



Purchasing and Central Services

Monroe County, New York

Maggie Brooks
County Executive

Dawn C. Staub
Purchasing Manager

ADDENDUM NO: 1

RFP PROJECT: Production of the Lilac Festival, on Behalf of Lilac Festival Incorporated

DATE: November 9, 2012

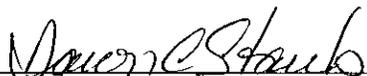
PROPOSERS PLEASE NOTE:

Attached please find the following:

1. RFP Clarifying Questions and Answers

SIGN this Addendum below acknowledging receipt and understanding and INSERT in PROPOSAL packet.

PURCHASING & CENTRAL SERVICES


Dawn C. Staub

The undersigned proposer acknowledges receipt and understanding of Addendum No. 1 to the RFP for Production of the Lilac Festival.

_____, 2012
Date

Name of Company

Authorized Signature

Title

PRODUCTION OF THE LILAC FESTIVAL
RFP CLARIFYING QUESTIONS AND ANSWERS

Q1: Will the duties and services performed by Monroe County, the City of Rochester, public safety agencies and the additional community stakeholders be secured, executed and procured as they have been in the most recent years? If not please outline any changes.

A1: As stated in Section 2.2 of the RFP: "Proposals SHOULD also anticipate that the Festival's two municipal sponsors (County of Monroe and City of Rochester) will continue to face budgetary pressures, for the foreseeable future. In recognition of this reality, proposals should minimize reliance on publicly funded services and provide for their reimbursement on an equitable basis."

The evaluation committee will look more favorably on proposals that demonstrate an effort to mitigate County and City service costs.

Q2: Will set-up and take-down responsibilities previously performed by Monroe County, the City of Rochester and public safety agencies be the same as in previous years? If not, please outline any changes that will impact festival contractor.

A2: Please see A1. The evaluation committee will look more favorably on proposals that demonstrate an effort to mitigate County and City service costs.

Q3: Will Police coverage be covered by the City as in past years?

A3: Please see A1. The evaluation committee will look more favorably on proposals that demonstrate an effort to mitigate County and City service costs.

Q4: Please define net proceeds as mentioned in page 5, Section 1.5 of the Lilac Festival RFP.

A4: Net proceeds refer to the amount or percentage of proceeds that the Respondent proposes and agrees to pay Lilac Festival, Inc. (LFI).

Q5: Will Monroe County and/or the City cover any cost or expect reimbursement for any items supplied to the festival.?

A5: Please see A1. The evaluation committee will look more favorably on proposals that demonstrate an effort to mitigate County and City service costs.

Q6: RE: Section 1.3 - Do you intend to approve more than one respondent or is this put into the RFP to allow this if you do not find one that can manage the entire festival?

A6: Section 1.3 of the RFP reserves the right for LFI to select one or more Respondents based on the best interest of LFI. As stated in Section 1.3 of the RFP: "LFI reserves the right, in its sole discretion, to (a) accept or reject in part or in its entirety any proposal received as a result of this RFP if it is in the best interest of LFI to do so; (b) award one or more contracts to one or more qualified Respondents if necessary to achieve the objectives of this RFP if it is in the best interest of LFI to do so."

Q7: RE: Section 2.2.# 4 - You state you reserve the right to manage and retain all revenue from associated parking, what will your decision be based on as this revenue affects the overall proposal.?

A7: As stated in Section 2.2 of the RFP: "The contractor's proposal MUST include and provide for a complete parking and visitor transportation plan, inclusive of shuttles during peak attendance. Please note the following exception: At its sole discretion, Monroe County will exercise its exclusive right to manage and operate all on-site parking at Highland Park, and retain all associated revenue."

The decision will be based on what is in the best interest of Monroe County.

Q8: When will Proposer know if County will want to manage and operate parking? If the County retains revenue will they also be covering costs, labor, shuttles, signage etc?

A8: The County's decision would only affect on-site parking at Highland Park, as stated in Section 2.2 of the RFP. Regardless of the County's decision, the contractor would be responsible for all other aspects of a complete parking and visitor transportation plan, inclusive of shuttles during peak attendance and off-site parking, at the contractor's expense, if any.

Q9: RE: Section 3.5C Do you have a minimum amount you would like to see as an escrowed amount to demonstrate financial capability??

A9: There is no reference to escrow in Section 3.5C of the RFP.

Q10: Will the County of Monroe and City of Rochester disclose the costs of their support in recent prior years in order for us to determine the equitable reimbursements / financial feasibility? Items such as RPD, RFD, EMS, barricades, fencing, grounds preparation and cleanup, generators etc?

A10: As stated in Section 2.2 of the RFP: "Proposals SHOULD also anticipate that the Festival's two municipal sponsors (County of Monroe and City of Rochester) will continue to face budgetary pressures, for the foreseeable future. In recognition of this reality, proposals should minimize reliance on publicly funded services and provide for their reimbursement on an equitable basis."

Respondents' proposals may, or may not, assume municipally provided services and may, or may not, provide for their reimbursement. Proposals will be evaluated based on the best overall response to the RFP, which includes minimized reliance on publicly funded services.

For reference purposes, the following is a listing of service costs incurred by County and City agencies for support of the 10-day 2012 Lilac Festival, inclusive of a parade and 5K/10K race:

- Monroe County Department of Parks - \$95,000
- Monroe County Department of Environmental Services - \$21,000
- Monroe County Department of Transportation - \$15,000
- Rochester Police Department - \$64,000
- Rochester Fire Department - \$6,000
- City of Rochester Department of Environmental Services - \$18,000

Q11: Are the items listed on page 7 (production and marketing of an annual commemorative poster, pin and t-shirt) or any other items mandatory merchandise items?

A11: As stated in Section 2.2 of the RFP: "Proposals MAY also include and provide for the following, which are current elements of the festival: 1. Production and marketing of an annual commemorative poster, pin and t-shirt; 2. A retail operation for officially licensed Festival merchandise; 3. Production of a community parade; 4. 5K/10K races; 5. Organization of arts & craft shows, which take place on Festival weekends; 6. Production of a pageant for the Lilac Queen Scholarship."

These current elements are not mandatory.

Q12: RE: Section 3.6B – Selection Criteria: Does Proposed Fees = Proposed Expenses? Proposed Proceeds to LFI - What is the expectation?

A12: LFI considers "Proposed Fees" to be any fees that the respondent intends to charge to general festival attendees. LFI considers "Proposed Proceeds to LFI" to be the amount or percentage of proceeds that the contractor proposes and agrees to pay LFI.

Q13: RE: Section 4.6 Contract Payment: Can you provide a historical timeline for contractual payments??

A13: As stated in Section 4.6 of the RFP: "Actual terms of payment will be the result of agreements reached between LFI and the Respondent selected."

Q14: Can the Country of Monroe Department of Parks office located at 171 Reservoir Avenue, Rochester, NY 14620 be made available as a conference area for neighborhood meetings and command central during the event? If this office can be made available will there be a charge for the use of this space?

A14: The Monroe County Department of Parks would make Olmsted Lodge, located at 171 Reservoir Avenue, Rochester, NY 14620, available for public meetings associated with the planning of the Lilac Festival, at no charge, subject to availability and the approval of the Director of Parks.

During the festival, it is anticipated that suitable indoor space at Highland Park could be made available to the contractor, at no charge, for management related purposes.

Q15: Can you explain the Sponsorship process? Is there collaboration and / or approvals on the proposals and contracts between both parties?

A15: Obtaining festival related sponsorships is the responsibility of the selected Respondent. LFI reserves the right to veto any sponsorship that it deems to be inappropriate or unacceptable.

Q16: Will the contact information be made available of all prior sponsors, suppliers, vendors, exhibitors and volunteers upon awarding of the contract?

A16: No.

Q17: Is there any objection to hiring past / current Lilac Festival staff and contractors / suppliers?

A17: LFI has no general objection, at this time, but reserves the right when presented with the names of actual individuals and/or contractors/suppliers contained in a Respondent's proposal.

Q18: Can we be provided with a detailed ground plan for the festival site including surveys?

A18: Yes. The maps will be sent as a separate document to the Addendum as they are large, detailed PDF files. The maps include the following: Highland Park Layout Map (1.48 MB); Zoom Layout of Highland Park (.98 MB); Highland Park Electrical (2.83 MB).