



City of South Padre Island, Texas

Request for 2019 Half-Marathon Event Production

PART I

GENERAL INFORMATION

PURPOSE:

South Padre Island Convention and Visitor's Bureau is soliciting proposals from firms that are able to render to SPI CVB professional services in the area of event production as related to marathons and associated events. Proposals must address the services described in the section entitled "Scope of Work". **Please keep in mind there are two aspects of this race – Production (messaging, social media, PR, outreach) and Management (the physical and logistical race operations and execution) – and any single respondent need not be able to produce both aspects of the race. One aspect, either aspect or a combination of the two is acceptable in an initial proposal.**

SPI CVB intends to make a single contract award to the most responsive and responsible firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses, nonprofit organizations, state or public universities (including auxiliary organizations) and other entities.

The initial contract period will begin in June of 2018 for an inaugural race in 2019 with the intent of supporting a series of events through the year 2021.

BACKGROUND:

For the past approximate 20 years, the City of South Padre Island Convention and Visitor's Bureau has been supporting, promoting and marketing special events throughout the city limits. These efforts are at the foremost of the business and economic development drive for tourism on South Padre Island. With the widest, cleanest beaches in Texas, South Padre Island is therefore seeking to establish a long-lasting partnership with a half marathon.

CITY PROFILE:

The City of South Padre Island is a unique, friendly seaside resort community that values its residents and tourists, preserves and protects the natural environment, and provides for quality sustainable growth and development that is highly diverse and responsive to changing economic conditions. The City is located on a 34-mile long sub-tropical Island, in Cameron County, on the Gulf Coast of Texas, just north of the Mexican Border. The island is a half-mile wide at its widest point and only the island's southernmost five miles are developed. The City was incorporated in



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1973 and is linked to the Texas mainland by Texas' longest bridge. The 2.5 mile long, four-lane divided, toll-free Queen Isabella Causeway was completed in 1974. The City operates as a home rule law municipality pursuant to the laws of the State of Texas.

Tourism is the principal industry in the City, with an estimated 5.1 million visitors coming to the island annually. Water resources have been the dominant factor in the development of the City. The Gulf provides approximately 23 miles of beach front in Cameron County, approximately five miles of which is situated in the City. As noted, the island has become popular for vacationers and retirees. The Gulf also provides a means for shipping cargo, for fishing interests (both commercial and sporting) and for boating. The body of water between Padre Island and the mainland is the Laguna Madre, providing bay front property for development. The inter-coastal waterway located in the Laguna Madre is maintained by the US Army Corps of Engineers as a water route for shipping.

As part of the Tourist experience on South Padre Island, the City works to provide a number of activities on the Island to benefit residents, local and regional tourists. Many of those activities are race, fun run or causeway run related and occur during all times of the calendar year but are focused in the off-season fall months of September, October and November.

DEFINITIONS:

The following definitions shall be used for identified terms throughout the specification and proposal document:

- Agreement – a mutually binding legal document obligating the Contractor to furnish the goods, equipment or services, and obligating the City to pay for it.
- City – identifies the City of South Padre Island, Cameron County, Texas.
- Contractor – a person of business enterprise providing goods, equipment, labor and/or services to the City as fulfillment of obligations arising from a contract or purchase order.
- Deliverables – the goods, products, materials, and/or services to be provided to the City by vendor if awarded agreement.
- Goods – represent materials, supplies, commodities and equipment.
- Proposal – complete, properly signed response to a Solicitation that if accepted, would bind the Proposer to perform the resulting agreement.
- Proposer – identified throughout this specification shall describe persons and entities that consider themselves qualified to provide the goods, equipment or services.
- Services – work performed to meet a demand. The furnishing of labor, time, or effort by the vendor and their ability to comply with promised delivery dates, specifications, and technical assistance specified.
- Subcontractor - any person or business enterprise providing goods, equipment, labor, and/or services to a Contractor if such goods, equipment, labor, and/or services are procured or used in fulfillment of the Contractor's obligations arising from a contract with the City.



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- Vendor (sometimes referred to as Contractor) – a person or business enterprise providing goods, equipment, labor and/or services to the City as fulfillment of obligations arising from an agreement or purchase order.

CONFLICT OF INTEREST:

Effective March 1, 2006, chapter 176 of the Texas Local Government Code (House Bill 914) requires that any vendor or person considering doing business with a local government entity disclose the vendor or person's affiliation or business relationship that might cause a conflict of interest with a local government entity. The Conflict of Interest Questionnaire form is available from the Texas Ethics Commission at www.ethics.state.tx.us. Completed conflict of Interest Questionnaires may be mailed or delivered by hand to the City Secretary. If mailing a completed form, please mail to:

City of South Padre Island, Texas
Susan Hill - City Secretary
4601 Padre Blvd.
South Padre Island, Texas 78597

Any attempt to intentionally or unintentionally conceal or obfuscate a conflict of interest may automatically result in the disqualification of the vendor's Proposal.

CLARIFICATION:

For clarification of specifications, proposers may contact:

Darla A. Jones
Assistant City Manager
City of South Padre Island
Telephone: 956-761-8107
djones@myspi.org

or

Rodrigo Gimenez
Finance Director
City of South Padre Island
Telephone: 956-761-8130
rgimenez@myspi.org

The individuals listed above may be contacted by telephone or visited for clarification of the specifications only. No authority is intended or implied that specifications may be amended or alterations accepted prior to proposal opening without written approval of the City of South Padre Island through the City Manager's office.

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PART II PROPOSAL INSTRUCTIONS

PROPOSAL SCHEDULE:

Below is the time schedule for this procurement:

Event	Date	Time (if applicable)
RFP Released	13 Apr 18	8:00AM
Voluntary letter of intent due	20 Apr 18	5:00PM
Questions due from bidders	4 May 18	5:00PM
Information session	23 May 18	1:00PM
Proposal due date	1 Jun 18	3:00PM
Interview week	4-8 Jun 18	
Contract award date	11 Jun 18	
Final countersigned contract executed	29 Jun 18	

NOTE: These dates represent a tentative schedule of events. The City reserves the right to modify these dates at any time, with appropriate notice to known Proposers.

PROPOSAL DUE DATE:

Sealed Proposals are due no later than **3:00 p.m.** on **June 1st, 2018**, to the City of South Padre Island.

City of South Padre Island, Texas
Attn: Susan Hill
City Secretary
4601 Padre Blvd.
South Padre Island, Texas 78597

Proposals received after this time and date will not be considered.
Sealed Proposals shall be clearly marked **“DO NOT OPEN – SPI Half Marathon”**.
Facsimile or electronically transmitted Proposals are **not acceptable**.
Each Proposal shall contain two (2) bound originals and one (1) copy.

Results of the submitted Proposals will be available after the City Council selects the successful Contractor.

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PART III

PROPOSAL FORMAT:

It is intended that this RFP describe the requirements and Proposal format in sufficient detail to secure comparable Proposals. Interested and qualified firms shall:

- Submit two (2) bound originals and one (1) copy of materials that demonstrate the Proposer's ability to meet City requirements as specified in this Request for Proposals.
- Responding firms shall submit Proposals in the following format and sequence:

Organization:

- Describe the organization, date founded, ownership of your company, as well as any subsidiaries and affiliates relevant to the City.
- Describe the experience of the company in providing racing events and ancillary events for municipalities and other public entities, including range and average dollar amount of municipal funds spent on these events.

Personnel:

- Identify the key personnel of your staff committed to the City's Half Marathon and their credentials. Please include any additional marketing personnel who will be working with your team.

Scope of Work - Half marathon Race:

- Produce an annual major national/international half marathon and an associated health and fitness expo (which may include ancillary events) on South Padre Island;
- The Half Marathon should take place in the months of October, November or December with the first year beginning in 2019;
- The Half Marathon and expo should provide international media exposure for South Padre Island, attract local, regional, national and international visitors to South Padre Island during the race that will result in higher hotel occupancy and generate positive community relations;
- A goal of 5,000+ paid participants/registrants for the race;
- A goal of 1,800+ hotel room nights associated to the event;
- Produce additional events surrounding the half marathon, which may include a fitness expo, 10K, 5K, bike runs-other options are encouraged;
- Promotion and recruitment to paid participants/runners from outside the South Padre Island area and the Rio Grande Valley of Texas for the race for the purpose of providing overnight visitation and strong economic impact;
- Leverage relationship with the SPI CVB, City, and key community entities, local businesses, hotels, sponsors, colleges and universities, neighborhood associations, and the community at large, in the planning and execution of this event;
- Selected Respondent should be able to demonstrate the financial and/or social benefit to the community (e.g. economic impact);
- Selected Respondent should work with volunteer organizations, beneficiaries, and individuals that will work to provide services or information to enhance the quality and appeal of this event;

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- Develop local, regional and national partnerships for the event;
- Provide comprehensive liability insurance coverage;
- Work with the SPICVB to organize volunteer efforts for event infrastructure support, such as registration check-ins, water stations, first-aid stations, route safety, etc.;
- Community and neighborhood notification of marathon route;
- Liaison with various local governmental agencies;
- Secure mutually selected site for the purpose of producing an expo;
- Work with the SPICVB to develop education and wellness programs and activities targeting youth participation.

Race Management (specific):

- Assist with online race registration and assignment of runner bibs;
- Oversee the timing and scoring of races;
- Finalizing race course and obtaining certification by USATF;
- Work with the city to create and install a layout for the start location (footprint);
- Develop a detailed parking plan (city wide and in neighboring communities if required);
- Work with the city to understand the ice, water, electrolyte and food needs along course and at start/finish

Race Production (specific):

- Develop key messaging and target audiences, including elite runners, running groups and charity organization. These messages will be used for talking points, social media marketing and website content.
- Develop a public relations campaign targeting both local and visitor (non-local) participation;
- National promotion and marketing of the event;
- Help develop media outreach over target areas in Texas, Mexico and surrounding states to increase interest and participation for event weekend.
- Develop human interest stories on participants, charities and sponsors.

Detailed Race Plan: Upon agreement of race dates and planning requirements, Selected Respondent is expected to provide a Detailed Race Plan 3-6 months in advance (contingent on the complexity and depth of plans) for the scheduled event. The Plan should include key logistics, security, traffic, shuttle services, communications, detailed route maps, number of water stations, portable toilets, and any other equipment or material necessary. SPICVB will work with City and have final approval authority of the Detailed Race Plans. The deadline for submission of the Detailed Race Plans may be extended or shortened in the best interest of SPICVB or the City. The Detailed Race Plans shall also include:

- 1) Traffic Plan. Provide SPICVB a traffic management plan containing approval from the Texas Department of Transportation, South Padre Island Police Department, Public Works Traffic Division, and any other necessary entities.
- 2) Notification Action Plan. Develop and implement and provide SPICVB a copy of a notification action plan which shall include maintenance of an ongoing priority contact database, including key impacted businesses and organizations along the route, including churches, private businesses, hotels and condo complexes. Over the course of 90 days leading up to the event, Selected Respondent shall make contact with representatives from the priority contact list to confirm race date, route and access, delivering copies of road closure material and scheduling presentations and meetings, as needed and desired by entities on the priority contact list. Selected Respondent shall produce and distribute a

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written notification of the event details, including traffic restrictions, approximately 30 days before the event, to surrounding neighborhoods, businesses, and churches within a minimum of one-quarter mile radius from the route. A contact name, or names, Selected Respondent representative, and corresponding phone, cellular, or pager number must be included in all notifications. Selected Respondent shall list road restrictions and closures and alternate directions to navigate around road closures on web-site information. Selected Respondent shall provide similar road closure information to media outlets and encourage them to include this information in event listings, advisories and public service announcements (PSAs) throughout the two (2) week period prior to the event. Selected Respondent shall respond to public complaints on a timely basis to provide clarification and understanding of road closures to the public, in an attempt to find a satisfactory resolution. Selected Respondent shall maintain a record of notification efforts, specifying location, method, and date that shall be provided to the City upon request.

3) Sanitation Plan. Selected Respondent will need to provide a Sanitation Plan to SPICVB in accordance with any City requirements that incorporates their management of garbage, recycling, and organics collections services at the start and finish line, street sweeping services for the marathon route, and any other related efforts.

- Provide adequate security within the marathon area as set forth in the Detailed Race Plan. Security plan shall be developed in accordance with and approved by South Padre Island Police Department on an annual basis.
- Operate each event in material compliance with all applicable Federal, State and City laws and regulations, including applicable zoning ordinances, subject to applicable permits, if any.
- Provide reasonable access to private or public facilities per approved Traffic plan.
- Obtain all barricades necessary for each event and provide timely removal in accordance with the Traffic plan.

Standard Agreement:

- Agreement Term shall reflect an initial contract period to begin June 1, 2018 (for an inaugural race in 2019) with an option for three (3) one-year renewals upon City Council approval.
- A Responder may withdraw their Proposal by submitting a written request for its withdrawal by the signature of an authorized individual to the Purchasing Agent any time prior to the submission deadline. The prospective Responder may thereafter offer a new Proposal prior to the deadline. Modifications offered in any manner will not be considered if submitted after the deadline.

CLARIFICATION OF PROPOSAL:

The City, in its sole discretion, expressly reserves the right to request and/or require any additional information from the Proposer(s) that it may deem relevant with respect to this RFP. The contents of the Proposal and any clarification or counter-Proposal thereto submitted by the successful vendor shall become part of the contractual obligation and incorporated by reference into the ensuing contract.

BEST VALUE EVALUATION:

All proposals received shall be evaluated based on the best value for the City. Best value shall be determined by considering all or part of the criteria listed below, as well as any relevant criteria specifically listed in the solicitation.

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- Proposal price;
- Reputation of the Proposer and of Proposer's goods and services;
- The quality of the Proposer's goods or services;
- The extent to which the goods or services meet the City's needs;
- Proposer's past relationship with the City. All vendors shall be evaluated on their past performance and prior dealings with the City or other clients to include, but not limited to, failure to meet specifications, poor quality, poor workmanship, and late delivery.

EVALUATION PROCESS:

- A committee comprised of City Staff and others as appropriate will review the Proposals and may develop a short list of firms.
- Interviews and/or demonstrations may be conducted with any responding firms/teams to discuss their qualifications, resources, and availability to provide the services requested.
- The City will not provide compensation or defray any cost incurred by any firm related to the Proposal or this request.
- The City reserves the right to request additional information or to meet with representatives from proposing organizations to discuss points in the proposal after submission, any and all of which may be used in forming a recommendation.
- The City reserves the right to negotiate with any and all persons or firms. The City also reserves the right to reject any or all Proposals, or to accept any Proposal deemed most advantageous, or to waive any irregularities or informalities in the Proposal received, and to revise the process and/or schedule as circumstances require.

AGREEMENT:

The term of this Agreement shall be for a one year period of time from the date of award. Prices shall be firm for the duration of the Agreement. This Agreement may be renewed for three (3) additional periods of time not to exceed twelve months for each renewal provided both parties agree.

CANCELLATION:

Either party reserves the right to cancel the Agreement without penalty by providing 30 days prior written notice to the other party. Termination under this paragraph shall not relieve the Contractor of any obligation or liability that has occurred prior to cancellation.

NOTE: This Agreement is subject to cancellation, without penalty, at any time the City deems the vendor to be non-compliant with contractual obligations.



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PART IV INVOICING AND PAYMENT

INVOICING: Contractor shall submit one original and one copy of each invoice following each aspect of the half marathon race to the following address:

**City of South Padre Island, Texas
Accounts Payable
4601 Padre Blvd.
South Padre Island, Texas 78597**

PROMPT PAYMENT POLICY: The Professional may submit monthly, or less frequently, an invoice for payment based on the estimated completion of the described tasks and approved work schedule. Subject to Chapter 2251, Texas Government Code (the “Prompt Payment Act”), payment is due within thirty (30) days of the City’s receipt of the Professional’s invoice. Interest on overdue payments shall be calculated in accordance with the Prompt Payment Act.

The Contractor may charge a late fee (fee shall not be greater than that which is permitted by Texas law) for payments not made in accordance with this prompt payment policy; however, this policy does not apply to payments made by the City in the event:

- There is a bona fide dispute between the City and Contractor concerning the supplies, materials, services or equipment delivered or the services performed that causes the payment to be late; or
- The terms of a federal agreement, grant, regulation, or statute prevent the City from making a timely payment with Federal Funds; or
- There is a bona fide dispute between the Contractor and a subcontractor or between a subcontractor and its suppliers concerning supplies, material, or equipment delivered or the services performed which caused the payment to be late; or
- The invoice is not mailed to the City in strict accordance with instructions, if any, on the purchase order or agreement or other such contractual agreement.
- The City may not enter into a contract with a company for goods and services unless the contract contains a written verification from the company that; (i) it does not Boycott Israel; and (ii) will not Boycott Israel during the term of the contract. (Texas Government Code Chapter 2270) by entering this agreement, Professional verifies that it does not Boycott Israel, and agrees that during the term of this agreement will not Boycott Israel as that term is defined in the Texas Government Code Section 808.001, as amended.