



NOTICE OF A CALLED MEETING OF THE  
SUNSET VALLEY ARTS COMMISSION  
THURSDAY, MAY 6, 2021 AT 2:00 P.M.

***Due to the COVID-19 pandemic, this meeting will be held virtually via GoToTraining.***

***To actively participate in the meeting, please register at:***

<https://attendee.gototraining.com/r/4456974152019677442>

***Alternatively, you may participate with audio only by calling:***

Long Distance: +1 (510) 365-3231

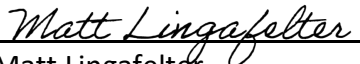
Access Code: 172-236-536

Notice is hereby given that the Arts Commission of the City of Sunset Valley, Texas will hold a special called meeting on Thursday, May 6, 2021 at 2:00 P.M., at which time the following items will be discussed, to-wit:

1. Call to Order
2. Citizen Comments
3. Review of the ArtFest Request for Qualifications (RFQ) for Special Event Coordinator and scoring of the submitted Statement of Qualification.
4. Consider recommending a Special Event Coordinator for the ArtFest to the City Council.
5. Adjourn

A quorum of the City Council may attend the meeting, however, no official action by the City Council shall be taken.

I certify that the above notice of meeting was posted at City Hall, 3205 Jones Road, Sunset Valley, Texas, on the 3<sup>rd</sup> day of May 2021 at 2:00 P.M.

  
Matt Lingafelter  
City Secretary

The City of Sunset Valley is committed to the compliance with the American with Disabilities Act. Reasonable modifications and equal access to communications will be provided upon request.



**REQUEST FOR QUALIFICATIONS (RFQ) for Special Event Coordinator  
FOR Sunset Valley Arts Commission ArtFest Event 2022  
of the City of Sunset Valley, Texas**

**Submitted: April 30, 2021**

**City of Sunset Valley**

**Attn: City Administrator *RFQ 2021-03.29.2021***

**3205 Jones Road**

**Sunset Valley, Texas 78745**

## **Item 1: General Qualifications and Availability**

- a. Golden & Co.  
Located in Austin, Texas 78746  
Michele Golden  
April 30, 2021  
Sole Proprietor
  
- b. No litigation in history of the company, 20 years. Golden & Co. works with clients to provide exceptional events since our name is attached to the event as well as yours. We have excellent credibility from past events with a variety of clients from large-scale public events (ArtFest) to small grand openings and product launches as well as public relations type events. In addition, we also provide public relations services which would be used to promote the event to the media. The ArtFest would deal directly with Michele Golden, owner and president of the agency. We always agree that regular meetings should be set up along the event planning process to make sure everyone is up to date on activities and status of various items, preferably in a monthly format with the chair of the arts commission with additional meetings up front for overall strategy.
  
- c. Benefits for the City of Sunset Valley in working with Golden & Co. includes the two decades of event planning, public relations, and marketing expertise that we bring to the table. As mentioned above, we have planned and produced events of all sizes over the years. These events range from national events for ESPN NY for their Super Bowl Tailgate parties for three years in a row, hosting over 450 attendees in three cities: Houston, Phoenix and Miami. Other ESPN events we produced include the ESPN NBA All-Star event in Houston for NBA players and invited guests/clients for the All-Star games, ESPN Classic client Super Bowl party, and the X Games Kick off in San Antonio. In addition, we have produced other meeting and corporate events for groups and companies such as Alvarez & Marsal, Sunset Valley ArtFest, Vineyard at Florence grand opening event with Texas Monthly, Austin Polo Club charity polo events, several non-profit group events, themed events for Reliant Energy in Florida (Houston-based company) and sales events for Spectrum (formerly Time Warner Cable). Our event expertise covers small to large and public to private events.

## **Items 2: Proposed Staff**

- a. Primary consultant and contact would be Michele Golden. Sub-consultants would be a talent production contact to be determined and possibly Susan Seale of Mindful Marketing, if the media buy needs to be made for this event separate from what Ampersand agency is conducting for the city, but within the new style and branding guidelines with more of a digital focus. Other vendors would be hired by Golden & Co. on behalf of the City such as the parking company that works to help with directing traffic and parking.
  
- b. See Attachments for Michele Golden of Golden & Co. and Susan Seale of Mindful Marketing, both who have planned and produced ArtFest together with the Arts Commission for the last 8 years. If a media buy is not needed and will be handled by the City's branding agency, then

Michele would handle the production and public relations for the event in coordination with a music talent coordinator for bands and staging. The parking company would be experienced in what they do and familiar with parking procedures and activity.

- c. Golden & Co. would continue to make ArtFest a priority for a six-to-seven-month period in planning and production to produce a successful event, and always available for any questions and items that may come up during the rest of the year.
- d. Other staff would include two assistants that would help in some of the administrative and back-end work and help for the day of event.
- e. Golden & Co. has 20 plus years of experience in event planning, public relations, marketing, and radio promotions.
- f. The sub-consultants also have 20 years plus experience in media buying, band selection and staging set up.

### **Item 3: Project Experience**

- a. Golden & Co. has been around for 20 years, launching in Houston and operating two offices for several years, Austin and Houston. The company is headquartered in Austin with a focus on mainly local and regional activities. The sub-consultants also have been in Austin for over 20 years and worked with the media and in the entertainment and hospitality industries.
- b. The main event of this magnitude we have produced is the ArtFest, which Michele Golden of Golden & Co. has planned and executed for the last 8 years (starting in 2012) and worked with Sunset Valley city officials, staff, and police to coordinate the tasks needed to make the event happen.
- c. *HOT Fund experience* - Michele Golden has worked with the Arts Commission chairs in the past for the budget planning and distribution of funds as needed for the City's budget.

### **Item 4: Project Approach**

- a. To approach the event, we would need to talk with the chair of the Arts Commission on any slight modifications that might need to be addressed in planning the overall event, then rework the timeline, and review the deliverables from the agency for the event. We would take a similar approach to the overall planning and execution of the event adding in new updates and suggestions depending on budget constraints. The public relations activities are worked into the overall timeline. Any sponsorship sales would be initiated and handled by the Arts Commission and then coordinated with Golden & Co. for the details and execution of those agreements.

The primary daily contact for updates and meetings regarding the event would be the chair or co-chair of the Arts Commission to avoid any confusion on planning, execution, and deliverables, and we would attend monthly meetings only as needed.

- b. Golden & Co. would work with city staff and departments (police, public works, accounting, city administrator) to handle activities and added event staffing needed during the process to make sure dates are secured and the space is clean and ready for the event.

Thank you for this opportunity to share with you our company background and previous expertise in event planning and public relations in hoping to continue to work with the Arts Commission of Sunset Valley,

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Signed by Michele Golden  
Golden & Co.

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Date

**Golden & Co.****Event planning, Public Relations, Marketing**

Company president and founder Michele Golden has more than 25 years of experience in the fields of public relations, event planning, and marketing. This expertise enables her to provide a wide range of high-quality services for your business.

Over the course of her successful career, she has worked with event planners, advertising agencies, large corporations, non-profit organizations, as well as both the radio and cable industries.

Michele has represented a variety of companies, five of which are on the Fortune 500 list; these include Citigroup, Time Warner Cable, Marriott International, Reliant Energy, and Baker Hughes.

In recognition of her work, Michele has received awards from the Cable Television Advertising & Marketing Association (CTAM), the International Festival Association, and Austin Telly, in addition to accolades from other industry peers.

These achievements and qualifications ensure that Golden & Co. is committed to excellence in the building of your brand and the promotion of your business.

Website: [www.goldenandco.com](http://www.goldenandco.com)

Facebook: <https://www.facebook.com/Goldenandco/>

Twitter: <https://twitter.com/goldenandco>

**Mindful Marketing**  
**Media Strategy/Media Buying/Creative Execution**

We bring 30+ years of experience in media buying, project management, advertising strategy and creative execution. Our clients include Austin retailers, national brands, municipalities, state agencies, and non-profits. We're known for pairing innovation with value for high impact advertising campaigns.

Along with our depth of experience, we bring a long-term partnership with Sunset Valley, as the project manager for Sunset Valley Artfest the past 13 years.

Mindful Marketing is HUB certified and based in Austin Texas, led by Susan Seale. Susan's broad career, responsiveness and creative vision make her a valued resource for her clients.

Susan is a senior media strategist/buyer and project manager whose expertise is in using research to create a clear path to consumers. Her background working on the media side, gives her that insider's perspective when negotiating with media and knowing where to find value. Her specialty the past few years is in giving a digital refresh to traditional media clients.

<https://www.linkedin.com/in/susanseale1/>

[www.mindulmkt.com](http://www.mindulmkt.com)

Request for Qualifications (RFQ) for Special Event Coordinator  
for  
Sunset Valley Arts Commission ArtFest Event  
of the City of Sunset Valley, Texas

The City of Sunset Valley (City) is seeking the services of an experienced special event coordinator to assist the Sunset Valley Arts Commission (SVAC) in production of the 14<sup>th</sup> annual ArtFest. Anticipated tasks include event planning, vendor and talent booking, securing sponsorships, and marketing and coordination with the City.

Sunset Valley is a small community in Travis County surrounded by the City of Austin. SVAC produced the first event in 2007 with 12 vendors and an art display by the Sunset Valley Elementary School students. It has grown into the largest event the City holds drawing approximately 7,000 visitors and 70 vendors in 2018. Due to COVID 19 restrictions the 2020 and 2021 events were postponed and are scheduled to resume in April 2022. The ArtFest has become known for its family friendly atmosphere and attractions for visitors of all ages.

The City requests individuals submit qualifications (RFQ) for the coordination of the Sunset Valley ArtFest 2022. Qualified persons will have expertise in event planning/coordination/talent booking.

The City will receive Statements of Qualifications from interested parties until 5:00 P.M. (CST), Friday, April 30, 2021, at the location stated below. Submittals received after this deadline will not be considered. The complete submittal consisting of one (1) original must be delivered to the City in a sealed package, clearly marked on the outside RFQ 2021-03.29.2021 and addressed to:

City of Sunset Valley  
Attn: City Administrator *RFQ 2021-03.29.2021*  
3205 Jones Road  
Sunset Valley, Texas 78745

The City will also accept a digital submittal via a write-only shared folder. To receive a copy of this Request for Qualifications (RFQ) or for information concerning this RFQ, including specific requirements and evaluation criteria, please visit [www.sunsetvalley.org](http://www.sunsetvalley.org) or contact Sylvia Carrillo, City Administrator, at (512) 892-1383 or [scarrillo@sunsetvalley.org](mailto:scarrillo@sunsetvalley.org). The CITY OF SUNSET VALLEY reserves the rights to negotiate with any or all firms submitting qualifications, as per the Texas Professional Services Procurement Act. Until the final award by the CITY OF SUNSET VALLEY, said CITY OF SUNSET VALLEY reserves the right to reject any and/or all proposals, to waive technicalities, to re-advertise, to proceed otherwise when the best interests



of said CITY OF SUNSET VALLEY will be realized hereby. Small and Minority businesses, Women's business enterprises, and labor surplus area firms are encouraged to submit qualifications. The CITY OF SUNSET VALLEY is an equal opportunity employer without regard to race, color, sex, age, religion, national origin, persons with disabilities, or limited English proficiency.

### **General Scope of Work**

The City seeks an event coordinator, preferably local, (within a 30-mile radius of Sunset Valley) to produce the annual family-friendly Sunset Valley ArtFest event to take place in April 2022 in conjunction with the SVAC. Anticipated tasks include: coordinate with promotion partners, City staff, and SVAC members on event planning in compliance with any COVID-19 related mandates or policies; work with City staff and SVAC members to finalize a budget and HOT Fund application for resource allocation and production of the event; manage vendors including recruitment, selection, registration, communication and booth assignments; talent booking and coordination; provide publicity; coordinate digital media outlets, graphic design, and all creative production including flyers, posters, signage, and printed materials; manage event staff (paid and volunteer); secure event sponsorships; manage and stay within 10% of the established budget, making adjustments only with prior approval of the City Administrator, together with event budget tracking expenses and receipts for submittal to the City Accountant; present status reports at SVAC meetings; provide appropriate staffing that will be present during the event and coordinate activities including set up, tear down, and storage of equipment for next year's event.

Additionally, perform all tasks, coordinate all logistical details, and arrange services necessary for the technical production of the City's Sunset Valley ArtFest, including but not limited to:

- a. The securing of required services including staging and backstage needs, stage security, lighting, sound systems, electric service (generators) and hookups, and other desired audio/visual needs. **Staging needs tentatively include main stage and a children's stage.**
- b. Setup, breakdown, and cleanup arrangements, including but not limited to site preparation; stage, lighting, and sound system; and backstage needs. The City shall coordinate the provision of City services such as police (traffic and crowd control), logistical support of operational and transport related services; the selected vendor will handle internal parking management, paramedic services, and other related equipment and resources required.
- c. Provide day of event production management services, including operational plan for staffing, stage and site security, and entertainment show flow.

For more detailed information on the scope of work, please see the attached 2019-2020 HOT Fund Application. The City reserves the right to alter this scope of work during fee negotiations with the best qualified applicant.

### **Expertise**

It is anticipated the successful candidate/company will have expertise in large scale event production including budgeting, event promotion on all media outlets, musical acts, artists, and food vendors. Experience with Hotel Occupancy Tax (HOT) funded events is preferred.

### **Reporting**

Reports directly to the Chair of the Sunset Valley Arts Commission or their designee and the City Administrator or their designee.

### **Term**

The City may have the option to renew the contract, with annual review, for up to 3years, with two (2) one (1) year extensions. The City Administrator will negotiate with the selected company and the Sunset Valley Arts Commission to provide a contract for these services.

### **Selection Process**

This RFQ provides information necessary to prepare and submit a Statement of Qualifications (SOQ) for consideration and ranking by the City using the point system described below. The evaluation committee (SVAC) will rank the firms in order of the most qualified, based on demonstrated competence and qualifications to perform the services and a formal meeting will be scheduled. Upon authorization, the highest ranked firm will be asked to submit a fee proposal to begin contract negotiations for a fair and reasonable price.

By submitting its SOQ in response to this RFQ, respondent accepts the evaluation process as outlined in the SOQ Requirements and Evaluation section which follows.

### **Item 1: General Qualifications and Availability**

**15 pts**

- a. Provide the following information:
  - Proposing company legal name
  - Location of office that will be conducting the work (5 pts bonus for local)
  - Primary contact
  - Date of company formation
  - Legal business description (Individual, Partnership, Corporation, Joint Venture, etc.)

- b. Provide a summary of any litigation, claim(s), or contract disputes filed by or against the company in the past five (5) years which is related to the services that the company provides in the regular course of business. Provide a statement on the availability and commitment of the company, its principal(s) and assigned professionals to undertake the project, reporting responsibilities and how the company will interface with the City of Sunset Valley's staff. Regular weekly, biweekly or monthly project meetings will be required, depending upon the project.
- c. Provide a statement of interest for the project including a narrative describing the benefits that the City will realize in selecting the Respondent's company, including the company's specific expertise and unique qualifications, capabilities, specialized experience, best practices or other factors that distinguish the Respondent from other Respondents.

**Item 2: Proposed Staff**

**25 pts**

- a. Names and roles of key personnel (including sub-consultants) proposed to work on this project.
- b. Include resumes for all key personnel and indicate any individuals who have had previous experience on similar projects.
- c. Provide current workload.
- d. Provide staff availability to perform services.
- e. Provide the Event Coordinators experience with similar size/type projects.
- f. Provide the sub-consultants experience with similar size/type projects.

**Item 3: Project Experience**

**40 pts**

- a. Provide an overview and brief history of the company and sub-consultants.
- b. Provide verifiable examples of projects where the respondent has worked in large scale event production/coordination. (Large scale is defined as more than 7,000 attendees and 70+ vendors)
  - A brief description of the scope of services provided
  - Date of completion or project status
  - Client name and contact person
- c. *HOT Fund experience bonus – Add 5 points*

#### **Item 4: Project Approach**

**20 pts**

- a. Explain how the company will assess and approach this family friendly event(s).
- b. Briefly describe anticipated roles and responsibilities of the City and the company in coordination of the event.

#### **Responsiveness to Request for Qualifications:**

SOQs shall be prepared simply and economically, providing a straightforward, concise description of the respondent's ability to meet the requirements of this RFQ. Emphasis shall be on quality, completeness, clarity of content, responsiveness to the requirements, and understanding of the City of Sunset Valley's needs. One (1) original (limit 25 pages not including resumes) and one digital PDF of the SOQ are required. The RFQ must be signed by a person having authority to bind the company in a contract.

The SOQ must indicate "City of Sunset Valley - *RFQ 2021-03.29.2021*" on the coversheet.

#### **Compliance with HB 1295**

Prior to entering into an agreement, the successful company shall be required to complete Form 1295 in accordance with Texas HB 1295. The required form is completed online at [www.ethics.state.tx.us/file](http://www.ethics.state.tx.us/file).

#### **Compliance with HB 89/SB 252**

Texas House Bill 89 forbids Texas government entities from contracting with any company that excludes or boycotts Israel. Also, Senate Bill 252 prohibits Texas governments from contracting with companies who do business with Iran, Sudan, or foreign terrorist organizations.

If your company falls into either of these state laws, please disclose this in your bid response and provide details of which law your company falls under. Also, the vendor who wins a bid award must guarantee that they will not employ a subcontractor in the performance of the bid award who falls under either law. If you do not disclose this with your bid proposal, the city will assume you will comply with this requirement. If you need to provide the city any details regarding these laws, please attach details as needed. Please sign below as verification that your company is not excluded from contracting with the CITY OF SUNSET VALLEY by either Texas law.

#### **Due Date and Contact**

Statement of Qualifications Due: ***April 30, 2021 at 5:00 P.M. Central Standard Time.***

City of Sunset Valley  
Attn: City Administrator *RFQ 2021-03.29.2021*  
3205 Jones Rd  
Sunset Valley, Texas 78745

Any questions about this RFQ may be directed to the City Administrator at the number above or emailed to [scarrillo@sunsetvalley.org](mailto:scarrillo@sunsetvalley.org). Any Addenda to this RFQ will be posted on the City's website and emailed to those firms which have notified the City Administrator of their intention to submit a SOQ.

The City of Sunset Valley will not provide compensation or defray any costs incurred by any company related to the response to this request; reserves the right to negotiate with any and all persons or company; and reserves the right to reject any or all SOQ(s), or to accept any SOQ deemed most advantageous, based on demonstrated competence and qualifications to perform the services, or to waive any irregularities or informalities in the SOQ received, and to revise the process schedule as circumstances arise. At the sole discretion of the City, more than one respondent may be selected and awarded a contract as a result of this Request for Qualifications.

# Sunset Valley Arts Commission HOT Fund Budget Proposal FY 2019-2020

## Executive Summary

The SVAC produces multiple art and cultural events to benefit the City and attract visitors. ArtFest (funded by Hotel Occupancy Tax funds), the largest event, celebrated its 13<sup>th</sup> year in 2019. The first festival held on the grounds of City Hall had 12 vendors. It has grown into the largest event the City does drawing approximately 7,000 attendees and 70+ vendors in 2019. This event involves the Arts Commission, Mindful Marketing and Golden & Co. media and production teams, Public Works, the Police Department, City staff, community volunteers, and our corporate partners Home Depot and Holiday Inn Express, our source for HOT funds. Each year the SVAC produces several other community events such as World Art and Culture, Art Workshops, Concerts, Lectures, and Movie Night funded by the General Fund.

Cities can use up to 15% of HOT funds for the Arts. The SVAC utilizes this portion of the HOT fund (351.101.4) for the operational costs to produce ArtFest. Cities can use a larger portion of the HOT fund for promoting their city, events, and its lodging. ArtFest promotion costs utilize this part of the HOT fund (351.101.3) for advertising the event.

Many Texas cities depend on a Chamber of Commerce to advertise and support businesses in their community. We do not have that in Sunset Valley and currently rely solely on HOT funds. Our committees/commissions and outside entities fill this gap for Sunset Valley.

## Sunset Valley Arts Commission Proposals

### 14th Annual ArtFest 2020

ArtFest has always been held at the end of April and is up against other established major events in the Austin area. Promotion of the event is extremely important. It has taken years to build our reputation as the most family friendly and fun event to attend. We are praised for our musical line up and proud to have many artisans and attendees returning year after year. To ensure public safety we have added hard barriers, an EMT, more signage and handicap parking, and hired a vendor to handle parking at the recommendation of Sunset Valley Police Department.

Comments from vendors:

- ✓ *I am always impressed with how well organized the event is. It is obvious you all do a lot of planning to get it right. I appreciate how well you take care of the vendors....water and snacks make the day!*
- ✓ *Please do let me know next year's date so that I can give it top priority. I hope you can invite me back. I had a wonderful time.*
- ✓ *Lots of traffic. Sunset valley art fest team & volunteers took really good care of me! Very fun & friendly.*
- ✓ *You advertise, and there is always a great turn out! Thank you for that!*

SVAC is supported by both the HOT fund and General fund. We are proposing the following for FY 2019-2020 support from the HOT fund:

<b>HOT</b> fund Arts (351.101.4)	39,915
<b>HOT</b> fund Advertising (351.101.3)	<u>\$41,435</u>
Total ArtFest Funds	<b>\$81,350</b>

## 2020 SUNSET VALLEY ARTFEST

May 20, 2019

<b>ARTFEST GENERAL FUND (\$4,554 Approved)</b>	<b>2019 Budget</b>	<b>2020 Budget</b>
Income - booth sales, shirt sales, health permits	4,000.00	4,000.00
Expense - Tent/tables/chairs	-4,000.00	-4,000.00
<i>*balance in Operations Budget</i>		
<b>TOTAL:</b>	0.00	0.00

### **Budget from Arts HOT fund - 351.101.4**

<b>Operation Budget</b>	<b>2019 Budget</b>	<b>2020 Budget</b>
Music	13,750.00	13,750.00
Production Manager	5,000.00	5,000.00
Stage equipment & engineers	7,700.00	7,700.00
Onsite entertainment (Balloon, Emcee)	1,350.00	1,350.00
Installation for Art Seen tents/Kids Tent	1,900.00	2,300.00
ATX BM Rentals	950.00	950.00
Dumpster/Recycling	250.00	290.00
Refreshments	250.00	350.00
<i>Misc On Site Labor</i>	1,000.00	900.00
<i>Police</i>	1,500.00	200.00
<i>Overnight Security</i>	300.00	300.00
<i>Acadian EMT</i>	465.00	500.00
<i>Centex Labor</i>	950.00	1,025.00
Parking Management/Radios	2,800.00	3,000.00
Misc supplies/Truck Rental	250.00	500.00
Tent/tables/chairs (see above)	1,500.00	1,600.00
Health Permits		200.00
<b>TOTAL:</b>	<b>39,915.00</b>	<b>39,915.00</b>

### **Budget from Advertising HOT fund-351.101.3**

<b>Advertising Budget</b>	<b>2019 Budget</b>	<b>2020 Budget</b>
Paid Media	26,000.00	26,850.00
Advertising Production	4,500.00	3,000.00
Advertising Management	9,000.00	9,000.00
Shirts and Bags	0.00	700.00
Printing	600.00	600.00
<i>Fast Signs</i>	820.00	750.00
<i>Warren décor</i>	400.00	400.00
<i>Motorblade</i>	115.00	135.00
<b>TOTAL:</b>	<b>41,435.00</b>	<b>41,435.00</b>

## 2020 Sunset Valley Artfest

### Production Timeline

Proposed Date of Show: April 25, 2020

<b>2019</b>	
May	Send Survey to all vendors
	Summary to SVPD - and changes for next year
	Recap from any participants and summarize
June	2019 Budget review and finals
	Post event summary for Texas Arts Commission
	Finalize date for next 2020 show with Council and AISD (April 25th, 2020)
	Confirm new 2020 budget & booth rates
July	Save the Date on social media and to former vendors
	T-shirt bids/order and change art for 2020 merchandise
	Save the Date to area print media for calendars
	Send 2020 dates to SFC and other service vendors as fyi
	Tell ESP about parking and dates - updates for next year
	Tent new bid with updates, other vendors
September	Review basic items for 2020 show
	Update date postings on website and social media
	Send 2020 dates to media & vendor list & SFC contact again as reminder
October	Review music options and talent - KT
	Confirm promo rates with Holiday Inn and block out rooms/link - TBD
	Get new Call for artist postcards made for Dec 1 distribution
	Update art and food registration forms
	Send Call to Artist release to print media for Nov start
	Add sponsor logos to items as needed - posters, release, media alerts, website, etc.
	Confirm COSV activity onsite with Carolyn/Sam
November	Get postcards made and distribute to area and arts commission
	KT and music reviews/costs/TCA deadlines
	Deliver postcards for artist call/post on websites/send to media for print
	Confirm parking company bids and overnight security
	Send information to bi-monthlies for 2020 dates
	Drop the copy off at all locations in preparation for the holidays
	Make sure all posts are written for social media to go out simultaneously
	Start calls on food trucks about date for 2020
	Check Community Impact, Texas Monthly to see if we can add event to calendar
	Continuously check the calendar listings to see if there are any updates
	Send the block copy of the event to Sara @ SVAF for COSV website
	Room block starts at the Holiday Inn - TBD
	Update FB page with vendor information/link to forms
	Send email to main vendor database with copy of registration form
December	Get with SVPD on new event summary and emergency plan
	Promote SVAF through social media
	Call to artists postings - online calendars & art spaces



	Send Media Alert for call for artists to paper and outlying areas
	Send listings to monthlies for event date/time
	Send to monthly publications event listings/dates
	Confirm music acts and fill out grant applications with TCA
	Calendar listings
	Order tents, potties, police, check on shirts/caps,
<b>2020</b>	
January	Call Food vendors and get new ones - work w/Farmers Market
	TCA grant information to Sara for City Council meeting by first days of January
	KT/Sara - TCA grant forms due the 2nd
	Finalize acts for street vendors and face painter
	Submit for event listings/new media alert for call for artists
	Set up Med Tech EMS with Acadian
	Finalize emcee for event - David Anderson
	Create site and parking layout
February	Check with Warren on kids area and arch/flags
	Event programming confirmed (entertainment, layout, activities, food)
	Rent golf cart for Fri and Sat for event with delivery and pickup
	Confirm tents, chairs, toilets, radios
	Meet with Lt. at SVPD for officers/times and plan
	Produce tv & radio commercials, print ads
	Order: EMS, Dumpster, Potties, Parking, Call SFC contact about food vendors & electricity, Balloon artists
	Finalize advertising plan & place media
March	Reminder for vendor deadline for forms on April 10
	Call for temp labor with Centex Labor - also check with Sam Cantu
	Send release or media alert out after SXSW about event to media
	Design posters, flyers
	Print posters, flyers, flyers for Sunset Valley Elementary (to Kim)
	Separate flyers to SV Elementary- English and Spanish
	Posters, flyers to retailers, motorblade, etc.
	Confirm volunteers and staff
	Submit first round of check requests and spreadsheet to Tonya; include food permit check needed
	Confirm food vendors needing permits and get their forms back/signed to apply for permits
April	Order extra A frames and new signs needed - posters, band lineups/two stages
8-Apr	All Registration closes
11-Apr	Booth Assignments - do colored index cards, copies of last year's booth list
	`
13-Apr	Send vendor map changes to artist for revisions
	Submit Temp Food Permits - fill out forms, get check, drop to Austin Health Dept.
13 Apr	Send emails to vendors on space and details/new map

	Signs to Ben/SFC for posting and banner for weekend before and day of
	Send out Run of Show to crew, revise Emcee notes, other excel sheets
April 18	Mark site and vendor booths
24-Apr	Load in -- 8 am to 5 pm - set up stages, bathrooms and dumpster delivered, set up entrance
25-Apr	ESP and Volunteers onsite at 5:30 am to prep for vendor check-in
	Vendor Check In Starts at 6:30 am/Complete by 8:30 am
	Event 9am - 4pm
	Music stops 3:45 pm
	Load out 4 pm
	Tents/Chairs picked up 4:30 pm; Potties picked up
	Turn off electric; clean up; items back to COSV
	Dumpster picked up
29-Apr	Finalize outstanding details
	Get signs back from SFC and take to SVAF shed
30-Apr	Make sure all invoices paid and event summaries completed
	Recap event/ Ideas for next year
May	Update MG sheets and timeline
	Budget updates/planning for 2020 and 2021
	Final billing with Tonya and reconcile onsite expenses for Rae Gene
	Send in TCA grant summaries with Sara and KT
	Meet with SVPD post summary
	Meet with committee on follow up
	Send survey & thank you to all vendors

**MEDIA PLAN**

Client: Sunset Valley Arts Commission  
 Campaign: 2020 Artfest  
 Run Dates: TBD  
 Demo: Women 25-54  
 Budget: \$26,850  
 Date: June 6, 2019

TELEVISION	DATES	COST
KVUE-TV	one week	4,220
KXAN-TV	one week	8,935
Spectrum News	one week	1,138
	subtotal	14,293

Strategy: Run high rated and value priced Morning News and Early News (5p/6p) programs on top rated KVUE and KXAN. In addition, run heavy schedule on Spectrum News through all dayparts, but primarily in the Morning. This schedule is efficient and impactful with over 200 Gross Rating Points.

RADIO	DATES	COST
KUT-FM/KUTX-FM	one week	1,704
KDRP-FM	one week	995
Pandora Audio/Display: W21-54, Hays & Travis Counties	one week	5,000
	subtotal	7,699

Strategy: Run on stations that play local music and support local arts events. In addition, run a geo targeted campaign on Pandora. Pandora ads are :30 audio and display and run on all devices. All stations, including Pandora, offer non profit bonus ads.

PRINT	SIZE	CIRCULATION	DATES	COST
Austin Chronicle	1/2H, color	75,000	one time	1,561
Community Impact/SW	1/2H, color	100,903	one time	2,547
			subtotal	4,108

DIGITAL	DATES	COST
Facebook Promoted Posts: artist recruitment	TBD	150
	subtotal	150

OUTDOOR	DATES	COST
Street Banner - South Lamar	two weeks	600
	subtotal	600

**Total 26,850**



**City of Sunset Valley**  
**3205 Jones Road**  
**Sunset Valley, TX 78745**  
**P: 512-892-1383**  
**F: 512-892-6108**  
**[www.sunsetvalley.org](http://www.sunsetvalley.org)**

Attached is the application for Hotel Occupancy Tax Reimbursement Grant funding for your special project or event.

Application Date: June 6, 2019

We would like to fund all applications; however funding is selective and is based on the application you submit. It is critical that you complete the application in its entirety. Please contact me if you have questions. Thank you for your application and we wish you much success with your event/project.

Sincerely,

Rae Gene Greenough  
City Secretary/Accountant

## **Local Hotel Occupancy Tax (HOT Fund) Use Guidelines & Reimbursement Grant Application**

This packet was designed to establish guidelines to apply universally to all events and activities requesting support from The City of Sunset Valley's Local Hotel Occupancy Tax (HOT Fund).

The use of HOT Fund revenue is limited to expenditures that meet the following two-part test:

First, every expenditure must *directly* enhance and promote tourism and the convention and hotel industry. In other words, the expenditure must be likely to attract visitors from outside Sunset Valley into the city or its vicinity. If the expenditure is not reasonably likely to accomplish this result, it will not be funded by HOT Fund revenues.

Second, expenditures must fit into one of six statutory categories shown below.

Expenditure Categories.

1. Funding the establishment, improvement or maintenance of a convention center or visitor information center.
2. Paying the administrative costs for facilitating convention registration.
3. Paying for tourism-related advertising and promotion of the city or its vicinity.
4. Funding programs that enhance the arts.
5. Funding historical restoration or preservation programs.
6. Sporting events which majority of participants are tourists in cities located in a county with a population of a million or less.

### **Rules Governing your Application:**

1. The applicant must present reasonable evidence that the expenditure or event will increase overnight stays in Sunset Valley that are consistent with the level of HOT revenues requested.
2. *Example: the event is multi-day, 400 of the participants will travel more than 100 miles and 125 participants will stay in Sunset Valley lodging.*
3. For any applicant applying for HOT funds to advertise an event, these funds focus on targeting visitors outside of Sunset Valley.
4. The applicant must ensure that Sunset Valley hotels, motels and B&BS and their current contact phone number, email and/or website are listed on any information you provide to registrants, vendors/event attendees, including event websites.
5. Also all Sunset Valley hoteliers must be made aware of the event, have access to mailing lists, and have sufficient time to participate in the bidding process for both primary bookings and overflow. The Sunset Valley encourages all grant recipients to patronize Sunset Valley businesses for *food*, supplies, materials, printing, etc.
6. If the request is for cooperative advertising support, the City Administrator must approve the final advertising copy for appropriate representation of the City of Sunset Valley one (1) week before the ad or publication's print deadline.

### **Post-Event Report:**

After the funded event/project is complete, the contact name on the application or a designated representative will be expected to present a follow-up report. It is the responsibility of the event organization/representative to monitor the number of out-of-town guests who stay in Sunset Valley's lodging properties. An event survey is recommended. Post-Event Reports are due no later than 60 days after the event.

### **The Reimbursement Process:**

After the application has been approved by the Sunset Valley City Council, the application expenditure items that were approved to be used for HOT revenues need to be paid for in full. Proof of payment of each item should then be submitted to the City Administrator before a single reimbursement check will be issued.

**HOT FUNDS REIMBURSEMENT GRANT APPLICATION**

**Organization/Business Information**

Today's Date: 6/7/19 \_\_\_\_\_ Event Date: 4/25/2020 \_\_\_\_\_

Name of Organization/Business: Sunset Valley Arts Commission

Contact Name: Karen Medicus or John Frick

Contact Phone #: 512-382-6353 \_\_\_\_\_ Contact Email Address: kmedicus@austin.rr.com

Is your organization/business: City Commission  Non-Profit \_\_\_\_\_ Private/For Profit \_\_\_\_\_ Tax ID#: \_\_\_\_\_

**Purpose of your organization/business:** In 2006/07 by ordinance #061205 and #070717 the Sunset Valley City Council established a special commission of the City of Sunset Valley to be called the Sunset Valley Arts Commission.

**Purpose.** To serve in an advisory capacity to assist and make recommendations to Council and department heads to research, develop, implement, and evaluate policies, programs, and projects related to the Arts, and in particular encourage and promote tourism in the City.

**Mission.** The mission of the SVAC is to serve the city and its citizens as advisors and advocates for the enhancement and integration of the arts in the community. We believe that a creative cultural environment is essential to the City's well-being.

**Event or Expenditure Description**

*Please answer all items that apply to your request.*

Name of your event/expenditure: Sunset Valley ArtFest

Website address of your event/expenditure: www.sunsetvalley.org

Date(s) of event/expenditure: April 25, 2020

Which Expenditure Category from page 2 is most relevant to your project/event? 3 & 4 \_\_\_\_\_

How will the funds be used to promote hotels and overnight stays in Sunset Valley? Hotel room block and advertising

\_\_\_\_\_

Primary location of event/expenditure: \_\_\_\_\_ Sunset Valley \_\_\_\_\_

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How many years have you held this event? \_\_\_\_\_

If previously funded, have additional activities been added or expanded? additional safety measures as per Sunset Valley Police Department

If yes, please explain: See attached police report

**Attendance and Hotel Use**

Number of total persons expected to attend this event/expenditure: 7,000\_\_\_\_\_

#Sunset Valley Residents 25%

#Outside Sunset Valley Area 75%

Approximate number of people attending/visiting the event that will stay overnight in Sunset Valley hotels, motels or bed & breakfasts? Unknown

List host hotel and hotels that currently have a block of rooms for this event:

Hotel	# of Rooms Blocked	Room Rate
Holiday Inn Express	10	TBD
_____	_____	_____
_____	_____	_____
_____	_____	_____

How will you measure the impact of your event on hotel activity? Follow up with hotel

**Required Documents**

- \_\_\_\_\_ Completed application – email is acceptable to [raegene@sunsetvalley.org](mailto:raegene@sunsetvalley.org)
- \_\_\_\_\_ Itemized, detailed list of expenditures relevant for HOT Funds revenue use
- \_\_\_\_\_ Advertising /Marketing Plan, including target audience
- \_\_\_\_\_ List of Board of Directors with contact phone numbers
- \_\_\_\_\_ Event planning timeline, if applicable
- \_\_\_\_\_ Schedule of activities relating to your event/expenditure

**Funding Request:**

Amount Requested: \$81,350

Amount granted in past for same event or expenditure: \$ 8 1 , 3 5 0 . 0 0

Do you anticipate requesting a HOT Reimbursement Grant next year? If so, for what amount? \$81,350

Attachment: Safety Document



### Information for Sunset Valley Police Department:

#### ArtFest 2019

April 25, 2020 (Saturday) from 9 am – 4 pm

Hosted by the City of Sunset Valley Arts Commission

#### Event Summary and Emergency Information

The event will be hosted in the same location as 2019 at the Toney Burger Center north parking lot area (north of the main bandstand fixture there now) using the green grass area and main parking area. The SFC Farmer's Market will also be operating from the 9 am - 1 pm that day off Robert Horrigan Road, with their tents put up on the road and along the edge of the grassy area by the street curb, but further up more near their barricade on that street as they did in 2019. All of their vendors will be parking in the southern lot past the area where our tents are set up in Vendor Parking, and we have advised the Farmer's Market folks to tell them not to block the curbs inside the parking lot since that was a problem last year. We will communicate to the SFC that no one else can park on that main road before the barricade on the road to that area.

#### Emergency Planning Considerations and Staff Briefing

Sunset Valley ArtFest has talked to the same vendors as the last three years about any small changes as provided above regarding the parking set up prior to the event. A timeline for the event day and activities will also be sent to and reviewed with staff prior to the event.

With paid SVPD onsite at the event, festival organizers can go to those officers in case of any emergency; unusual package found, lost child, security problem, crowd control issue, unruly customer issues, or other circumstance that might arise at the event.

#### Credentials

Event staff will have a white lanyard with the event name/year and marked as EVENT STAFF for recognition by festival guests if they need anything.



## **Event Cancellation/postponement**

If, due to extremely bad lightning or weather, and the event needs to be cancelled, announcements will be made from the Main Stage area by our Emcee/Announcer and Festival officials. The weather will be monitored through the event day, but otherwise, we are a rain or shine event.

## **Medical Personnel/First Aid/Ambulance**

An EMS technician is stationed by the Main Stage area in a tented area with an ambulance available. An opening in the hard perimeter will allow easy access to get the vehicle in and out in case of a medical emergency. This is also noted on the maps for staff and vendors so they know the location. We will tell Acadian to let us know if they will be switching out personnel during the day, so we are aware.

## **Public Access**

The attached map shows the two main entry/exit areas into the parking area for vendors that morning and for guests during the day. A designated person will be at each location to help direct parking until 4pm. One person will be at the end of each vendor aisle (two aisles) to help direct vendor cars and set up from 6 -9 am. They will assist with clearing of the area of cars by 8:30 am. There will also be a person at the main vendor check-in that morning to help direct cars to the two designated aisles for vendor set up.

In addition, we will also have a person positioned at the end of the Vendor Parking area/sign from 6- 9 am to help further direct Vendors to park in that area and lineup after they have unloaded their vehicle in front of their tent. That person can then be relocated to assist on Horrigan Road entrance area. Cones will be used to block off the elementary school parking entrance area off Robert Horrigan Road.

Aisle ways will be 30' across again this year, to provide an easier flow of guests, and we made the food booth area to main vendors an extra 10' feet last year for a better turn range for vendor cars as they come in that morning to unload. There will also be 20' from the end of the tents to the Main Stage area and a 30' - 40' area for dancing in front of the stage and main tent located there as guests listen to the music.

Main Stage side and back area will be surrounded by a hard perimeter. Backstage access and band load-out for that area will be about 60' x 56'. Musician parking is behind that stage and perimeter area, and our parking personnel will be noted of that area for them as they arrive. Perimeter, same as 2019 event, will be metal bike rack and sawhorse barricade combination for exit and entry to the area.

The general parking lot will be marked before that morning for vendor locations, and cones will be used to set up lanes for cars from before the first entrance to the exit of Horrigan Road, and set out for areas where cars are not allowed to park. The festival will be working with the same parking group from the last two years, ESP, for assistance on this item. We will have their supervisor, Tiffany Johnson, on-site in a golf cart and on radio to help with any changes during the day, as needed.

Handicap spaces will be set up a few feet from the hard perimeter again this year for the main area by the arched entrance. The area will be marked just south of that utilizing part of the first row of the general parking there. A hard perimeter of connecting metal bike racks will be placed in front of the first handicap row to ensure additional safety close to the tents by the Entrance area, in addition to the area around the Main Stage, side stage and area by where guests walk in the event coming in from the South, as we did last year. That covers all areas except where the Farmer's Market will be and grass areas.

All parking personnel will have radios so they can communicate with each other, as well as festival officials and SVPD. ESP Parking contact will be available to meet with SVPD and festival officials prior to the event for overall review of plans, and at post-event meeting, if needed.

### **Event Maps**

Attached is the Grounds Map that shows location of the main parking entrances and staff there, handicap areas, hard perimeter areas for handicap and stage area, and general vendor location.

The more detailed map will be edited closer to the festival date when exact booths are assigned, but the footprint and overview are the same for a more detailed view of the area.

### **Event Notification of Crowd**

Since this is an outside and open, free festival, there are several places for the public to leave in existing aisle ways, if needed for an emergency.

Any emergency announcements would come from the PA system at the Main Stage from the festival announcer and officials, at a higher volume to attract the attention of all festival-goers. There is also a PA system at the Kids Stage if additional announcements would need to be made for that area.

### **Security and Overnight Security**

The festival will have paid SVPD officers onsite during the day to assist with crowd control, parking issues, emergencies, and overall security of the area. A separate paid security officer from a private firm will be located onsite from 5 pm Friday night through 6 am Saturday morning for security of the items and staging already loaded in that day. They will alert festival officials and work with the SVPD to report any problems that might arise during that time.

### **Food Drinks/Water**

Guests have the opportunity to purchase non-alcoholic beverages from food vendors and Farmer's Market vendors as well as food options during the day. All vendors will have current health or mobile health permits and the City of Sunset Valley staff are aware of the permits needed. Copies of permits will be onsite at each vendor setup.

### **Venue Cleanup**

This is handled by the festival staff and paid laborers that evening starting at 4 pm. Most everything should be off the grounds Saturday evening, except possibly the dumpster which is at the end of Robert Horrigan Road.

## **Debriefing Meeting**

Meetings can be held pre-event with the SVPD, festival organizers and parking contact, to go over general flow, and a separate meeting with the same group can be held post-event to review specific details and suggestions to the upcoming year, as needed.

Thank you again for your continued support.

Michele Golden and the SV Arts Commission

2019