



Questions Addendum I Issued 7/29/14

1. What is the location of the Main Event?
 - Blackburn Park – off Ashford Dunwoody Road
2. Has any tentative race route been established?
 - No race route has been set as of yet.
3. Are the sponsor levels definitive or is there any flexibility?
 - The sponsorship levels are flexible.
4. Can you explain further about “the charge for all booths being \$500?” Are these for food vendors, children’s rides, artisans and/or sponsors?
 - The \$500.00 charge is for a vendor who has a table for the entire week. Local company not a sponsor – arts and craft vendor.
5. What exhibitors are you referring to when you say, “additional vendors – all together in the same area?” Are you referring to rides, food, artists – in the same spot?
 - The City will put specific vendors’ together – real estate, banks, etc. the rides and food trucks will be in a separate area.
6. Are you limiting the “food area” to just “food trucks,” or will you also allow other vendors such as those selling popcorn, lemonade, nuts, etc. who have free-standing displays?
 - The City will also allow other food vendors (limited) other than the food trucks.
7. Who will be supplying the stage and sound equipment? Does the City have its own, or will this have to be procured through a private company? Will the entertainment also include dance troupes?
 - The City will supply the stage and sound equipment, will rent it, and will allow dance groups.
8. Can you specify a bit more about your wishes for souvenirs at the Welcome Center at City Hall? Will this be for a specified amount of days, and who will staff the sale of the items?
 - The souvenirs will be sold at City Hall Monday – Friday normal business hours, our existing staff will handle the sales.
9. Who would be responsible for putting up signage? Does the City’s Public Works take care of this duty? And, is the City in charge of sign permits?
 - The person chosen will put up the event signs – the permit situation should not be a problem.

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10. Will the volunteers be part of the planning committee, or will they just be on site during the week of the festivities?
 - The volunteer committee chairman's will be part of the planning process.
11. What is the approval process for creating the brand and logos for the event? Does this go through a committee and/or Council?
 - The logo will be approved by the Office of Tourism with the City Manager's approval.
12. For the VIP Party, is donated food the only choice here? Who is hosting this party – the catering company or the event organizer?
 - The event organizer will host the VIP party. The City can purchase food if needed.
13. Is the Brookhaven Police Department going to provide security 24/7 so that vendors that are set up overnight have protection?
 - The police department will furnish the security for the event. The area will be secure at night.
14. Can you explain a bit more about the process for planting the trees on behalf of the sponsors? Are spots pre-determined, and does a landscaping company or Parks and Recreation handle this assignment?
 - The City has determined an area where the cherry trees will be planted and will contract this out.
15. For taxable event companies, is the City going to reimburse for the sales tax portion of supply invoices?
 - Do not think the City will be reimbursing the sales tax.
16. Can you explain the "Financial Management and Purchasing Policies" as it relates to an event company getting bids on services? Does that mean three companies need to be asked to give bids?
 - The City will secure 3 bids prior to securing a vendors services. The City will ask for 3 bids from qualified vendors.
17. Do you already have in place an estimated or fixed budget for the festival?
 - The budget has not be set for this event as it is our first year.
18. Is there a designated area where the festival will take place or will the successful bidder/vendor be responsible for identifying/selecting appropriate venues?
 - The venue has been selected – Blackburn Park.
19. What is the time frame for award of the contract after a vendor selection is made?
 - The City will award the vendor within two weeks of selecting their bid.
20. Location: In trying to envision the scope of the event, is the event to be held in multiple locations throughout the City, or in one location? If one location, does the City know where they would like it to be held? If multiple locations, will it be a different location each day/night, or multiple locations running simultaneously throughout the week?
 - The event will be held in one spot – day and night.
21. Responsible Party: Who is going to be the responsible party for all licenses, permits, insurance, etc.? Will it be the City of Brookhaven or will it be the firm or individual that wins the contract?
 - The City will take care of the permitting for the event.

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22. Expectations: What is the goal/vision of the festival? For example, is the goal to promote the City of Brookhaven, raise funds or profits, engage the community, etc.?
- Goal – to promote the City thru community awareness.
23. What is the time frame for the contract to be awarded?
- The City will award a contract within two weeks of the vendor being chosen.
24. Will the City's Communications Department be able to create and maintain the Event Webpage, or will this need to be done by the contractor?
- The communications department will handle all social media for the event.

Other Comments:

- The Event will be a contractor position beginning in October, -w- 20hrs per week increasing closer to the event., Blackburn Park, March, 2015 post St. Patrick's Day.
- Coordinator will create the budget, applications, sponsorships (3 levels) arts & crafts booths, petting zoo, dog sitting area (fenced) wine & beer sponsor, face painting, rides, food truck park (only food available) 150 Cherry trees planted at parks and entrances, white picket fence in front of festival. A/D Rd, Dresden, trees planted up to October, single stage for entertainment, local schools involved (music) DJ, 5K run, welcome center at City Hall selling Event Souvenirs, logo, BHV Communications Department will coordinate media, collateral materials developed, Volunteer committees will be assembled, VIP Party night before kickoff (food donated) and managed by a catering company, first aid tent, work –w- local merchants, ongoing calendar of events, churches and schools will be involved, car dealership involved, tree planting for each sponsor, \$10 for parking, free admission, parking on field.
- Alcohol and non-alcohol beverage served throughout.
- Event building to a final event, with each evening having a theme.
- The City has vendors selected already
- This event will be an annual event
- The City may run a shuttle from MARTA or Marist, YMCA, etc.
- The Festival will be a lot of everything not necessarily an “art” event, “music” event, etc. More of a community gathering.
- All revenues will be routed directly to the City and expenses disbursed by the City.
- The City has a firm understanding of the budget and money involved.
- The City may require weather insurance