5. **SECTION B - SCOPE OF SERVICES:**

5.1. **Background/Intent**

5.1.1. Montgomery County hosts a variety of special events throughout the County; both in person (when applicable) and virtually. These events include but not limited to parades, concerts, races, etc. The County intends to enter into a contract with an offeror who will plan, implement, and execute various special events. The events will either be in person events (when applicable) and virtual events. The planning, implementation and executing of these events will most likely be remotely and not in person. However, there may be times when in person will be required.

5.1.2. Montgomery County is seeking a firm who can provide arts consulting services as well as special events coordination services to assist with publicizing a variety of special arts-related activities throughout the year. The primary objective of the program is to encourage a wide range of individuals (employees, residents and visitors) to enjoy and participate in a variety of performing, visual, culinary, and literary arts programs.

5.1.3. In Downtown Silver Spring, a unique and creative public-private community partnership has resulted in a successful redevelopment project based on a Town Center concept initiated over fifteen years ago. Silver Spring was designated as an “Arts and Entertainment District” by the State of Maryland based on the $320 million pedestrian-friendly, mixed-use project that combines the arts with retail, entertainment, office, hotel, parking, and residential development. The District designation is valid until 2022. Montgomery County is seeking a firm with successful experience in processing, coordinating, submitting, and receiving designation in the State of Maryland Arts & Entertainment District in either the original application or reapplication process.

5.2. **Scope of Services**

5.2.1. The Contractor will provide special events coordinating services for Montgomery County. These events will include but are not limited to the Silver Spring Summer Concert Series, Silver Spring Jazz Festival, and Montgomery County Thanksgiving Parade. The County sponsors a number of events throughout the year and the Contractor will be provided a schedule by the Using Department upon execution of a contract.

5.2.1.1. The Contractor will be required to attend (most likely remotely) all assigned special events and will be responsible for supervising all set-up and break down of event (when applicable); such as tables, chairs, stage, sound system, etc. The offeror will often supervise all logistics for the event. The resulting contract will require the Contractor to manage marketing, staffing, logistics, and other detail planning and execution for the events assigned. In the past (pre-COVID) many of these events are attended by several thousand residents and are geared to promote Montgomery County. The Contractor will also be required to secure rentals, temporary labor, supplies, marketing materials, and equipment all in compliance with the purchasing regulations of Montgomery County. All orders must be approved with a County issued Purchase Order number prior to submission to the vendor. The County will be responsible for making all payments. The Contractor may at times be required to pay for certain small reimbursable incidentals, under $100.00.

5.2.1.2. The Contractor may be responsible for developing a marketing plan for each assigned event. Marketing should include print materials and/or electronic materials when applicable, signs, social media and a variety of media. The Contractor will work closely with the County staff including Montgomery Public Information (POI) staff.

5.2.1.3. The Contractor will begin planning at a minimum of four months before a scheduled event. Following each event, the contractor must submit a report to Montgomery County within ten (10) business days after an event. This report must include all expenditures, including temporary labor costs, number of people who attended the event, copies of any media releases of the event, ideas and notes for future events, etc.

5.2.1.4. The Contractor will report directly to the designated staff member, depending on the event.

5.2.2. The Contractor will provide arts coordinating services for Montgomery County. Services and goals may include the following:

5.2.2.1. Building on the County’s various “Arts and Entertainment Districts”, promoting each Urban District as a destination for arts and cultural activities;
5.2.2. Serving the entire Montgomery County population by programming a diverse mix of arts related cultural events;

5.2.2.3. Building a sense of community by involving a broad spectrum of local residents appealing to a wide audience;

5.2.2.4. Assisting with Montgomery County's Urban District events where arts training/education and expertise is necessary;

5.2.2.5. Providing assistance in planning, design, and management of public spaces in order to promote Arts and Entertainment District as necessary; and

5.2.2.6. Providing Arts Consulting Services to other Departments/Agencies within Montgomery County Government.

5.2.3. Coordinating services may include identifying, creating and coordinating a variety of arts related activities in Montgomery County such as, but not limited to, the following:

5.2.3.1. Providing research, analysis, and reporting necessary to maintain District designation with the State of Maryland and the Maryland State Arts Council;

5.2.3.2. Providing website text and modifications reflecting a guide of the Silver Spring Arts and Entertainment District area, including the researching to target non-profit and arts related groups, act as a clearinghouse for upcoming arts related events;

5.2.3.3. Providing support to the County and Silver Spring Arts and Entertainment; ideas or suggestions on promoting the Arts and Entertainment Districts to residents; and, logistical support and coordination of any initiatives;

5.2.3.4. Coordinating any necessary events to support the Arts and Entertainment District to include staffing, contacting vendors, fulfilling sponsor requirements (ensuring the funds, goods or services promised are fulfilled), marketing;

5.2.3.5. Providing documentations to the Using Department, as necessary, including arts grants, event reports, and status updates;

5.2.3.6. Providing District logistical support in regards to public art projects, initiatives, marketing efforts, etc. on behalf of the County and related Districts; and

5.2.3.7. Acting as a resource for technical assistance regarding State designation, tax incentives for artists, and art-based businesses/enterprises, and other related issues.

5.2.4. Written reports must be submitted, upon request of the Using Department, within 15 business days. Requests will include content and format of required reports, including, but not limited to, expense reports, outcomes, and surveys.

5.2.5. Contractor will coordinate, research, write, and submit the 2022 re-designation application for the Silver Spring Arts & Entertainment District on behalf of the Silver Spring Regional Services Center, Silver Spring Urban District, and Montgomery County. This will include, but is not limited to:

5.2.5.1. Develop timeline for re-designation and discuss with Director of Silver Spring Regional Services Center.

5.2.5.2. Contractor will work with County departments and agencies to obtain necessary data, mapping, zoning, legislation, and support materials required for designation.

5.2.5.3. Research necessary elements to develop the required submissions for re-designation.

5.2.5.4. Write narrative to convey historical successes of the Silver Spring Arts & Entertainment district and expand on continuing need for designation.

5.2.5.5. Coordinate efforts with program staff at the Maryland State Arts Council including necessary meetings, tours, and document deadlines.

5.2.5.6. Work with County PIO and Silver Spring Regional Services Center to promote the District application as an effort by Montgomery County and the Silver Spring Regional Services Center to respond to community needs with placemaking efforts, and to benefit small businesses within the downtown, creative enterprises, entertainment venues, and arts organizations.
5.3 Contractor's Qualifications

5.3.1. The Contractor or its employees must have a minimum of five (5) years of experience in event planning where at least 10,000 people attended. The experience must include applying for permits, planning, coordinating and executing events such as wellness events, concerts and parades and other types of community events.

5.3.2. The Contractor must have an extensive knowledge and experience working with the Maryland Arts and Entertainment District’s State legislation or similar experience with other jurisdictions. The Contractor, or Contractor’s employees and/or subcontractors, must have education and/or training within fine arts management and experience running arts programs. The Contractor must have knowledge of and relationships within the arts community, including artists, administrators, and non-profit organizations.

5.3.3. The Contractor must have knowledge and experience with successfully submitting Arts & Entertainment District or Cultural District applications/re-designation applications; including working with County departments and agencies to provide necessary data, mapping, legislation, and support materials required for designation as well as narrative portions of the application.

6. SECTION C - PERFORMANCE PERIOD

6.1. TERM

The effective date of this Contract begins upon signature by the Director, Office of Procurement. The period in which Contractor must perform all work under the Contract begins on the Contract’s effective date and ends after a one (1) year period. Contractor must also perform all work in accordance with time periods stated in the Scope of Work. Before this term for performance ends, the Director at his/her sole option may (but is not required to) renew the term. Contractor’s satisfactory performance does not guarantee a renewal of the term. The Director may exercise this option to renew this term two (2) times for one (1) year each.

6.2 PRICE ADJUSTMENTS

Prices quoted are firm for a period of two years after execution of the contract. Any request for a price adjustment after this two-year period is subject to the following:

6.2.1. Approval or rejection by the Director, Office of Procurement or designee

6.2.2. Submission in writing to the Director, Office of Procurement and accompanied by supporting documentation justifying the Contractor’s request. A request for any price adjustment may not be approved unless the contractor submits to the County sufficient justification to support that the Contractor’s request is based on its net increase in costs in delivering the goods/services under the contract.

6.2.3. Submission within sixty (60) days prior to contract expiration date, if the contract is being amended.

6.2.4. The County will not approve a price adjustment request that exceeds the amount of the annual percentage change of the Consumer Price Index (CPI) for the twelve-month period immediately prior to the date of the request. The request must be based upon the CPI for all urban consumers issued for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan area by the United States Department of Labor, Bureau of Labor Statistics for ALL ITEMS.

6.2.5. The County will approve only one price adjustment for each contract term, if a price adjustment is approved.

6.2.6. The price adjustment, including its effective date, must be incorporated into a written contract amendment.

7. SECTION D - METHOD OF AWARD/EVALUATION CRITERIA

7.1 PROCEDURES

7.1.1. Upon receipt of proposals, the Qualification and Selection Committee (QSC) will review and evaluate all proposals in accordance with the evaluation criteria listed below under Section D.7.1.9.a. The QSC will also review an offeror for responsibility.

7.1.2. Vendor interviews will be conducted with the three (3) highest scoring offerors that achieve a QSC score of at least 70 points for each written proposal. The interview criteria that will then be utilized are listed below under Section D.7.1.9.b.