approximately how many downtown businesses typically participate in the Shop & Stroll event?

Answer: See the previous response. This is a new event.

QUESTION #57: What level of business engagement is expected from the selected contractor?

Answer: The selected contractor will be expected to:

- **Develop a merchant-engagement and communication plan.**
- **Recruit eligible downtown businesses and organizations.**
- **Provide information as needed.**
- **Confirm participating businesses, hours, promotions, and activities.**
- **Prepare and maintain a current participation list.**
- **Develop a merchant information toolkit and event timeline approved by the Downtown Manager**
- **Coordinate event maps, signage, wayfinding, and public space activities.**
- **Assist businesses with understanding event expectations.**
- **Maintain regular communications before and during the event.**
- **Collect participant feedback following the event.**

QUESTION #58: Are there attendance goals or performance benchmarks the City expects for these events?

Answer: The selected contractors should provide forecasted and expected outcomes. Performance will be evaluated based on factors including:

- **Completion of approved planning milestones**
- **Compliance with the approved budget and timeline**
- **Vendor, participant, entertainer, and merchant recruitment**
- **Timely and professional communications**
- **Adequate contractor staffing**
- **Quality of event layouts and operating plans**
- **Successful setup, execution, and breakdown**
- **Public-safety and accessibility coordination**
- **Attendance estimates and engagement levels.**
- **Marketing and promotional performance, when applicable**
- **Vendor, merchant, sponsor, and attendee feedback**

- ***Timely submission of post-event reports and recommendations***

The selected contractor may recommend additional measurable performance indicators for City approval.

QUESTION #59: Which staffing, volunteer coordination, setup, breakdown, and event-day responsibilities will remain with the City, and which are expected of the selected contractor?

Answer: The selected contractor shall create turnkey event.

QUESTION #60: Which City departments will assist with public safety, traffic control, road closures, sanitation, and emergency response during the events?

Answer: See previous responses.

QUESTION #61: Will the City provide marketing and advertising, or should those services be included in the contractor's proposal?

Answer: See previous responses.

QUESTION #62: Will the City provide branding guidelines, logos, and promotional materials for the selected contractor's use?

Answer: Yes. The City will provide available approved logos, event graphics, existing promotional materials, and applicable branding or usage requirements after award. The selected contractor may be required to develop updated materials that are consistent with the City's branding and event objectives. All public-facing materials, advertisements, signage, press materials, social-media content, and use of City logos must be submitted to the City for review and approval before publication or distribution.

QUESTION #63: What information should be included in the required post-event summary report?

Answer: The contractor shall submit a concise post-event report within ten business days following each event. The report shall include, at a minimum:

- ***Event name, date, location, and operating hours***
- ***Summary of the event concept and activities***
- ***Estimated attendance and the method used to develop the estimate.***
- ***Number of vendors, food trucks, entertainers, parade participants, merchants, sponsors, and community partners***
- ***Contractor staffing and volunteer participation***
- ***Marketing and promotional activities completed.***
- ***Summary of social-media, website, press, or advertising results, when available***
- ***Summary of public-safety, traffic, sanitation, and operational coordination***
- ***Incidents, cancellations, complaints, or significant issues***
- ***Approved budget compared with actual expenditures.***
- ***Supporting invoices and receipts for authorized reimbursable expenses***
- ***Photographs or links to event photographs***
- ***Participant, merchant, vendor, and attendee feedback***
- ***Lessons learned and recommendations for future events.***

- ***Outstanding follow-up items requiring City action.***

QUESTION #63: Is there an estimated budget range or historical spending amount for the events?

Answer: The City is not providing a guaranteed budget range for this procurement. Historical spending may not reflect the current scope, staffing requirements, market pricing, or expectations under RFP #27-002 and should not be treated as the available contract budget. Each proposal must include:

1. A fixed proposed price for Celebration of Lights.

2. A fixed per-event price for Food Truck Frenzy.

3. A fixed proposed price for Shop & Stroll.

4. A detailed itemized breakdown for each event; and

5. The total proposed price for all three signature events.

Any optional services, equipment rentals, third-party costs, subcontractor expenses, travel, or excluded services must be clearly identified. Please note that, depending on available funding, the City reserves the right to award a contract for all three events or for one or more individual events.

End of Addendum 1

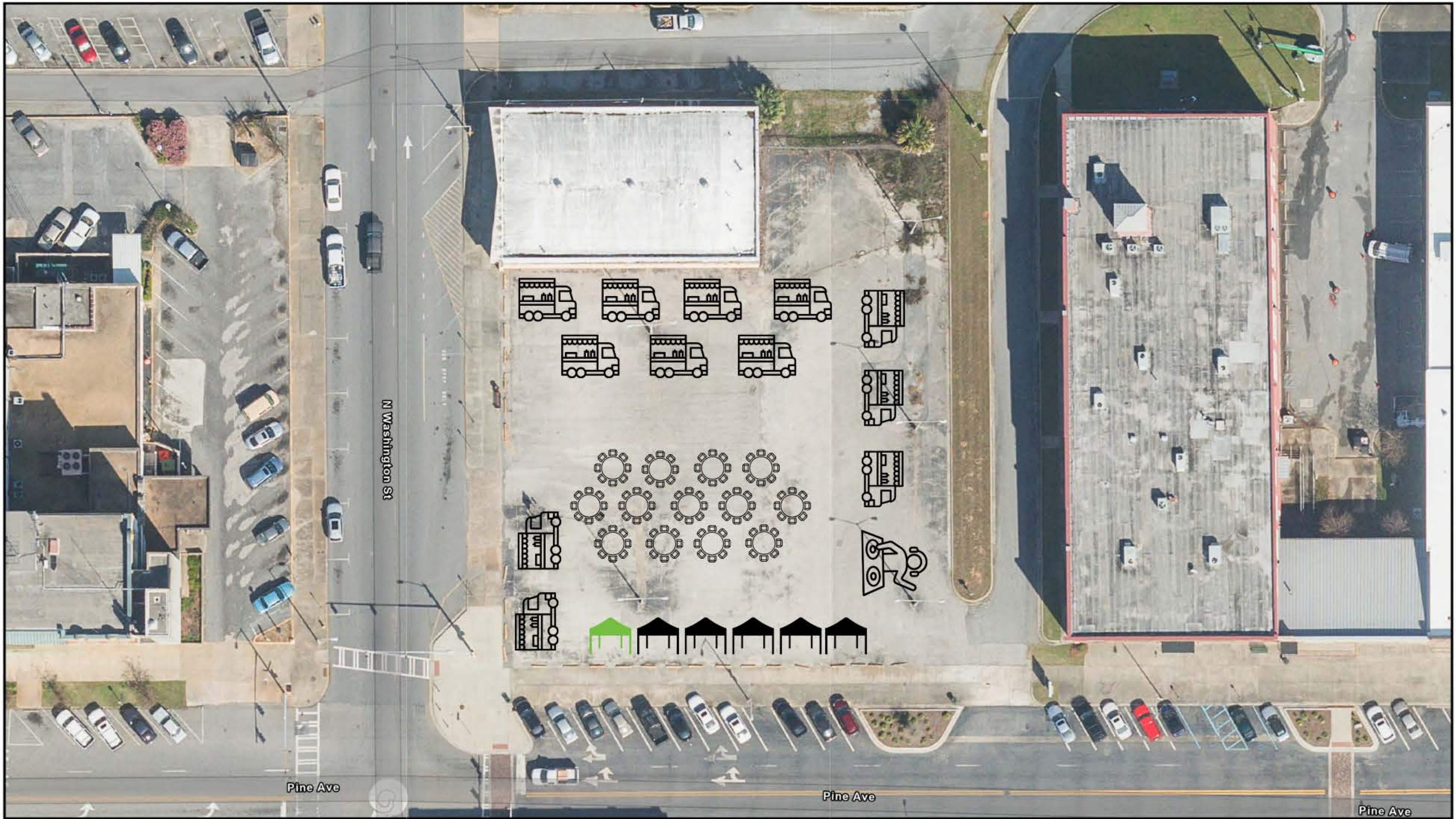
Destin Adams

Destin Adams, Buyer

Cc: Lequica Gaskins, Downtown Manager

Keonna Waters, Downtown Business Development Manager

Jonya McKinney, Downtown Event Coordinator





Food Truck **FRENZY**

FRIDAY | APR 3RD

11AM - 2PM

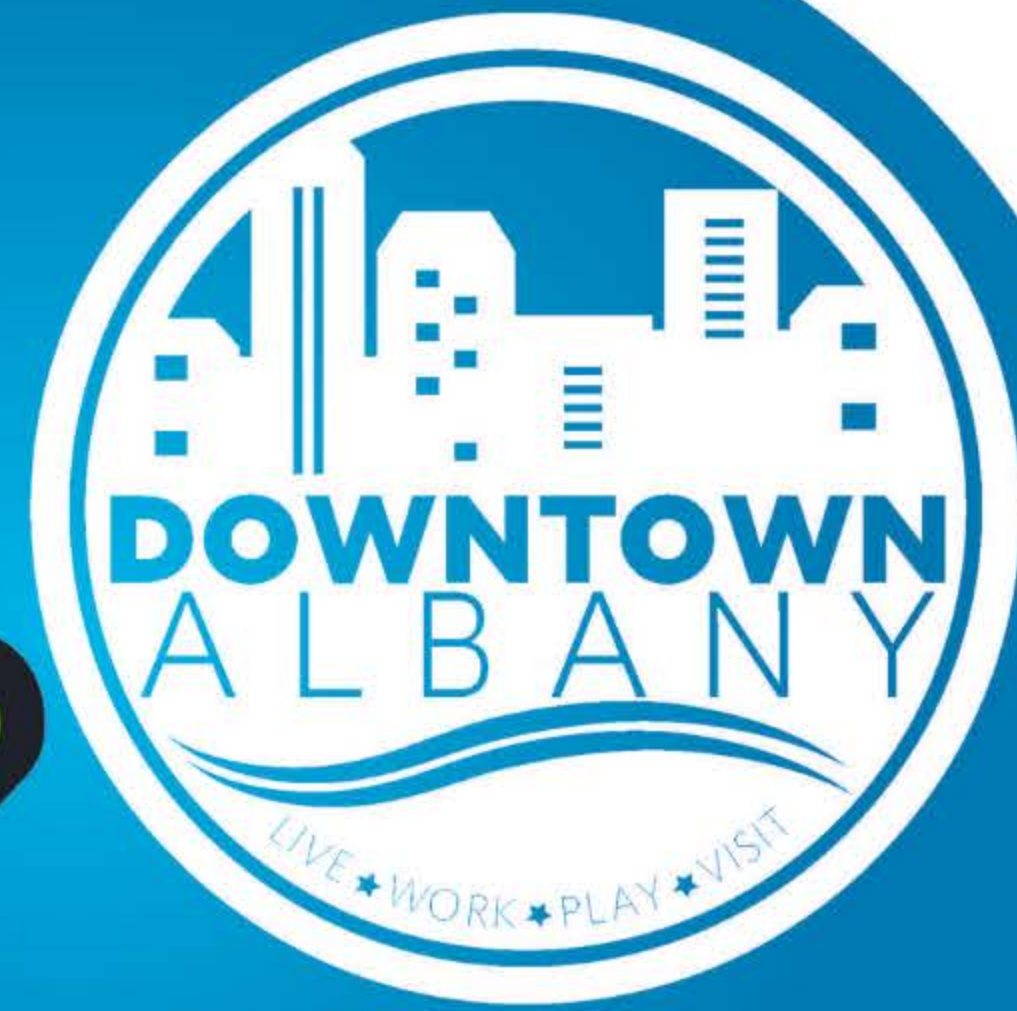
The Corner of Washington St. & Pine Ave. (old Albany Herald parking lot)
For more info, contact the Downtown Manager's Office at 229.483.7665.



Food Truck **FRENZY**

FRIDAY | MAY 1ST
11AM - 2PM

The Corner of Washington St. & Pine Ave. (old Albany Herald parking lot)
For more info, contact the Downtown Manager's Office at 229.483.7665.

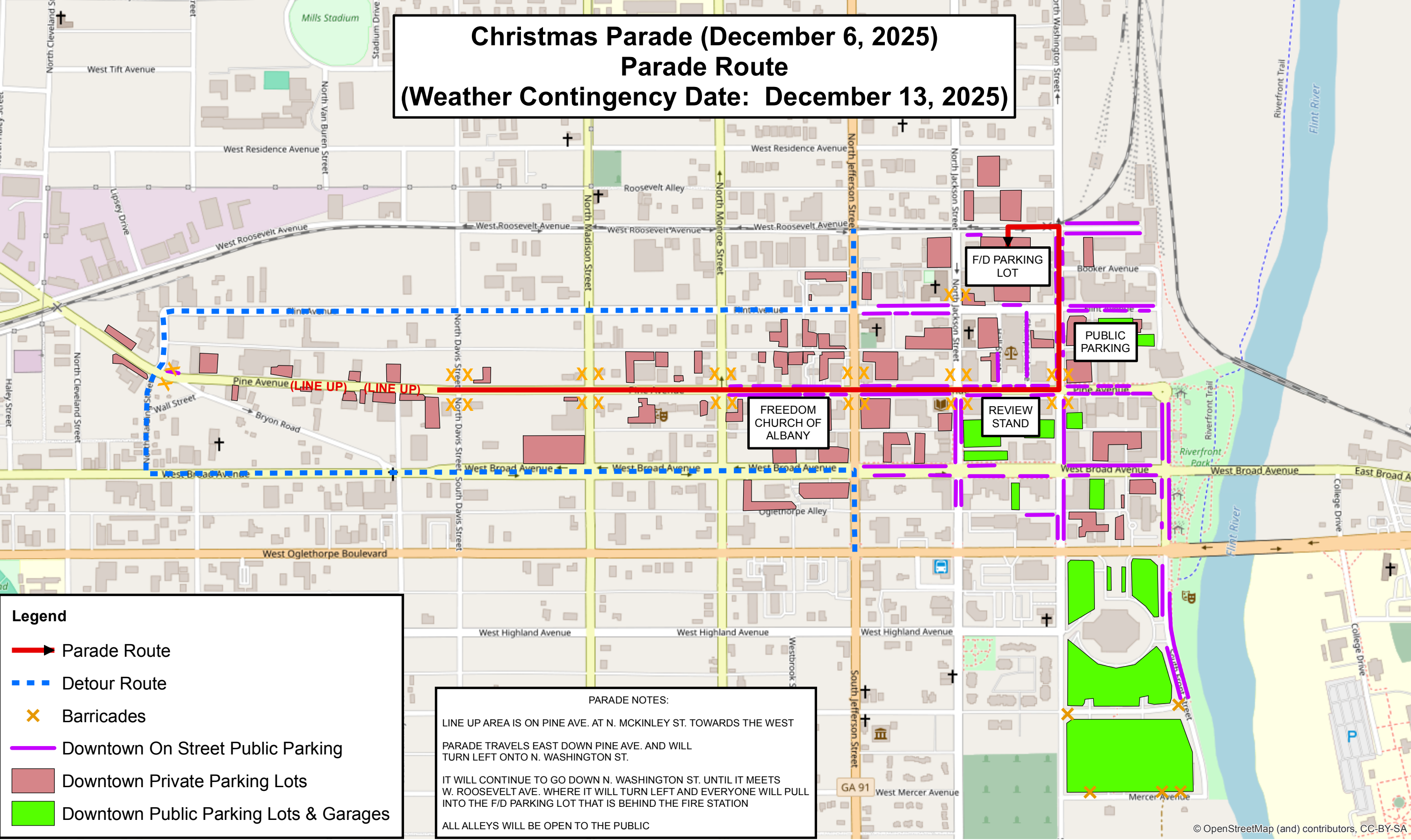


Food Truck **FRENZY**

FRIDAY | JUNE 12TH
11AM - 2PM

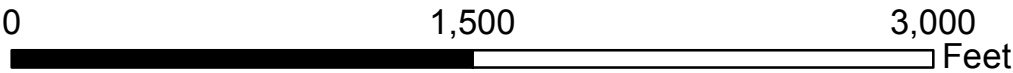
The Corner of Washington St. & Pine Ave. (old Albany Herald parking lot)
For more info, contact the Downtown Manager's Office at 229.483.7665.

Christmas Parade (December 6, 2025) Parade Route (Weather Contingency Date: December 13, 2025)



Date: 7/30/2025

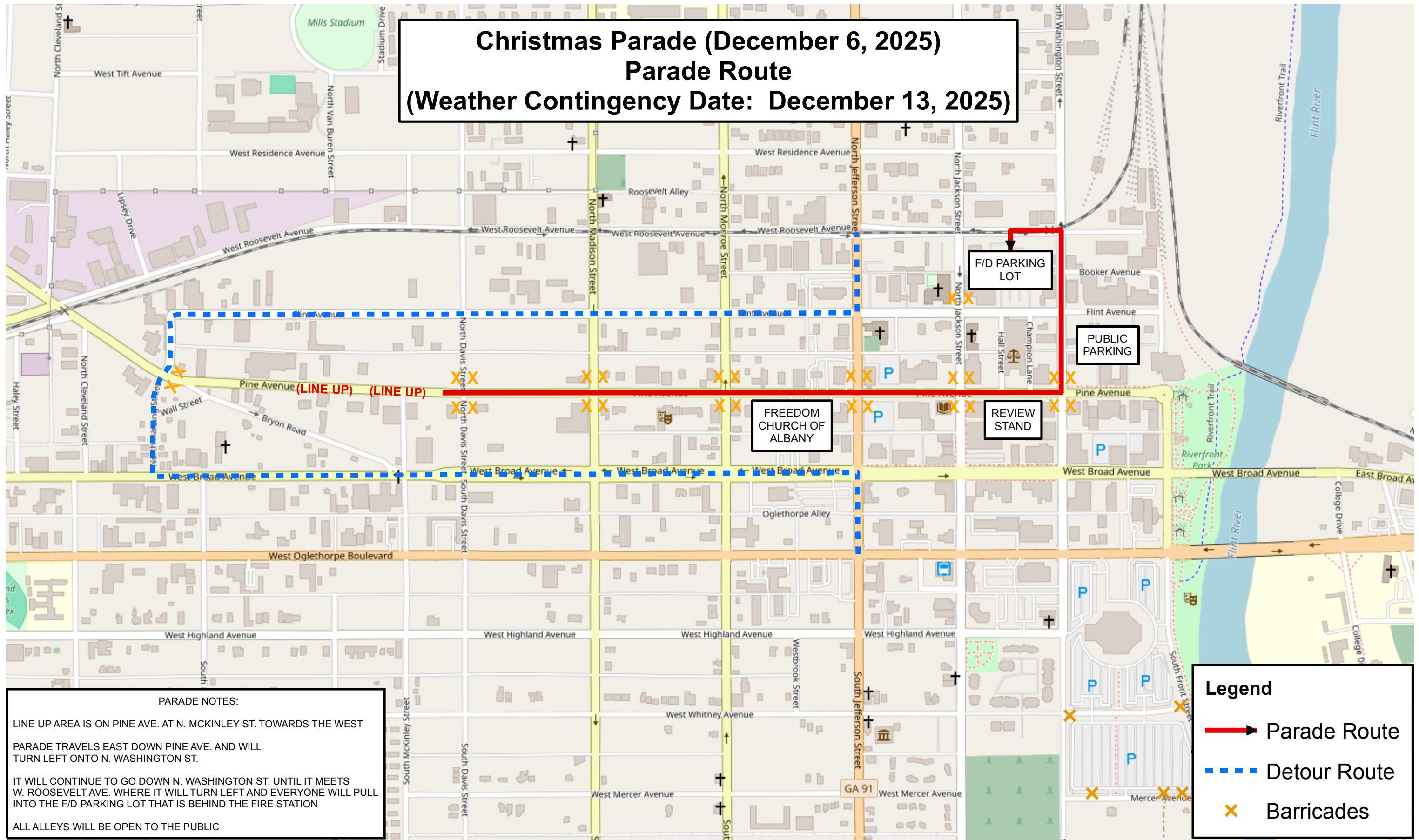
Disclaimer: Albany GIS makes every effort to produce the most accurate information possible. No warranties, expressed or implied are provided for the data herein, its use or interpretation. All data is subject to change.



AFTER THE PARADE ALL FLOATS AND WALKING UNITS WILL TURN INTO THE F/D PARKING LOT OFF OF W. ROOSEVELT AVE.



**Christmas Parade (December 6, 2025)
Parade Route
(Weather Contingency Date: December 13, 2025)**



PARADE NOTES:

LINE UP AREA IS ON PINE AVE. AT N. MCKINLEY ST. TOWARDS THE WEST

PARADE TRAVELS EAST DOWN PINE AVE. AND WILL TURN LEFT ONTO N. WASHINGTON ST.

IT WILL CONTINUE TO GO DOWN N. WASHINGTON ST. UNTIL IT MEETS W. ROOSEVELT AVE. WHERE IT WILL TURN LEFT AND EVERYONE WILL PULL INTO THE F/D PARKING LOT THAT IS BEHIND THE FIRE STATION

ALL ALLEYS WILL BE OPEN TO THE PUBLIC

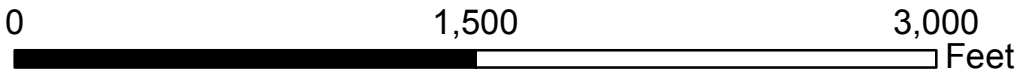
Legend

- Parade Route
- Detour Route
- Barricades

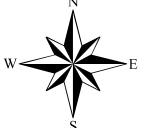


Date: 7/30/2025

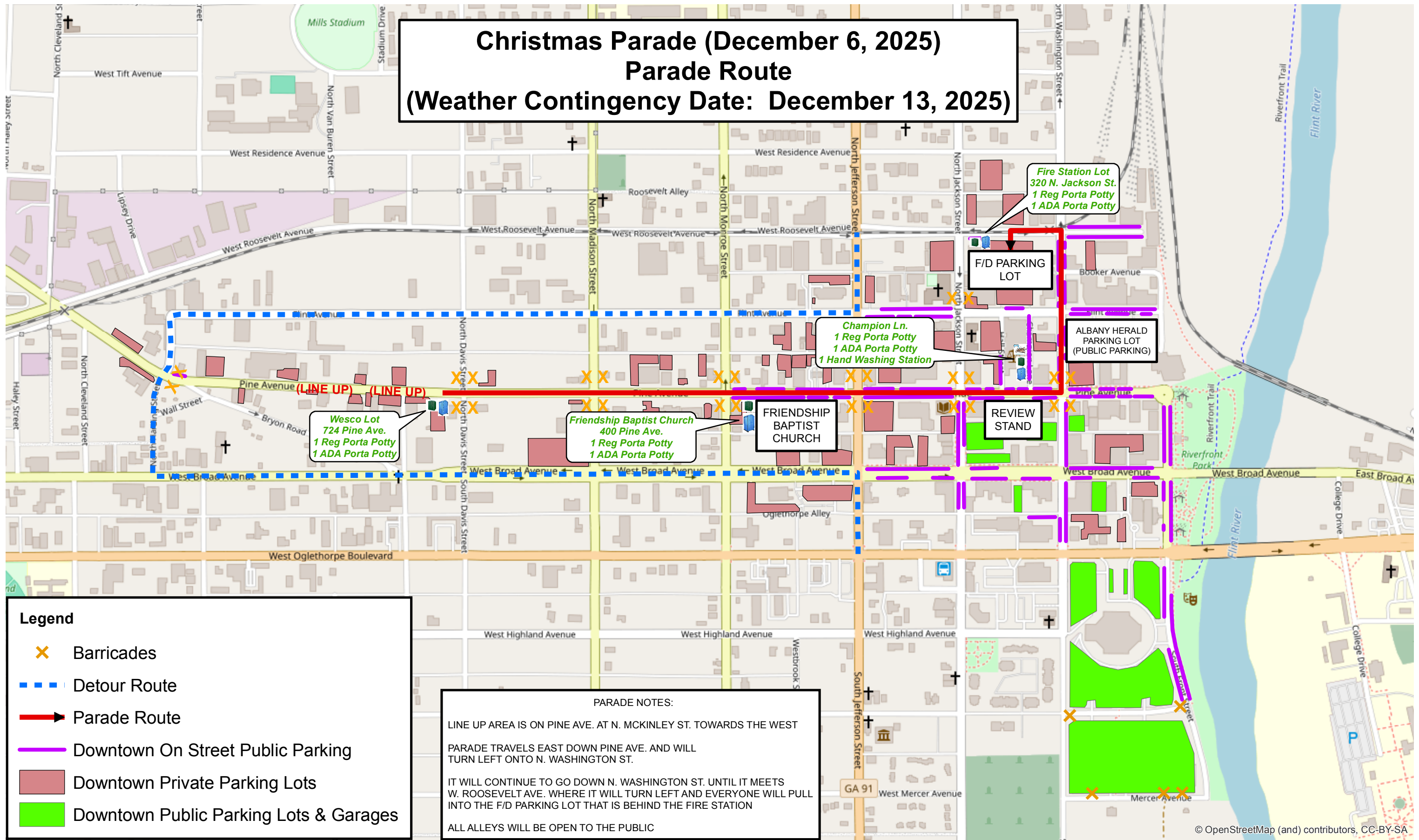
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AFTER THE PARADE ALL FLOATS AND WALKING UNITS WILL TURN INTO THE F/D PARKING LOT OFF OF W. ROOSEVELT AVE.



Christmas Parade (December 6, 2025) Parade Route (Weather Contingency Date: December 13, 2025)





CITY OF
Albany
GEORGIA

35TH CELEBRATION OF LIGHTS

HOME FOR THE HOLIDAYS

HONORING OUR HEROES



**VENDORS & FOOD TRUCKS
OPEN AT 4 P.M.**

**LIVE ENTERTAINMENT
BEGINS AT 4:45 P.M.**

PARADE STARTS AT 6 P.M.





35TH CELEBRATION OF LIGHTS

HOME FOR THE



HOLIDAYS



June 17, 2026

**REQUEST FOR PROPOSALS
DOWNTOWN EVENT PLANNING SERVICES
Reference No. 27-002**

Competitive sealed proposals will be received by the City of Albany, **Procurement Division, 222 Pine Avenue, Suite 260, Albany, GA 31701** until **5:00 pm., on July 20, 2026**, from qualified firms for a contract to provide Downtown Event Planning Services for The City of Albany.

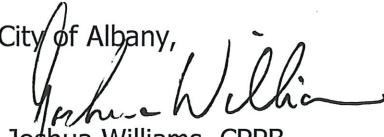
A Pre-Proposal Conference will be held at **10:00 a.m. on June 29, 2026**, at the Procurement Division, **222 Pine Avenue, Suite 260, Albany, Georgia 31701**, to review requirements and answer questions. Firms are encouraged to submit all questions in writing as well so that an addendum can be issued with all answers and information becoming part of the solicitation. All prospective respondents are encouraged to attend.

The City of Albany seeks a one (1) year contract with two (2) options to renew for additional one-year terms per GA Law 36-60-13 for multi-year purchases.

The City of Albany strongly encourages Small Business firms to participate in this RFP. All corporations should provide corporate seal, a copy of the Secretary of State's Certificate of Incorporation and listing of the principles of the corporation with their response.

The City of Albany reserves the right to reject any and all responses and to waive technicalities as deemed to be in the best interest of the City. The City of Albany reserves the right to request additional information from a respondent(s) as deemed necessary to analyze responses.

For additional information, contact Destin Adams, Buyer, at (229)302-1461 or email dadams@albanyga.gov cc: jswilliams@albanyga.gov and kross@albanyga.gov. The deadline for questions is **5:00 pm on July 13, 2026**. Questions received after this deadline may not be answered. Replies of substance will be in the form of written addenda and made available to all potential respondents.

City of Albany,

Joshua Williams, CPPB
Procurement Manager

FINANCE

**CITY OF ALBANY
FINANCE DEPARTMENT
PROCUREMENT DIVISION
ALBANY, GEORGIA
INSTRUCTIONS TO BIDDERS**

These instructions will bind bidders to terms and conditions herein set forth, except as specifically qualified in special bid and contract terms issued with any individual bid.

1. The following criteria are used in determining low responsible bidder.
 - (a) The ability, capacity and skill of bidder to perform required service.
 - (b) Whether bidder can perform service promptly or within specified time.
 - (c) The character, integrity, reputation, judgment, experience and efficiency of bidder.
 - (d) The performance of previous contracts.
 - (e) The suitability of equipment or material for City use.
 - (f) The ability of bidder to provide future maintenance and parts service.
2. Payment terms are Net 30 unless otherwise specified. Favorable term discounts may be offered and will be considered in determining low bids if they are deemed advantageous to The City.
3. Unless otherwise specified all materials, supplies or equipment quoted herein must be delivered within thirty (30) days from date of notification of award or by exception noted on bid sheet.
4. Prospective bidders are responsible for examining the location of the proposed work or delivery and determining, in their own way, the difficulties, which are likely to be encountered in the execution of same.
5. The ESTIMATED QUANTITY given in the specifications or advertisement is for the purpose of bidding only. The City may purchase more or less than the estimated quantity, and the bidder must not assume that such estimated quantity is part of the contract.
6. All bids should be tabulated, totaled and checked for accuracy. The unit price will prevail in case of errors.
7. All requested information should be included in the sealed bid envelope. All documents and information must be signed and included for your bid to receive full consideration. **Failure to submit any required information or document will be cause for bid to be rejected as non-responsive.**
8. Failure of the bidder to sign the bid document or have the signature of any authorized representative or agent on the bid **in the space provided will be cause for rejection of the bid.** Signature(s) must be written in ink.
9. Failure to enclose bid bond, where required, **will result in rejection of the bid.** Bond may be in the form of cash, certified check, cashier's check or Surety Bond issued by a Surety Company licensed to conduct business in Georgia.
10. **All bidders should provide their tax identification number with the bid.**
11. All bidding Corporations should provide the corporate seal, a copy of the Secretary of State's Certificate of Incorporation, and a listing of the principals of the corporation with the bid.
12. Quote all prices F.O.B. Albany or our warehouse or as specified in bid documents.
13. If the bidder proposes to furnish any item of a foreign make or product, he/she should write "Foreign" together with the name of the originating country opposite such item on the bid.
14. When requested, SAMPLES will be furnished free of expense, properly marked for identification and accompanied by list where there is more than one sample. The City reserves the right to mutilate or destroy any samples submitted whenever it may be in the best interests of The City to do so for the purpose of testing.
15. The City will reject any material, supplies or equipment that do not meet the specifications, even though bidder lists the trade name or names of such materials on the bid or price quotation form.
16. Any alterations, erasures, additions or omissions of required information or any changes of specifications, or bidding schedule are done at the risk of the bidder. Any bid will be rejected that has a substantial variation, such as a variation that affects the price, quality or delivery date (when delivery is required by a specific time).
17. Each bid or proposal will be submitted in a **SEALED ENVELOPE**. Additionally, that envelope shall be clearly marked on the outside as a **Sealed Bid** with the **Bid Number** clearly printed.
18. Bids **must** be received and stamped by the Procurement Office before the date and time stipulated in bid documents. The City of Albany assumes no responsibility for submittals received after the advertised deadline or at any office or location other than that specified herein, whether due to mail delays, courier mistake, mishandling, or any other reason. No responsibility will attach to any City representative or employee for premature opening of bids not properly addressed or identified.
19. If only one bid is received, the bid may be rejected and/or re-advertised, except in the case of only one known source of supply.
20. Bids received late will not be accepted, and The City will not be responsible for late mail delivery.
21. Should a bid be misplaced by The City and found later it will be considered.
22. The unauthorized use of patented articles is done entirely at the risk of the bidder.
23. All bidders must be recognized and authorized dealers in the materials or equipment specified and be qualified to instruct in their application or use. A bidder at any time requested must satisfy the Procurement Office and City Commission that he has the requisite organization, capital, plant, stock, ability and experience to satisfactorily execute the contract in accordance with the provisions of the contract in which he is interested.
24. Only the latest model equipment as evidenced by the manufacturer's current published literature will be considered. Obsolete models of equipment not in production will not be acceptable. Equipment shall be composed of new parts and materials. Any unit containing used parts or having seen any service other than the necessary tests will be rejected. In addition to the equipment specifically called for in the specifications, all equipment catalogued by the manufacturer as

standard or required by the State of Georgia shall be furnished with the equipment. Where required by the State of Georgia Motor Vehicle Code, vehicles shall be inspected and bear the latest inspection sticker of the Georgia Department of Revenue.

25. All materials, equipment and supplies shall be subject to rigid inspection, under the immediate supervision of the Procurement Officer and/or the Department to which they are delivered. If defective material, equipment or supplies are discovered, the contractor, upon being instructed by the Procurement Officer, shall remove, or make good such material, equipment or supplies without extra compensation. It is expressly understood and agreed that the inspection of materials by The City will in no way lessen the responsibility of the contractor or release him from his obligation to perform and deliver to The City sound and satisfactory materials, equipment or supplies. The contractor agrees to pay the cost of all tests on defective material, equipment or supplies or allow the cost to be deducted from any monies due him by The City.
26. For multi-year contracts the following clauses pursuant to OCGA 36-60-13 apply: (1) The contract shall terminate absolutely and without further obligation on the part of The City or County at the close of the calendar year in which it was executed and at the close of each succeeding calendar year for which it may be renewed; (2) The contract may provide for automatic renewal unless positive action is taken by The City or County to terminate such contract, and the nature of such action shall be determined by The City or County and specified in the contract; (3) The contract shall state the total obligation of The City or County for the calendar year of execution and shall further state the total obligation which will be incurred in each calendar year renewal term, if renewed; and (4) The contract shall provide that title to any supplies, materials, equipment, or other personal property shall remain in the vendor until fully paid for by The City.
27. Unless otherwise specified The City reserves the right to award each item separately or on a lump sum basis, whichever is in the best interest of The City.
28. The successful bidder shall secure all permits, license certificates, inspections (permanent and temporary) and occupational tax certificate, if applicable, before any work can commence. Contractor as well as any and all known subcontractors must possess or will be required to obtain a City of Albany Occupational Tax Certificate or Registration.
29. The successful bidder on motor vehicle equipment shall be required to furnish with delivery of vehicle, Certificate of Origin and Georgia vendors shall provide Georgia Motor Vehicle form MV1.
30. The City reserves the right to reject any and all bids, to waive any informalities in the bid process, and to award the contract as may be in the best interest of the City and/or re-advertise for bids.
31. Local bidder (domiciled in Albany City Limits) will receive bid in the event of tie bids. In the case of tie bids between out of town companies or between local concerns, evaluated as equal, bid will be recommended or awarded by chance coin toss, or drawing straws. **The Board of Commissioners passed a local preference ordinance on January 27, 2015. Where applicable, this ordinance will govern. Local preference will not be a basis for award on bids that are federally funded.**
32. No bidder writing restrictive specifications for The City will be allowed to bid on the project.
33. Reasonable grounds for supposing that any bidder is interested in more than one bid for the same item will be considered sufficient cause for rejection of all bids in which he/she is interested.
34. A contract **will not** be awarded to any corporation, firm or individual who is, from any cause, in arrears to The City/County or who has failed in any former contract with The City to perform work satisfactorily, either as to the character of the work, the fulfillment of the guarantee, or the time consumed in completing the work.
35. It is mutually understood and agreed that if any time the Procurement Officer shall be of the opinion that the contract or any part thereof is unnecessarily delayed or that the rate of progress or delivery is unsatisfactory, or that the contractor is willfully violating any of the conditions or covenants of the agreement, or is executing the same in bad faith, the Procurement Officer shall have the power to notify the aforesaid contractor of the nature of the complaint. Notification shall constitute delivery of notice, or letter, to address given in bid/proposal. If after three working days of notification the conditions are not corrected to the satisfaction of the Procurement Officer, he shall thereupon have the power to take whatever action he may deem necessary to complete the work or delivery herein described, or any part thereof, and the expense thereof, so charged, shall be deducted from any paid by The City out of such monies as may become due to the said contractor, under and by virtue of this agreement. In case such expense shall exceed the last said sum, then and in that event, the bondsman or the contractor, his executors, administrators, successors, or assigns, shall pay the amount of such excess to The City on notice by the Procurement Officer of the excess due.
36. Contracts may be cancelled by The City with or without cause with 30-day written notice.
37. Any complaint from bidders relative to the Invitation to Bid or any attached specifications should be made prior to the time of opening of bids, otherwise such complaint cannot be properly considered.
38. Any bidder may withdraw his bid at any time before the time set for opening of bids. No bid may be withdrawn without cause in the 60-day period after bids are opened.
39. All questions, inquiries and requests for clarification shall be directed to Procurement.
40. **Prior to submission, all bidders are encouraged to check the website at www.albanyga.gov or call the Procurement Office at 229-431-3211 for any addendums.**

PROCUREMENT FORM - Revised 11/18/2021

DOWNTOWN EVENT PLANNING SERVICES

GENERAL INFORMATION

RFP #27-002

1. Submit one (1) original and six (6) copies of your proposal on company letterhead and have an authorized official sign documents. Submittals should be clearly marked on the outside as "RFP #27-002, Downtown Event Planning Services".
2. Proposals must be received no later than 5:00 P.M. July 20, 2026, at the City of Albany Procurement Office, 222 Pine Avenue, Suite 260, Albany, Ga. 31701. Sealed responses may be hand delivered or mailed to the above listed address. **SEALED SUBMITTALS MUST BE DELIVERED IN WRITING. VERBAL RESPONSES ARE NOT ACCEPTABLE.** The City of Albany assumes no responsibility for submittals received after the advertised deadline or at any office or location other than that specified herein, whether due to mail delays, courier mistake, mishandling, or any other reason. If submittals are delivered by other than hand delivery, it is recommended that the respondent verify delivery. Any submittal received after the specified time and date will not be considered and will be returned unopened to the firm.
3. The contact person for this RFP is Destin Adams, Buyer, at (229) 302-1461. Explanation(s) desired by proposer(s) regarding the meaning or interpretation of this RFP must be requested from the Procurement office, in writing, as is further described below.

Proposers are advised that from the date of release of this RFP until award of the contract, **NO contact with City personnel related to this RFP is permitted, except as authorized by the Procurement office.** Any such unauthorized contact may result in the disqualification of the proposer's submittal.

4. Requests for additional information or clarifications must be made in writing no later than the date specified in the RFP. The request must contain the proposer's name, address, phone number, and facsimile number. Facsimile will be accepted at (229) 431-2184 or E-mail to dadams@albanyga.gov cc: jswilliams@albanyga.gov; kross@albanyga.gov.

The Procurement Office will issue responses to inquiries and any other corrections or amendments it deems necessary in written addenda issued prior to the Proposal Due Date. Proposers should not rely on any representations, statements or explanations other than those made in this RFP or in any addendum to this RFP. Where there appears to be a conflict between the RFP and any addenda issued, the last addendum issued will prevail.

It is the proposer's responsibility to be sure all addenda were received. The proposer should verify with the designated contact person prior to submitting a proposal that all addenda have been received. Proposers should acknowledge the number of addenda received as part of their proposals or sign a copy of the addenda and include it with the proposal submission.

5. Proposals received after the Proposal Due Date and time are late and will not be considered. The proposer may withdraw his/her submitted proposal by providing a written request to the Procurement Division before the stipulated closing date and time. Withdrawal of your proposal will not cause prejudice or interfere with the right of the proposer to submit a new proposal, provided the latter is received by the predetermined date and time provided herein. No proposal may be withdrawn for a period of sixty (60) days following the stipulated closing date.
6. The City of Albany may, at its sole and absolute discretion, reject any and all, or parts of any and all, proposals; re-advertise this RFP; postpone or cancel, at any time, this RFP process; or waive any irregularities in this RFP or in the proposals received as a result of this RFP.

7. All expenses involved with the preparation and submission of proposals to the City, or any work performed in connection therewith shall be borne by the proposer(s). No payment will be made for any responses received, or for any other effort required of or made by the proposer(s) prior to commencement of work as defined by a contract approved by the City of Albany Board of Commissioners.
8. Proposers may be required to give oral presentations in support of their proposals or to exhibit or otherwise demonstrate the information contained therein.
9. Proposers may take exceptions to any of the terms of this RFP unless the RFP specifically states where exceptions may not be taken. Should a proposer take exception where none is permitted, the proposal may be rejected as non-responsive. All exceptions taken must be specific, and the Proposer must indicate clearly what alternative is being offered to allow the City a meaningful opportunity to evaluate and rank proposals.

Where exceptions are permitted, the City shall determine the acceptability of the proposed exceptions and the proposals will be evaluated based on the proposals as submitted. The City, after completing evaluations, may accept or reject the exceptions. Where exceptions are rejected, the City may request that the Proposer furnish the services or goods described herein or negotiate an acceptable alternative.

No proposal shall be accepted from, nor will any contract be awarded to, any proposer who is in arrears to the City of Albany upon any debt, fee, tax or contract, or who is a defaulter, as surety or otherwise, upon any obligation to the City, or who is otherwise determined to be irresponsible or unreliable by the City of Albany.

10. The City of Albany may award a contract on the basis of information received without the RFP moving through all three phases described in the Selection Process section of the RFP. Therefore, each proposal phase should contain a proposer's best presentation of its position to serve.

Selection Process Clause: A Proposal Analysis Group (PAG) will review all proposals submitted. Based upon the background information reported in the RFP, the PAG will determine whether the respondent is qualified or unqualified. Cost will not be the sole determining factor in selecting a firm. The Proposal Analysis Group will rank the qualified firms based on the data submitted. The PAG may require each firm to make a formal presentation regarding its qualifications to perform the requested services. The top ranked firms will be selected for final negotiations.

11. The proposer shall comply with all laws, ordinances and regulations applicable to the services contemplated herein, including those applicable to conflict of interest and collusion. Proposers are presumed to be familiar with all Federal, State and local laws, ordinances, codes and regulations that may in any way affect the services offered. No reimbursement will be made by the City for any costs incurred prior to a formal Notice To Proceed should an award of contract result from this solicitation.
12. **CONTRACT RENEWAL:** As stated in paragraph three on page one, the City of Albany seeks a one (1) year firm price contract with two (2) options to renew for additional one (1) year terms per GA Law 36-60-13 for multi-year purchases. In absence of a written notice of termination, the renewals will automatically continue. Either party to this contract may waive their option to exercise the one-year options to this contract by providing written notice to the other party **sixty (60) calendar days** prior to the contract renewal date. Fees may be adjusted based upon the most recent publication of the Consumer Price Index, Southern B/C Issue. Increase will become effective at renewal date. Funding is dependent upon appropriation by the City of Albany Board of Commissioners each fiscal year.

13. **INDEMNIFICATION:** Proposer assumes and agrees to be responsible for all claims for damages for injuries to persons or property arising out of the performance of its contract, whether due to its own default or negligence of its sub-contractors. The proposer agrees to indemnify the City on account of such claims and further agrees that it will indemnify the City fully against any damages, fines, penalties or forfeitures of any kind which may be imposed upon or levied against the City as the result of the proposer's violation or failure to comply with any valid law, ordinance or regulation of the United States, State of Georgia, or the City of Albany, including the Federal Occupational Safety and Health Act of 1970 as amended from time to time or any federal regulation adopted pursuant thereto.

The proposer shall not be liable for any losses, damages, or expenses caused by negligent, willful or wanton acts, errors or omissions of the City, its officers, employees, agents or representatives.

To further assure the performance of the covenant, the proposer shall procure and maintain in force, at its expense, liability insurance including Automobile, General and Errors and Omissions of at least \$1,000,000 per occurrence and an annual aggregate, where it applies, of at least \$2,000,000. The proposer must also certify for Workers Compensation statutory coverage and Employers Liability of at least \$1,000,000.

14. **TERMINATION OF CONTRACT FOR CONVENIENCE:** The City of Albany shall have the right to terminate any contract to be made hereunder for their convenience by giving the proposer **sixty (60) calendar days** written notice of their election to do so and by specifying the effective date of such termination. The proposer shall be paid for its services through the effective date of such termination.
15. **TERMINATION OF CONTRACT FOR CAUSE:** Provided a contract is awarded, if a proposer shall fail to fulfill any of its obligations hereunder, the City may terminate the agreement with said proposer for such default by giving written notice to the proposer at issue. If this agreement is so terminated, the proposer shall be paid only for work satisfactorily completed. Any termination that could occur would not happen without an opportunity to cure per the conditions outlined in the Contract between the successful proposer and the City.
16. Upon receipt of the proposals by the City, the proposal shall become property of the City without compensation to the proposers, for disposition or usage at discretion of the City of Albany.
17. **Georgia Security and Immigration Compliance Act:** The successful consultant will provide certification that they are in compliance with the Georgia Security and Immigration Compliance Act, certifying that the provisions of O.C.G.A § 36-60-13, Chapter 300-10-1, per the Georgia Department of Labor, if applicable, have been complied with in full. Pursuant to O.C.G.A § 36-60-13, all sub-consultants entering into a contract or agreement for hire on this Project must be registered and participate in the Federal Work Authorization Program. *(See attached document at the end of proposal)*
18. **PROPOSAL RESPONSE:** All vendors/respondents should provide information as detailed in this RFP and any other pertinent information which will assist the Evaluation Committee in selecting the most qualified firm. The City of Albany Staff will be available at the pre-proposal conference to answer questions and offer explanations as needed. Any reply resulting in a change in the Request For Proposal (RFP) will be sent to all attendees. It is highly recommended that all interested proposers attend this conference. This will be the only site visit and tour.
19. Proposer shall provide satisfactory evidence of competency to perform the work presented in the RFP. The minimum requirements are a permanent office, adequate work force and technical qualifications/experience, along with having a suitable financial status to meet obligations

incidental to the workplace. **Submit with your proposal satisfactory evidence to meet these requirements.**

20. The proposer will give immediate notice to the City of any claims or suits made or filed against the vendor or its subcontractors on any matter pertaining to this contract. The vendor shall cooperate, assist, and consult with the City in any claim, suit, or action made or filed against the City as a result of or relating to the vendors obligation under this contract. Any cancellation or lapse of insurance affecting the operation of the City shall be deemed a material breach of contract and the Administrator must be notified immediately.

21. **EVALUATION CRITERIA:**

Qualifications & Experience	40%
References & Portfolio	25%
Project Approach & Understanding	25%
Fees (cost)	10%

Award will be made to the responsible proposer whose proposal best meets the needs of the City of Albany as set forth herein. Proposers will be evaluated on the following criteria:

• **Experience/Qualifications:** The City will consider the proposer's financial stability, staff experience and quality, as well as the proposer's performance on similar projects. **Weight -40%**

• **References and Portfolio:** The City will evaluate the respondent's portfolio and references provided. Please provide at least three references from previous clients within the past seven years. Links or attachments to at least three previous events of a similar scale should be submitted for proposer's portfolio. **Weight -25%**

• **Project Approach and Understanding:** The City will evaluate the respondent's understanding of the work to be performed. The vendor should address the overall concept with this proposal including staffing and responsibilities. Submittal should clearly express the firm's understanding and approach to the proposed project. **Weight -25%**

• **Fee Proposal:** Vendor shall propose a fee schedule with a detailed breakdown of pricing with specific payment terms. **Weight -10%**

22. **Certificate of Non-Collusion:** An executed copy of this form should accompany your submittal. (See Attached).
23. **Governing Law & Venue:** An executed copy of this form should accompany your submittal. (See Attached).

CITY OF ALBANY
DOWNTOWN EVENT PLANNING SERVICES
RFP #27-002

1. Purpose

The City of Albany Downtown Manager's Office is seeking quotes from qualified event planners or event planning firms to assist with planning, coordinating, and executing downtown events on an as-needed basis.

The selected event planner will work directly with the Downtown Manager and coordinate with City departments, vendors, volunteers, and event participants as needed.

2. Signature Events

The City anticipates needing event planning support for the following signature downtown events:

- Celebration of Lights — annual holiday event that may include the Christmas Village, vendors, entertainment, tree lighting ceremony, parade coordination, volunteer coordination, signage, parking, public safety coordination, and event-day logistics.
- Food Truck Frenzy — downtown event featuring food trucks, vendors, entertainment, and community activities.
- Shop and Stroll — downtown promotional event designed to encourage shopping, dining, and foot traffic at downtown businesses.

3. Scope of Services

The selected event planner may be responsible for the following services:

- Develop event concepts, themes, timelines, and event plans.
- Coordinate vendors, participants, entertainers, volunteers, and service providers.
- Assist with event layouts, setup plans, signage, and event-day logistics.
- Coordinate with City departments regarding public safety, parking, road closures, vendor access, and cleanup.
- Manage event flow and run-of-show.
- Provide all contractor staffing needed for setup, event-day coordination, and post-event follow-up.
- Provide a short post-event summary report to the Downtown Manager.
- Complete all work within the approved event budget and City requirements.

4. Submission Requirements

Interested firms or individuals should submit the following information:

- Company name, address, phone number, and email.
- Main contact person.
- Description of event planning experience.
- Examples of at least three similar events.
- Proposed pricing using the pricing sheet below.
- Payment terms.
- Proof of insurance or statement of ability to provide insurance.
- At least three references from previous clients within the past seven years.

5. Pricing Notes

The proposed price for each signature event should include all planning, coordination, event-day staffing, and support services needed to successfully execute the event.

The selected contractor will be responsible for providing the staffing necessary to perform the required services for each event. The City will not pay separately for additional contractor staff unless specifically approved in writing by the City before the service is provided.

If any services, expenses, travel, supplies, third-party vendor costs, or staffing costs are not included in the proposed price, please clearly identify them in the quote.

The City may request clarification regarding pricing before making an award.

Please provide one proposed price for each signature event listed below. Pricing should include planning, coordination, vendor/participant communication, event-day support, contractor-provided staffing, and post-event follow-up.

Signature Event	Proposed Price
Celebration of Lights	\$ _____
Food Truck Frenzy	\$ _____
Shop and Stroll	\$ _____
Total Price for All Three Events	\$ _____

6. Additional Notes: Services will be provided on an as-needed basis. The City may request services for additional events not listed above; however, any additional event services must be approved by the City in writing before work begins. The City reserves the right to request additional information, negotiate pricing, or select the quote that is in the best interest of the City.

*** COMPLETE AND SUBMIT ***

**RFP REFERENCE
NO. 27-002
ADDENDUM ACKNOWLEDGEMENT FORM**

Instructions: Please acknowledge receipt of addenda received by completing this addendum acknowledgement form. Check the box next to each addendum received and sign below. This addendum acknowledgement form should be submitted with your bid to expedite document processing.

Acknowledgement: I, the undersigned, acknowledge receipt of the following addenda to the above referenced Invitation To Bid and have made any necessary revisions to my response or submittal. I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid.

Addendum No. 1 ☐ Addendum No. 3 ☐

Addendum No. 2 ☐ Addendum No. 4 ☐

☐ No Addenda received for Bid Reference NO. 27-002.

Print Name and Title of Authorized Signer

Authorized Signature

Date

****COMPLETE AND SUBMIT****

CERTIFICATION OF NON-COLLUSION

The proposer being sworn, disposes and says, _____

The proposer submitting this and its agents, officers or employees have not directly or indirectly entered into any agreements, participated in any collusion or otherwise taken any action in restraint of free competitive bidding in connection with this RFP.

SIGNATURE (AUTHORIZED)

COMPANY NAME

TITLE

DATE

****COMPLETE AND SUBMIT****

ADVERTISEMENT FORM

For All Firms Participating in the bid please answer questions below:

Please let us know how you heard about the BID/RFP advertisement by selecting one of the following.

1. Internet/Social Media to include Facebook, Twitter, etc. Yes____ No____
2. City of Albany website Yes____ No____
3. City of Albany local access channel (channel 16) Yes____ No____
4. Georgia Procurement Registry Yes____ No____
5. Other: _____

Please indicate if you are a DBE: Yes_____ No_____

DATE: _____

COMPANY NAME: _____

AUTHORIZED REPRESENTATIVE NAME: _____

TITLE: _____

SIGNATURE: _____

****COMPLETE AND SUBMIT****

GOVERNING LAW AND VENUE

Proposer agrees that as to any actions or proceedings arising out or related to this agreement, any such proceedings shall be governed and determined by Georgia Law.

Proposer further agrees that as to any actions or proceedings arising out of or related to this agreement, any such action or proceeding shall be resolved only in an appropriate court located in Dougherty County, Georgia.

SIGNED (AUTHORIZED)

COMPANY NAME

TITLE

DATE

COMPLETE AND SUBMIT
GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

Contractor's Name:	
Address:	
Solicitation/Contract No.:	
Solicitation /Contract Name:	

CONTRACTOR AFFIDAVIT

I understand that the City of Albany may not enter into a contract with _____ (Name of Corporation) unless it has registered and does participate in the Federal Work Authorization Program defined in O.C.G.A. § 13-10-90(2), to-wit" (2) "Federal work authorization program" means any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), D.L. 99-603.

By executing this affidavit, the undersigned Contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, entity or corporation which is engaged in the physical performance of services on behalf of the **City of Albany** has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91.

Furthermore, the undersigned Contractor will continue to use the federal work authorization program throughout the contract period and the undersigned Contractor will contract for the physical performance of services in satisfaction of such contract only with sub-Contractors who present an affidavit to the Contractor with the information required by O.C.G.A. § 13- 10-91(b). Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

 Federal Work Authorization User Identification Number

 Date of Authorization (EEV/E-Verify Company Identification Number)

 Name of Contractor

I hereby declare under penalty of perjury that the foregoing is true and correct.

 Printed Name (of Authorized Officer or Agent of Contractor)

 Title (of Authorized Officer or Agent Contractor)

 Signature (of Authorized Officer or Agent)
 SUBSCRIBED AND SWORN BEFORE ME ON

 Date Signed

[NOTARY SEAL]

Notary Public My Commission Expires: _____

Approved 10/23/2020