



**ADDENDUM #1 – ANSWERS TO QUESTIONS**  
RFQ 2023 Winter Wonderland Event Planner

**Submittal Deadline:**  
Wednesday, October 4<sup>th</sup>  
3:00 pm (EST)



1. **Current list of community partners from last year's event?**
  - a. Yes
2. **Do you plan to provide an intro letter from last year?**
  - a. We can.
3. **Will there be a responsible party in charge of Community Engagement outside of the event planner?**
  - a. Yes (however, the event planner will have to work with that team and the council woman's office)
4. **Are you able to provide a list of volunteers from last year?**
  - a. Yes
5. **How many Volunteers were needed for last year and do you foresee more needed for this coming year?**
  - a. We had about 20 last year but we need significantly more and for different shifts. We have a volunteer chart that reflects the need in different capacities.
6. **Was there a survey or feedback from volunteers or community?**
  - a. No survey. The feedback is all on our Facebook page and the event was rated as phenomenal and well appreciated!
7. **Will there be partners this year?**
  - a. Yes
8. **Can you have the list of partners?**
  - a. Those that agree to sponsorship and require signage – yes.
  - b. We do have a sponsorship package ready to go along with the ability to receive gifts online. The event planner may direct potential sponsors to our fundraising team.
9. **What is the process timeline for securing funding for items that are not pertaining to event planning and project management? Our goal is to be forward thinking and create efficiencies within our processes while understanding your model of practice. Examples may include are signage, permits, flyers, deposit**
  - a. Timeline for securing funding is by Nov. 5<sup>th</sup>. We will not be able to move forward if we do not have our title sponsorship by that date.
  - b. Funds for the event planner are in place.
10. **Are there efficiency systems in place or a budget available for both parties to view, collaborate, and oversee the budget, to track spending of the allocated budget for the event?**
  - a. Yes, the budget can be on a shared Google Doc. And the project management is done in Mondays.
11. **Park Map**
  - a. 86 dots represent the layout of the light exhibits.
12. **Timeline for setup/breakdown last year?**

- a. Two days before the event was a set up day with professionals and community volunteers. Breakdown is just the day after (that Monday).
- 13. How much time did it take to setup/breakdown?**
- a. A day for each
- 14. How many bodies were used in the crew last year?**
- a. There were 8 but more are needed
  - b. Generators go in first – day 1 (that team is a local company)
  - c. 20 people will get you set up in 4 – 6 hours
  - d. You can count two people for each instillation
  - e. You have to add time for additional light installations and repairs
- 15. Is there more inventory to expect?**
- a. Yes – approx. 20 more would be ideal (also, last year we did not have a full 80)
- 16. Is there a process for replacement or damaged items?**
- a. The DOO will be able to purchase what you need
- 17. Do we have a certificate of liability**
- a. Yes, and you may have a copy
- 18. Where is the inventory located?**
- a. In a storage unit 2 miles from the park
- 19. Is there a budget to haul and provide transportation expenses for inventory?**
- a. Yes
- 20. Is there a timeline for entertainers & lightshow to consider as a guide to align previous year lineup**
- a. Yes, but not formal. We can write that out.
- 21. What are ways partners were showcased at the event?**
- a. They weren't. We need ideas.
- 22. Is there a budget for equipment, entertainment etc.?**
- a. Yes
- 23. Is there a FAQ document for vendors to reference as a quick reference sheet used in the past?**
- a. No vendors were allowed
- 24. Were there any vendor challenges or conflicts we should be aware of from last year?**
- a. N/A
- 25. Are you able to provide a media contact list and digital files from last year's event?**
- a. Yes, we have a PR team that will manage the PR this year as well.
- 26. Are we able to provide access to last year's marketing plan or will there need to be a new one created?**
- a. Our PR team will handle this. We need the event planner to handle the physical planning and implementation of the logistics and management of the event at the park and the traffic plan. All of those plans reported to our OW management and our marketing and PR teams will get the event full coverage. We will work with the planner on this.
- 27. Are you able to provide deadline and timeline requirements for the city permits, metro, EMT and government agencies needed for event?**
- a. We are. Management is submitting all of these.

**28. What was your level of success working with above mentioned entities?**

- a. Successful – the permit has been submitted and we are doing a walk-through this week with Parks and Rec. staff

**29. Transportation/Delivery Services**

- a. Last year we had a team rent a U-Haul to pick up all the lights and deliver them to the park. The same was true for reclaiming all the lights. The event planner will be responsible for inventory check in and check out.

Sincerely,



**Evon J. Smith**  
CEO/President