



REQUEST FOR QUALIFICATIONS (RFQ)

**SPECIAL EVENTS COORDINATOR FOR
2017 TOTAL SOLAR ECLIPSE**

ISSUED BY:

Town of Jackson
150 E. Pearl Avenue
P.O. Box 1687
Jackson, WY 83001

and

Teton County Wyoming
200 S. Willow
P.O. Box 1727
Jackson, WY 83001

DATE ISSUED:

Monday, December 12, 2016

SUBMISSION GUIDELINES:

Submit 1 digital PDF copy to Carl Pelletier, Special Events Coordinator,
PO Box 1687, Jackson, WY 83001

cpelletier@townofjackson.com

Proposals must be received no later than 5:00 PM MST on December 30, 2016

I.

INTRODUCTION

This is a Request for Qualifications for a 2017 Solar Eclipse Special Events Coordinator (individual or entity) to contract with Town of Jackson and Teton County to coordinate special events surrounding the 2017 Total Solar Eclipse (TSE) which will occur on August 21, 2017. Applicant will be responsible for monitoring planned special events surrounding the 2017 TSE, centralizing and disseminating information, coordinating with special event applicants, coordinating 2017 TSE branding and information, and acting as a liaison with the Public Safety Team.

EVENT OVERVIEW

On August 21, 2017, a Total Solar Eclipse will cross the United States. A large portion of Teton County is in the path of totality for the TSE. This, combined with the proximity of unique natural wonders and other tourist amenities makes Jackson a premier destination for those wishing to view the eclipse. This astrological phenomenon has the potential to be the single largest special event to occur in Teton County's history and require significant planning and commitment of resources to ensure a safe and enjoyable special event. The amount of coordination deemed necessary to effectively monitor special events and provide accurate information in a timely manner to the community, visitors, local businesses, land management agencies and the public safety team requires professional services of an independent contractor acting as the 2017 Total Solar Eclipse Special Events Coordinator.

RFQ RECEPTION

By responding to this RFQ the applicant agrees to be responsible for fully understanding the requirements of the RFQ and will ask any questions to make sure that understanding is gained. The Town of Jackson and Teton County reserve the right to reject any or all responses to the RFQ, to advertise for new responses, or to accept any RFQ response deemed to be in the best interests of the community.

Acceptance of any RFQ should not be construed as a contract nor shall indicate any commitment on the part of Town of Jackson or Teton County for any future action. The RFQ does not commit the Town of Jackson or Teton County to pay for any costs incurred in the submission of a response to this RFQ or for any cost incurred prior to the execution of a final contract.

STATUS

Contract

REPORT TO

The applicant will report directly to Teton County Emergency Management Director and Town of Jackson's Special Event Coordinator. The applicant will receive direction from a selected advisory board consisting of both Town and County employees.

SELECTION

The applicant will be selected by the Town Manager and Teton County Commissioner's Administrator.

II.

SCOPE OF WORK

Applicant will be responsible for any or all of the following as it pertains to the coordination, management and dissemination of information surrounding the 2017 TSE:

1. EDUCATION AND OUTREACH

- a. Develop an event website providing general information about the eclipse as well as information about permissible areas to view, safe solar viewing, eclipse education, events planned in the Town and County, travel and transportation, parking and accommodations. Work with local land management agencies, law enforcement, fire department, businesses, public operations and other departments and agencies to disseminate important information regarding safety and preparedness.
- b. Establish a toll-free informational phone line and an email account to assist visitors with questions about the eclipse.
- c. Develop a logo design for the 2017 Total Solar Eclipse.
- d. Establish a social media presence including, but not limited to, Facebook and Twitter.
- e. Regularly coordinate the public relations and social media efforts to communicate activities - issuing a minimum of 10 press releases and bi-weekly website updates. Use local media to update the community and portray positive stories about planned activities, preparedness issues, and safety concerns.
- f. Set up and coordinate any community events and outreach efforts that are determined worthwhile or necessary for promoting health and human safety. Developing messaging, advertising, and presentation materials for these efforts. Examples may include establishing educational booths at the People's Markets and Farmer's Markets, coordinating a community solar eclipse viewing area, etc.
- g. Work with local businesses to provide information and promote preparedness for the eclipse. Develop presentations that will be used for outreach. Schedule presentations with the Chamber of Commerce as well as with local business and social groups.
- h. Develop and schedule educational presentations for the general public in the community focusing on preparedness and safety. Work with organizations such as schools, social groups, library, hospital, recreation center, etc.
- i. Transform the Home Ranch Welcome Center into the 2017 Total Solar Eclipse Information Center prior to the event.
- j. Develop education resources such as area maps, phone apps, information tailored to international visitors, etc.
- k. Work with other Solar Eclipse Coordinators from surrounding communities to ensure coordination of events and information.

2. EMERGENCY SERVICES SUPPORT

- a. Provide information on estimated visitation numbers to be expected for the event.
- b. Create a master database of planned events in the county, both public and private.
- c. Attend and participate in all Emergency Services meetings relating to the Solar Eclipse.

3. VOLUNTEERS

- a. Identify, train and coordinate volunteers to assist with planning and educational efforts as needed.

4. BUDGETING

- a. Develop a proposed budget to be reviewed and approved by the Teton County Administrator and the Jackson Town Manager.
- b. Maintain a running balance of operational funds available and list the specific projects to date that have been completed.
- c. Prepare a list of potential projects for the remaining operational funds.
- d. Facilitate and coordinate monthly Total Solar Eclipse advisory board meetings to review projects and present recommendations to Town Manager and County Administrator.

5. TOWN ADMINISTRATOR, COUNTY ADMINISTRATOR, TOWN COUNCIL, COUNTY COMMISSION UPDATES

- a. Provide weekly updates to the Town Manager and County Administrator.
- b. Provide monthly updates to the Jackson Town Council and Teton County Commissioners.

6. PROJECT MANAGEMENT (MEASURABLE OBJECTIVES TO BE SET ONCE A PROJECT IS IDENTIFIED)

- a. Defining the objectives for any projects deemed appropriate.
- b. Breaking down the objective into specific tasks it will take to meet the objective and setting target dates/milestone dates for individual steps within the project.
- c. Due date for overall completion.

7. ADMINISTRATIVE DUTIES

- a. Coordinate and schedule bi-monthly meetings with a selected advisory board.
- b. Prepare a calendar that contains dates, times and locations of all meetings and events involving the eclipse (advisory board, public outreach, business outreach, public events, etc...).
- c. Within 48 hours of adjournment of an advisory board meeting, minutes are drafted and distributed to committee members, engaged Town, County and Emergency Service members.

8. POST-EVENT DUTIES

- a. Ensuring that any Town or County sponsored events, displays, or other community involvement efforts have been completely and properly concluded (including, but not limited to returning all Town/County owned property to its original condition).
- b. Conducting any post-event reports and producing any post event documents that may be necessary.
- c. Providing a debriefing of events following the eclipse to the advisory board, the Jackson Manager and Teton County Commissioner's Administrator, and the Jackson Town Council and Teton County Board of County Commissioners.

III.

SUBMITTAL REQUIREMENTS

1. FORMAT

- a. Must submit 1 digital PDF copy. Use fonts no smaller than 12 points. Proposal must include title page, cover letter, resume, references and qualifications.
- b. Title Page should include: 2017 Total Solar Eclipse Special Events Coordinator RFQ Proposal, business name, contact name, address, telephone number and e-mail address.
- c. Respond to all areas noted in sections above. Include brief examples of current and previous projects. Examples shall not exceed one (1) page. Specify the role you or your company had in the production and management of the events.
- d. Provide a statement of qualifications and capability to perform the services sought by this RFQ, including a description of relevant experience with similar scope.
- e. List at least four current references, preferably for projects within the last three years that are similar in scope, size and/or value to the work sought by this RFQ. For each reference, include the name, address, telephone number and email address of a contact person.

2. QUALIFICATIONS

- a. Experience, performance ability and/or resources that would establish capability of managing and coordinating the 2017 TSE.
- b. Ability and commitment to work collaboratively with the Town of Jackson, Teton County, an Advisory Committee, various local land management agencies, staff, volunteers, and community members.
- c. Experience in event operations and management including outdoor event experience.
- d. Experience managing event budgets.
- e. Energetic, innovative, creative self-starter.
- f. Problem solver and results orientated.
- g. Ability to prioritize tasks in a fast pasted environment.
- h. Ability to work independently.

EVALUATION OF PROPOSALS

Applicant will be evaluated based on demonstrated capacity, experience, coordination and management strategy, and staffing as it pertains to the scope of work and mission of the 2017 Total Solar Eclipse. The Town of Jackson and Teton County retain the sole discretion to choose one proposal, more than one proposal, or to reject all proposals as unacceptable.

RFQ SCHEDULE

This schedule is based on our current guidelines but is subject to change:

12.12.2016	RFQ Delivered
12.23.2016	Last Day for Written Questions on the RFQ
12.30.2016	RFQ Submission Deadline
1.4.2017	Start Application Evaluations
1.18.2017	RFQ Awarded