

**Addendum 4 – Issued 01/22/18; Updated 1/30/18
Amendment**

**RFP #0167 - EVENT BOOKING AND RELATED SERVICES AT
THE NEW YORK STATE FAIRGROUNDS DURING
NON-FAIR SEASON**

RFP Issued: ~~December 19, 2017~~
Proposals Due: ~~January 31, 2018~~ February 28, 2018

Page 5, Section 1.4 of the RFP shall be amended as follows:

1.4 TERM:

- The contract resulting from this RFP will be for a term of five (5) years. It is anticipated that the contract will be awarded on ~~February 21, 2018~~ March 21, 2018. The contract term will commence in 2018 and end in 2023.
- Respondents should note that AGM intends to make one contract award from this RFP.
- Respondents should note that in all cases, AGM and the State will retain ownership of the Premises.

Page 5, Section 1.5 of the RFP shall be amended as follows:

1.5 RFP TIMELINE:

RFP Posted:	December 6, 2017
Optional site visits <u>(Site visits start at 10:00 a.m.)</u>	December 13, 2017 December 18, 2017 January 10, 2018 January 31, 2018 <u>February 7, 2018</u>
Questions regarding this RFP must be submitted on:	January 17, 2018 <u>February 15, 2018</u> by 3 p.m. (EST)
A Question-and-Answer document will be posted to http://www.agriculture.ny.gov/RFPS.html no later than:	January 24, 2018 <u>February 20, 2018</u>
Bidders' Responses due on:	January 31, 2018 <u>February 28, 2018</u> by 3 p.m. (EST)

Tentative award date:	February 21, 2018 <u>March 21, 2018</u>
Tentative contract signed:	June 22, 2018 <u>July 20, 2018</u>
Tentative contract start date:	July 1, 2018 <u>August 1, 2018</u>

Page 5, Section 1.6 of the RFP shall be amended as follows:

1.6 OPTIONAL SITE VISIT

~~Three~~ Five non-mandatory tours of the Fairgrounds' facilities will be made available to prospective bidders on December 13, 2017, ~~and~~ December 18, 2017, ~~and~~ January 10, 2018, January 31, 2018, and February 7, 2018. Prospective bidders are encouraged to attend at least one tour; prospective bidders are invited to attend more than one tour. To schedule a tour, please email procurementinfo@agriculture.ny.gov procurement.info@agriculture.ny.gov no later than 3:00 p.m. the day prior to the tour. No substantive questions may be asked during the tour. All questions must be submitted in writing as set forth in Section 3.1 of this RFP.

Page 6, Section 2.2 of the RFP shall be amended as follows:

2.2 SCOPE OF WORK:

A. Event Booking Services at the Fairgrounds during Non-Fair Season

Contractor shall provide non-exclusive event booking services for events at the Fairgrounds during the non-Fair season for the term of the contract resulting from this RFP, or as otherwise requested by AGM. AGM shall have final approval of all events booked. Event booking services to be provided by the Contractor shall include, but not be limited to:

- 1) At a minimum, from the contract start date through December 31, ~~2019~~ 2020:
 - Book at least ~~20~~ 12 new, multi-day events utilizing at least ~~60~~ 36 show-days in the Expo Center, at least three of which use at least one additional building at the Fairgrounds. These have to be events not held at the Fairgrounds within the past 18 months. *Note that events are counted as of the dates they are held, not the dates they are booked.*
 - Book at least 5 new multi-day events utilizing at least 15 show-days in buildings and areas at the Fairgrounds other than the Expo Center. These have to be events not held in the Central NY region within the past 18 months (Central NY region comprises the counties of Cayuga, Cortland, Madison, Onondaga, Oswego). *Note that events are counted as of the dates they are held, not the dates they are booked.*

- 2) At a minimum, during each calendar year from January 1, ~~2020~~ 2021 through the end of the contract:
 - Maintain at least 75% retention of completed events booked by the Contractor in the Expo Center and held the previous year.
 - Book at least ~~10~~ 7 new multi-day events utilizing at least ~~30~~ 21 show-days in the Expo Center, at least five of which use at least one additional building at the Fairgrounds. These have to be events not held at the Fairgrounds within the past 18 months. *Note that events are counted as of the dates they are held, not the dates they are booked.*
 - Book at least ~~8~~ 5 multi-day events utilizing at least ~~24~~ 15 show-days in buildings and areas other than the Expo Center. These have to be events not held in the Central NY region within the past 18 months. *Note that events are counted as of the dates they are held, not the dates they are booked.*
- 3) Work with AGM to develop a strategic plan for establishing the Fairgrounds and the Expo Center as a premiere venue for multiple types of regional, national, and international events. This encompasses establishing target shows and event types as well as establishing a record of success in securing those targeted shows and event types.
- 4) Meet monthly with AGM and its advertising contractor to plan a marketing and promotion campaign for the Fairgrounds and to advertise shows and events scheduled at the Fairgrounds.

B. Marketing/Promotion Report

The initial Report shall be due six months after contract execution and updates shall be provided annually for the term of the contract. At a minimum, the Report will include:

- 1) Recommended annual budget for marketing/promotion and strategic plan to attract new events with an emphasis on events that only the Expo Center can accommodate.
- 2) Building analysis: recommended type of events to pursue for each building, reasonable expectation of occupancy for each building, description of best use for each building, and recommended improvements to each building
- 3) Recommended strategy to attract multivenuue events that would utilize other local assets, including opportunities to cross-market with local hotels and other tourist attractions
- 4) Description of opportunities for seasonal events, including expansion of the use of the RV park
- 5) Description of opportunities to use the venue to promote consumption of NY foods and beverages
- 6) Comparison of the Fair venue with other similar venues in terms of use
- 7) Recommended marketing/promotion plan to sell sponsorships and naming rights
- 8) Description of industry best practices and standards as they relate to the Fairgrounds

C. Pricing/Sponsorship Report

The Report shall be due three months after contract execution and updates shall be provided annually for the term of the contract. At a minimum, the Report will include:

- 1) Recommended rates for the buildings, facilities, and additional charges.
- 2) Recommended rates for sponsorship and naming rights, including those sold by event promoters.
- 3) Description of industry best practices and standards as they relate to sponsorship pricing and opportunities at the Fairgrounds.

Page 8, Section 3.1 of the RFP shall be amended as follows:

3.1 SUBMISSION TIMELINE:

All required documents must be received by AGM no later than **3:00 p.m. (EST) on ~~January 31, 2018~~ February 28, 2018** in order to be considered. AGM reserves the right to request any missing information from those items marked with an asterisk (*) on the Submission Documents Checklist. Bidder will have three (3) business days to provide any missing information requested by AGM for those items marked with an asterisk (*) on the Submission Documents Checklist. All remaining forms and documents required to be completed after notification of selection is made shall be submitted to AGM by the selected Contractor prior to execution of the contract.

Any questions concerning this RFP may be submitted at any time, but must be received by **3:00 p.m. (EST) on ~~January 17, 2018~~ February 15, 2018**. Questions must be submitted in writing. E-mail is preferred and should be directed to procurement.info@agriculture.ny.gov. Please list RFP#0167 in the subject line. Questions may also be mailed to: NYS Department of Agriculture and Markets, Fiscal Management, 10B Airline Drive, Albany, New York 12235 Attn: Carrie Lindemann (RFP#0167). A Question-and-Answer document will be posted to the AGM website, <http://www.agriculture.ny.gov/RFPS.html> no later than **~~January 24, 2018~~ February 20, 2018**. No individual written responses will be provided.

Any revisions to this RFP will be posted on AGM's website, <http://www.agriculture.ny.gov/RFPS.html>. All bidders are responsible for keeping informed of any revisions to this RFP. All questions and answers shall be incorporated into the RFP which will be part of the awarded contract. If you are unable to access the AGM website, please contact procurement.info@agriculture.ny.gov to arrange for alternate delivery. You may also contact Carrie Lindemann at the mailing address noted above.

Page 9, Section 3.3 of the RFP shall be amended as follows:

3.3 MINIMUM QUALIFICATIONS:

Respondents are advised that AGM's intent is to ensure that only qualified, responsive and responsible Contractors enter into a contract to provide event booking and related services as defined in this RFP. AGM considers the following qualification a pre-requisite in order to be considered a qualified Respondent for the purposes of this solicitation:

- The Respondent must demonstrate that it has booked or produced a minimum of ~~twenty-five (25)~~ fifteen (15) events per year in each of the previous ~~three (3)~~ two (2) calendar years preceding submission of this bid (~~2014-2016~~) (2015-2016) at a venue(s) with a minimum of 75,000 square feet of space. The Respondent must provide the name of the events booked or produced, the name of the venue(s), the size of the venue(s), the dates of the events, and the name of the event promoter or venue operator with a telephone number and email address (See Submission Documents, Attachment 9, List of Events Booked Form). AGM reserves the right to confirm the information provided.

Page 13, Section 6.1 of the RFP shall be amended as follows:

6.1 KEY PERFORMANCE INDICATORS (“KPIs”) AND INCENTIVE BONUS PAYMENTS

In addition to the service fees set forth in Section 3.6 above, Contractor will be entitled to incentive bonus payments if the following KPIs are met in addition to providing the Scope of Work set forth in Section 2.2 of this RFP:

Bonus payments available on December 31, ~~2019~~ 2020

KPI	Incentive Bonus Payment
Five multi-day events booked and held in the Expo Center that have not been booked in the Central NY region in the past 18 months	\$10,000
25 <u>20</u> multi-day events utilizing at least 75 <u>60</u> show-days in the Expo Center	\$10,000

Bonus payments available December 31, ~~2020~~ 2021, and each succeeding December 31 through the end of the contract

KPI	Incentive Bonus Payment
<ul style="list-style-type: none"> 5% increase in previous year’s revenue (not attributable to any increase in rental rates) 85% retention of prior-year events booked and held At least 5 multi-day events new to the Central NY region booked and held in the Expo Center 	\$15,000
<ul style="list-style-type: none"> 10% increase in previous year’s revenue (not attributable to any increase in rental rates) 90% retention of prior-year events booked and held At least 10 multi-day events new to the Central NY region booked and held in the Expo Center 	\$20,000

<ul style="list-style-type: none"> • 15% increase in previous year's revenue (not attributable to any increase in rental rates) • 95% retention of prior-year events booked and held • At least 15 multi-day events new to the Central NY region booked and held in the Expo Center 	<p>\$25,000</p>
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PLEASE NOTE:

- Revenue is defined as the aggregate contract amounts of events booked by the selected contractor and held during the calendar year.
- Central NY region comprises the counties of Cayuga, Cortland, Madison, Onondaga, Oswego.

The Submission Documents shall be amended as follows:

- Replace "Attachment 9 - List of Events Booked" Form with the revised Attachment 9 updated 01/22/2018 (see attached).

**RFP#0167: Event Booking and Marketing Services at the New York State
Fairgrounds during Non-Fair Season**

Attachment 9 - Updated 01/22/18

LIST OF EVENTS BOOKED

Per Section 3.3 of the RFP, Minimum Qualifications, the Respondent must demonstrate that it has booked or produced a minimum of fifteen (15) events per year in each of the previous two (2) calendar years preceding submission of this bid (2015-2016) at a venue(s) with a minimum of 75,000 square feet of space. The Respondent must provide the name of the events booked or produced, the name of the venue(s), the size of the venue(s), the dates of the events, and the name of the event promoter or venue operator with a telephone number and email address. AGM reserves the right to confirm the information provided.

Name of Event Booked or Produced	Venue(s) Name and Address	Size of Venue (must be minimum of 75,000 square feet of space)	Date(s) Events Booked or Produced (minimum of 15 events per year in each of the previous 2 calendar years preceding submission of this bid) <i>Calendar Year January 1, 2015- December 31, 2015</i>	Indicate whether Booked or Produced Event	Name of Event Promoter or Venue Operator with a telephone number and email address
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Name of Event Booked or Produced	Venue(s) Name and Address	Size of Venue (must be minimum of 75,000 square feet of space)	Date(s) Events Booked or Produced (minimum of 15 events per year in each of the previous 2 calendar years preceding submission of this bid) <i>Calendar Year January 1, 2016- December 31, 2016</i>	Indicate whether Booked or Produced Event	Name of Event Promoter or Venue Operator with a telephone number and email address
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