



FRIENDS OF THE FESTIVAL, INC.

Sales Department
180 Hamm Rd
Chattanooga, Tennessee 37405

REQUEST FOR PROPOSAL

RFP REFERENCE #2012-02

FOR:

**Official Hotel Partnership
at Riverbend 2012**

TO BE OPENED:

**4:00 p.m.
Friday, January 31, 2012**

Mail sealed proposal to the address above with the following reference:

RFP Ref. #2012-02



FRIENDS OF THE FESTIVAL, INC.
180 Hamm Rd
CHATTANOOGA, TENNESSEE 37405

EXECUTIVE SUMMARY

Product: Riverbend is one of the most successful music festivals in the Southeast United States with a strong twenty-five year history and an impressive economic impact of \$21.3 million dollars on the community.

I. INVITATION

The purpose of this Request for Proposal is to solicit proposals from qualified properties for **official hotel partnership(s)** at the 2012 Riverbend Festival. You are therefore invited to submit a proposal for your property's services as outlined in the attached documents. The process is expected to be as follows:

1. Submittal of Proposals by the date and time at the location specified in this request.
2. Evaluation of Proposals based on what is in the best interest of Friends of the Festival, in consideration of price, terms, and all other matters which Friends of the Festival deems appropriate.
3. Selection of one or more Proposals to be considered as final Proposals.
4. Final evaluation with Friends of the Festival reserving the right to ask vendor(s) to make a final and best offer on any particular Proposal.

Proposals should be in accordance with the attached instructions or may not be considered. Friends of the Festival reserves the right to reject any or all Proposals received, and to accept any proposal which in its opinion may be in the best interest of Friends of the Festival. Friends of the Festival does not obligate itself to accept any particular Proposal.

Proposals must be received at the **Sales Department** by:
4:00 p.m.
Friday, January 31, 2012

Proposals may be mailed or delivered to:
Karen Shostak, Director of Sales
Friends of the Festival, Inc.
180 Hamm Rd
Chattanooga, Tennessee 37405

II. INSTRUCTIONS

For the Proposal to be considered, it must be submitted in accordance with the following instructions.

1. All information requested must be provided or your proposal may not be considered.
2. Original autograph signatures are required.
3. Any changes to the Proposal must be submitted in writing on or before the opening.
4. In executing this proposal, the property affirms that all of the requirements of the Proposal are understood and accepted by the property.
5. In the event Friends of the Festival determines, in its sole discretion, that additional proposals are necessary for a competitive procurement process, Friends of the Festival, may extend the RFP opening date for a period of time as it deems necessary.

III. SELECTION PROCESS

The purpose of this RFP is to provide interested properties an opportunity to present their qualifications and expertise with respect to the needs and requirements of Friends of the Festival as outlined in this RFP. Friends of the Festival plans to use the following timeline to guide the selection process:

- Issuance of RFPNovember 4, 2011
- Deadline for responses to RFPJanuary 31, 2012
- Selection & notification of successful respondentMarch 9, 2012
- Partnership Contract Commences.....March 9, 2012-March 9, 2013

*This schedule is subject to modification at the sole and absolute discretion of Friends of the Festival, Inc.

IV. TERMS AND CONDITIONS

The following terms and conditions are to be considered binding on all respondents and may become part of any subsequent agreement:

- All responses shall become the property of Friends of the Festival and will not be returned.
- The terms and provisions of this RFP and any ensuing agreement with the successful respondent(s) shall be construed in accordance with the laws of the State of Tennessee.

V. AGREEMENT WITH THE SUCCESSFUL RESPONDENT

Friends of the Festival's selection of a successful respondent(s) does not necessarily mean Friends of the Festival accepts all aspects of the successful respondent's response. If Friends of the Festival and successful respondent(s) are unable to reach an agreement with respect to all points of the proposal, Friends of the Festival may thereupon consider other responses from other respondents or undertake any such other actions deemed to be in the best interests of Friends of the Festival. Any contract with the successful respondent shall not be assignable or transferable by either party without the prior written consent of the other. Furthermore, the successful respondent(s) will receive the benefits as outlined in **EXHIBIT A – EVENT DESCRIPTIONS & BENEFITS**.

VI. SUBMISSION & SELECTION CRITERIA

Friends of the Festival, Inc. will evaluate and rank submitted proposals, based on the selection criteria below. Proposals should reference the corresponding item number.

- 1.1 History of experience in the overall management of similar events and/or services.
- 1.2 Qualifications and experience of staff dedicated to the event team responsible for helping design and implement the sales and service plan for Friends of the Festival, Inc. events.
- 1.3 Provide a description of experience of the property and entire event team.
- 1.4 Describe the property's specific strengths and skills required to develop the Management Plan and implement it.
- 1.5 Complete the property's amenities and room description(s) (to be considered by event artists, staff, and vendors) and their key markets as identified in the attached **RFP Modules**.
- 1.6 Include any package descriptions and plans for promotion.
- 1.7 NEW for this year, a description of billing process. (See attached EXHIBIT-B Event Billing Rules and Regulations)

From the proposals received, Friends of the Festival, Inc. will select respondent(s) for personal interviews prior to final selection. After these interviews, Friends of the Festival, Inc. may then select the successful respondent or may engage in subsequent interviews for negotiations.

Respondents are encouraged to present their qualifications in the order listed above and to use only an 8½" x 11" format. Please provide an original and one (1) copy of the proposal that can be easily reproduced.

**EXHIBIT A
EVENT DESCRIPTIONS & BENEFITS**

GENERAL INFORMATION	
Event Location	Ross's Landing Park Chattanooga, TN
Event Date(s)	June 8-16, 2012
Event Hours of Operation	4:30 p.m. – Midnight
Estimated Attendance	650,000
PARTNERSHIP BENEFITS	
Marketing/Advertising	<ul style="list-style-type: none"> • Event Web Site listing and link for reservations • Official Hotel Partnership List (provided to artists, sponsors, vendors, crew, and special guests)

Official Hotel Partnership RFP
Core RFP Module

Property Name: _____

Property Address: _____

City: _____ State: _____ Zip: _____

Primary Contact: _____ Title: _____

Sales Phone: (_____) _____ Sales Fax: (_____) _____

Email Address: _____@_____

Year property built: _____ Year of last complete guest room renovation: _____

Number of rooms: _____ Number of non-smoking rooms: _____ Number of floors: _____

Credit Cards Accepted: VISA MasterCard Discover
 American Express Other: _____

Property Types:

Extended Stay? Yes No
Full Service? Yes No
Limited Service? Yes No

Market Tier:

Luxury Upscale
 Moderate Economy

SERVICES & AMENITIES

Facilities/services on property (please answer each question):

- Restaurant Cocktail lounge 24-hour service Concierge service
- Room service (Hours - _____) Gift / newsstand
- On-site parking
- Safe-deposit box

Meals served in restaurant:

Breakfast Lunch Dinner N/A

Laundry / valet service

Fitness center – on property off property

Limited Extensive

Average charge if any _____

Business center services available

Full business center

Indoor pool Outdoor pool

Whirlpool Sauna

Cash machine (ATM) on site

Standard Guest Room Amenities:

- Iron / ironing board
- Alarm Clock
- Cable / Satellite TV
- Hairdryer
- Minibar
- Coffee / tea maker
- In-room movies
- Work desk with lamp
- Free morning newspaper delivered to room

Official Hotel Partnership RFP
Extended Stay Module

Facilities/services on property (please answer each question):

- Computer with internet access for guest use FEE?: _____
- Dry cleaning Same day dry cleaning On-site laundry FEE?: _____ HOURS: _____
- Video rentals
- Shuttle service to business district or city center? FEE?: _____
- Sundry / Convenience store Grocery shopping services available? FEE?: _____
- Housekeeping service: Daily Weekly Full Limited
- Front desk hours: 24-hours **OR** From: _____ To: _____

Standard Guest Room Amenities:

- | | |
|---|---|
| <ul style="list-style-type: none"><input type="checkbox"/> Stove<input type="checkbox"/> Refrigerator (with ice maker)<input type="checkbox"/> Dishwasher<input type="checkbox"/> Conventional Oven<input type="checkbox"/> Toaster<input type="checkbox"/> Microwave Oven<input type="checkbox"/> Plates, glassware<input type="checkbox"/> Pots, pans, serving dishes<input type="checkbox"/> Eating and serving utensils | <ul style="list-style-type: none"><input type="checkbox"/> Sofa-bed<input type="checkbox"/> Self-controlled heating/cooling<input type="checkbox"/> Voice mail<input type="checkbox"/> Number phones in room: _____<input type="checkbox"/> VCR |
|---|---|

Other Amenities/Services:

Official Hotel Partnership RFP Rate Proposal

Please complete the following information:

		Standard Rack Rate			Preferred FOF / Event Rate		
Room Type		Single	Double	Suite	Single	Double	Suite
Standard					/	/	/
Upgrade					/	/	/

**Package Price			
Room Type	Single	Double	Suite
Standard			
Upgrade			

**Please enclose description of package and website to book directly into package. This can be submitted after proposal and after opening date as an update and is not viewed as an amendment.

Number of complimentary room nights provided to Friends of the Festival, Inc.: _____

Number of comp rooms _____ x rack rate _____ = _____

Room Type: Single Double Suite

OVERSOLD POLICY

Does your policy include the following?

- Property will arrange accommodations at a comparable hotel.
- Property will pay for one night room and tax at a comparable hotel.
- Traveler will be provided with free transportation to new hotel.
- Traveler will be reimbursed for at least one phone call to home or office.

COSTS & TAXES

What is the hotel's cancellation policy for reservations that has been guaranteed for late arrival?

- 4PM 6PM 24-HRS Other: _____

Is there a charge for checking out earlier than original departure date? YES (\$_____) NO

Applicable Taxes / Fees

Description	Included in negotiated rate?	If no, state amount
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<input type="checkbox"/> Lodging tax	<input type="checkbox"/> YES	<input type="checkbox"/> NO	\$ _____
<input type="checkbox"/> Occupancy tax	<input type="checkbox"/> YES	<input type="checkbox"/> NO	\$ _____
<input type="checkbox"/> State tax	<input type="checkbox"/> YES	<input type="checkbox"/> NO	\$ _____
<input type="checkbox"/> City tax	<input type="checkbox"/> YES	<input type="checkbox"/> NO	\$ _____
<input type="checkbox"/> Service fee	<input type="checkbox"/> YES	<input type="checkbox"/> NO	\$ _____
<input type="checkbox"/> Other: _____	<input type="checkbox"/> YES	<input type="checkbox"/> NO	\$ _____

By signing below, the property submits the information is correct and legally binding for the length of the contract:

Submitted by: _____

Title: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

**EXHIBIT B
EVENT BILLING
RULES AND REGULATIONS**

BILLING GUIDELINES:	
Invoicing timeframe:	All invoices must be received within 30 days of guest stay. Outside of this timeframe, invoices are subject to dispute.
Invoice setup:	<ol style="list-style-type: none"> 1. All invoices must be submitted following the below drilled down description of guest stay. Use this order when submitting the Invoice: <ol style="list-style-type: none"> a. Group Name (Indicate if group is an Artist group or Staff group) b. Guest Name c. Date check in and check out.
Important Note:	
Riverbend Payment Process:	<ul style="list-style-type: none"> • Each day of the Festival is coded separately. For artists stays, the hotel must bill each night of the group separately. This does not apply to any staff or contract Riverbend labor. • Please remember that Friends of the Festival is a 501C3 and exempt from all sales tax however we are not exempt from Lodging tax (8%). If you do not have a current tax exempt form on file for Friends of the Festival, one will be provided for you.



November 7, 2011

Subject: **RFP No. 2012-02**
Riverbend Festival Hotel Partnership

On an annual basis, Friends of the Festival, Inc. has booked approximately 600+ room nights at downtown Chattanooga properties for visiting performers, event staff, vendors and guests. We are seeking to eliminate this expense so we can use these funds to expand our programming and enhance regional marketing efforts. The local hotel community would be a direct beneficiary of these efforts.

Friends of the Festival, Inc. is seeking to partner with local hotel properties who will provide the festival with 4 to 6 complimentary room nights to be used throughout the year. In addition to this commitment, partnering hotels will offer preferred rates for event artists, vendors, sponsors, and guests that rely on the festival for assistance. These are groups that have needs for modestly priced lodging.

We invite you to submit a proposal for consideration to be an official Hotel Partner for the 2012 Riverbend Festival, currently schedule for June 8th -16th.

Proposals are to be prepared in accordance with RFP No. 2012-02 and must be signed by an official authorized to bind the proposal to its provisions. Proposals must be received on or before **Friday, January 31, 2012 at 4:00 p.m.** ATTENTION: Karen Shostak, Director of Sales, Friends of the Festival, Inc 180 Hamm Rd, Chattanooga, Tennessee 37405.

Should you decide to mail your package, please allow sufficient time to guarantee receipt of your proposal by the date and time referenced above. Evaluations of your proposal and selection of properties will be completed as described in Section III of the RFP. Any questions regarding this RFP should be directed to: Karen Shostak at 423.756.2212 or via email at karen@riverbendfestival.com. Meetings with all properties will be scheduled in January for property updates. Please let us know what day and time works for you in the second week of January.

Thank you for participating in this proposal process.

Regards,
Karen Shostak
Director of Sales
Friends of the Festival, Inc.

Enclosure

180 Hamm Rd, Chattanooga, TN 37405
423.756.2212 PHONE • 423.756.2719 FAX • www.riverbendfestival.com