



SUPPLEMENTAL BENEFITS FUND

STEERING COMMITTEE

SPECIAL MEETING

Oroville City Hall – Council Chambers
1735 Montgomery Street
Oroville, CA. 95965

MARCH 12, 2020

11:00 AM

AGENDA

*This meeting may be broadcast remotely via audio and/or video conference at the following addresses:
Cole & Huber, LLP, 2261 Lava Ridge Court, Roseville, CA 95661, (916) 223-3434 Recordings - All meetings are
recorded and broadcast live on cityoforoville.org and YouTube.*

REQUESTS TO ADDRESS COMMISSION

If you would like to address the Commission at this meeting, you are requested to complete the blue speaker request form (located on the wall by the agendas) and hand it to the City Clerk, who is seated on the right of the Council Chamber. The form assists the Clerk with minute taking and assists the presiding chair in conducting an orderly meeting. Providing personal information on the form is voluntary. For scheduled agenda items, **please submit the form prior to the conclusion of the staff presentation for that item.** Council has established time limitations of two (2) minutes per speaker on all items. **(California Government Code §54954.3(b))**. Pursuant to Government Code Section 54954.2, the Commission is prohibited from taking action except for a brief response from the Commission or staff to statements or questions relating to a non-agenda item.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

Committee Members (voting): Kent Fowler, FRRPD, David Pittman (Vice Chairperson), City of Oroville; Chuck Reynolds, City of Oroville; Sonny Brandt, FRRPD; Scott Thomson (Chairperson), City of Oroville

Advisory Members (non-voting): Committee Members Eric See, Kevin Dossey (alternate) - DWR; Michael Melanson (alternate) - SWC, Steve Rothert, Dave Steindorf (alternate) - American Rivers; Mark Grover, Claudia Knaus (alternate) - Chamber of Commerce

REGULAR BUSINESS

1. SBF EVENT COORDINATOR REQUEST FOR PROPOSALS PRESENTATIONS

The SBF Steering Committee will hear from three Request for Proposal (RFP) applicants for Event Coordinator Services.

RECOMMENDATION

1. Discuss all three proposals and chose applicant for each event
2. Provide Direction

SBF CHAIRPERSON CALL FOR AGENDA ITEMS

The SBF Chairperson will request agenda items from the Steering Committee, SBF Advisors, and SBF Staff for the April 22, 2020 Regular Quarterly Meeting.

ADJOURNMENT

The meeting will be adjourned. The next regular quarterly meeting of the Supplemental Benefits Fund Steering Committee will be held on Wednesday, April 22, 2020 at 2:00 p.m.

Accommodating Those Individuals with Special Needs – In compliance with the Americans with Disabilities Act, the City of Oroville encourages those with disabilities to participate fully in the public meeting process. If you have a special need in order to allow you to attend or participate in our public meetings, please contact the City Clerk at (530) 538-2535, well in advance of the regular meeting you wish to attend, so that we may make every reasonable effort to accommodate you. Documents distributed for public session items, less than 72 hours prior to meeting, are available for public inspection at City Hall, 1735 Montgomery Street, Oroville, California.

SUPPLEMENTAL BENEFITS FUND STEERING COMMITTEE STAFF REPORT

TO: SBF CHAIRPERSON AND COMMITTEE MEMBERS

**FROM: BILL LAGRONE, SBF FUND ADMINISTRATOR
JORDAN DALEY, SBF PROGRAM SPECIALIST**

**RE: SBF EVENT COORDINATOR REQUEST FOR PROPOSALS
PRESENTATIONS**

DATE: MARCH 12, 2020

SUMMARY

The SBF Steering Committee will hear from three Request for Proposal (RFP) applicants for Event Coordinator Services.

DISCUSSION

The SBF Steering Committee approved to release a Request for Proposal (RFP) for Event Coordinator Services for coordinating all major community events which include, Wildflower & Nature Festival (April), Feather Fiesta Days (May), Fourth of July (July), Salmon Festival (September) and the Holiday Parade of Lights (December) on January 22, 2020. Funding for the Event Coordinator position fits within, one or more, of the intent of the Marketing/Community Benefit Fund, as outlined in the Regional Fund Strategic Plan (RFSP).

The SBF Event Coordinator RFP was posted for three weeks, closing on February 12, 2020. Staff requested the following three applicants, Oroville Downtown Business Association, Oroville Area Chamber of Commerce and Upstate Community Enhancement Foundation prepare a presentation limited to 5 minutes for the Steering Committee.

A. **OROVILLE DOWNTOWN BUSINESS ASSOCIATION**, ODBA has requested a year to year contract for \$7,500 covering both Feather Fiesta Days and Holiday Parade of Lights. Complete details are included in the attached document. (1) The applicant will present their proposal.

B. **OROVILLE AREA CHAMBER OF COMMERCE**, Chamber has requested a year to year contract for \$5,000 covering the Oroville Salmon Festival. Complete details are included in the attached document. (1) The applicant will present their proposal.

C. **UPSTATE COMMUNITY ENHANCEMENT FOUNDATION**, UCEF has requested a year to year contract for \$9,000 covering Wildflower and Nature Festival, Feather Fiesta Days and Lake Oroville Fireworks. Complete details are included in the attached document. (1) The applicant will present their proposal.

FISCAL IMPACT

To be determined

RECOMMENDATION

1. Discuss all three proposals and chose applicant for each event
2. Provide Direction

ATTACHMENTS

1. Oroville Downtown Business Association
2. Oroville Area Chamber of Commerce
3. Upstate Community Enhancement Foundation
4. Event Coordinator RFP



**1735 MONTGOMERY STREET
OROVILLE, CALIFORNIA 95965
(530) 538-2401**

Supplemental Benefit Fund

PROPOSAL

FOR

EVENT COORDINATOR SERVICES

Bid Submission and Opening Date: February 12, 2020 at 12:00 PM

CITY OF OROVILLE

PUBLIC NOTICE

Sealed Proposal for the following are being accepted:

Event Coordinating Services

at the City Hall, 1735 Montgomery Street, Oroville, CA 95965 until February 12, 2020 12:00 P.M., at which time they will be publicly opened and read.

Bid specifications including bid proposal forms are available at City Hall - 1735 Montgomery Street, Oroville, CA 95965. Any questions should be directed to Jordan Daley at (530) 538-2518.

EVENT 1 - Wildflower and Nature Festival

EVENT 2 - Feather Fiesta Days

EVENT 3 - Lake Oroville Fireworks

EVENT 4 - Salmon Festival

EVENT 5 - Holiday Parade of Lights

BID FORM

Event Coordinating Services

TOTAL COST PER YEAR	\$ 7,500	.00 00
All-inclusive Total Cost for Services per Year will be <u>Seven Thousand Five Hundred</u> <p style="text-align: right;">(This entry must be written out)</p>		

The undersigned has checked carefully all the above figures and understands that the SBF Steering Committee shall not be responsible for any error or omissions on the part of the undersigned in making up this bid.

In case of a discrepancy between words and figures, the words shall prevail.

The undersigned hereby certifies that this bid is genuine and not a sham or collusive, or made in the interest of or in behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other bidder to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the undersigned has not in any manner sought by collusion to secure for himself an advantage over any other bidder.

The SBF Steering Committee reserves the right to reject any or all bids. The SBF Steering Committee reserves the right to delete or award all or part of the bid.

It is agreed that this bid may not be withdrawn for a period of forty-five (45) days from the opening thereof.


The terms and conditions of the final contract when executed shall control and supersede anything herein to the contrary or inconsistent with such contract.

Downtown Oroville Business Association (ODBA)

Company Name

2-11-20 (530) 552-1233
Date Area Code/Phone

Robin Zanon
Print Name


Signature

SPECIFICATIONS
For
Event Coordinating Services
For
Supplemental Benefit Fund

Scope:

EVENT 1

Wildflower and Nature Festival – 1st Saturday of April

TOTAL EVENT COST \$ _____.

This event is hosted by the Feather River Recreation and Parks District taking place at Riverbend Park.

This event involves approximately 5% of the contract time.

Duties include: assist in sponsorship by creating and updating forms, assist in Marketing material including event magnet, hang and maintain event Street Banners, negotiate media buys, create and place ads, , assist in lay-out and on-site event management if requested, attend meetings, and collaborate with FRRPD personnel on planning the event. In 2019 a Beer and Wine Garden was added to the event and I organized, facilitated and ran the Beer and Wine Garden for FRR&PD. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 2

Feather Fiesta Days – 2nd Saturday of May

TOTAL EVENT COST \$ 4,500 . 00

This event is in cooperation with the Oroville Downtown Business Association, the Oro Dam Cruisers, Native Sons of the Golden West, Kiwanis Club, Pioneer Museum, Oroville Docents, Exchange Club, Feather River Recreation and Parks District, Feather Falls Casino Show and Shine, Eagles Club, Bidwell Bar days and any other organization that host an event within the 8 day window between the 1st Friday and 2nd Saturday of May.

This event involves approximately 15% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 3

Lake Oroville Fireworks – 4th of July

TOTAL EVENT COST \$ _____.

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, California State Parks, Feather River Park and Recreation District, California Highway Patrol, Cal Fire, Oroville Fire Dept., Oroville Police Dept., Butte County Emergency Medical Services, Rotary of Oroville, STARS, Oroville Chamber of Commerce, Inter-Com Services, Butte County Sheriff's Office, City of Oroville, Oroville Chamber of Commerce, and Pyro Spectacular.

This event involves approximately 10% of the contract time.

This event is hosted by the Dept. of Water Recourses.

Duties include: facilitating the Fireworks contract with Pyro Spectacular (the fireworks provider), create sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, create event brochure, request trash, recycling and toilets services, distribute facilities as needed, coordinate with all participating organizations on layout. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 4

Oroville Salmon Festival – 4th Saturday of September

TOTAL EVENT COST \$ _____.

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, Dept. of Fish and Wildlife, Oroville Downtown Business Association, Feather River Park and Recreation District, Oroville Police Dept., STARS, Oroville Chamber of Commerce, City of Oroville, Oroville Chamber of Commerce, and .

This event involves approximately 60% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, submit street Closure permit, update event map, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, brochure, etc., update and create marketing material including the event magnet, request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Organize Shuttle Bus service and organize and maintain equipment used and stored for the event, create, maintain and inventory all promotional material for the event including shirts, clothing, hats, glasses, etc. and oversee sale of items as well. Assist with all event organizations as requested.

Organize 'Salmon Court' which involves: booking entertainment, secure food vendors and permits, compile with all City and County regulations, solicit volunteers, lay-out event, clean-up assist with the Feather River Nature Center Dinner and Dance if desired.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 5

Holiday Parade of Lights – 2nd Saturday of December

TOTAL EVENT COST \$ 3,000 . 00

This event is a collaboration of several organizations including: the Oroville Downtown Business Association, the Dept. of Water Resources, Oroville Police Dept., STARS, Oroville Chamber of Commerce, and the City of Oroville.

This event involves approximately 10% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update printed material; forms, applications, flyer, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers and organize, coordinate with all participating organizations on layout, street closure and clean-up, oversee and implement the Street Closure. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

Related Activities:

Other activities include attending monthly City of Oroville Tourism Committee meeting and SBF meeting as requested. Provide event photos, video and information as requested.

Goal:

Build cohesive relationships between the main organizations (Chamber of Commerce, Downtown Oroville, DWR, State Parks, Dept. of Fish and Wildlife and the City of Oroville) supporting these events and the downtown to work together and continue building up the community and City.

Skills and Qualifications:

Communication and Interpersonal Skills: Event Coordinators are required to network with a wide variety of entities in the course of their job. Vendors and venues must be established, and an entire staff must be managed in order for an event to function properly. An Event Coordinator will need to have a general knowledge of what guests expect.

Team Management: Event Coordinators carry out many tasks on their own, but a major aspect of the job is working with a team. Delegating to a team properly and making sure everyone has what they need to do their job requires team management and leadership skills.

Budgeting: Every event comes with a cost, and it's the Event Coordinator's job to keep those costs within the allocated budget. This will require a degree of financial skill as well as the ability to create accurate reports.

Logistics: Everything in an event, from the seating to the entertainment, must be set up in a practical and useful manner for the guests. To accomplish this, the Event Coordinator must possess a degree of skill in logistics to properly plan the details and anticipate potential problems that may arise.

Sealed Proposal for the following are being accepted:

Event Coordinating Services

at the City Hall, 1735 Montgomery Street, Oroville, CA 95965 until February 12, 2020 12:00 P.M., at which time they will be publicly opened and read.

Bid specifications including bid proposal forms are available at City Hall - 1735 Montgomery Street, Oroville, CA 95965. Any questions should be directed to Jordan Daley at (530) 538-2518.

Your proposal will require a returned signed copy of this Specification from the authorized submitter of the bid for this service:

Downtown Oroville Business Association (ODBA)

Name of Company or Business

Robin Zanon

Printed Name of Signatory

[Handwritten Signature]

Signature

2-11-20

Date

Downtown Oroville Business Association (ODBA)



SBF Event Coordinator Proposal

Submitted on 2/11/2020

For the Oroville SBF Steering Committee

By the Downtown Oroville Business Association

The Downtown Oroville Business Association (DOBA), also known as Downtown Oroville, works to promote the prosperity of the Downtown Oroville small business community through an ongoing program of promotional events, tourism marketing initiatives as a riverfront location, and improvements to the safety and beauty of Downtown Oroville.

The DOBA is a non-profit organization run by an all-volunteer Board of Directors committed to creating events that highlight Downtown Oroville and bring economic growth to the greater Oroville area.

The DOBA currently manages monthly First Friday events along with several Signature Events. We provide insurance for these events at an annual cost of \$3050.

Signature Events	First Fridays	First Fridays
Feather Fiesta Street Fair	Bubbly Walk - January	None - July
Salmon Festival Street Fair	Wine Walk - February	Blockbusters in Boutiques - August
Parade of Lights	Around the World - March	Sidewalk Sale - September
Mile Long Yard Sale	Spring Farm To Table - April	Fall Farm To Table - October
Christmas Preview	Margarita Mix-Off - May	Art & Wine Stroll - November
Small Business Saturday	Lei'd Back Luau - June	Community Tree Lighting - December



Feather Fiesta Days

Current State

The DOBA currently manages the Downtown Street Fair portion of this event and pays for security guards and insurance for the Gold Rush Car Show and downtown area.

DOBA Duties

1. Create a budget and project plan
2. Attend FFD's Committee Meetings
3. Purchase insurance to cover the event including the cars in the Gold Rush Car Show
4. Hire security for the car show area of downtown
5. Manage 60-100 vendors throughout the process
6. Secure Permits: Health Department, ABC license, Road Closures, City
7. Update online vendor registration form and payment portal
8. Invite favorite local vendors at a reduced cost
9. Put up No Parking Signs
10. Field and return all vendor phone calls and emails
11. Design Street Fair layout and create vendor map
12. Write Instructions for Vendor Check-in
13. Acquire volunteers to help clean, set up/tear down table, chairs, trash and post no parking signs
14. Chalk out all vendor spots and number the spaces to match the map
15. Day of: Manage vendor check-in, volunteers, garbage & table set up, clean up
16. Keep a budget and expenses
17. Create event artwork
18. Send Media kit to partners
19. Create a Facebook event and Facebook Ad
20. Write Press Release and send out an email blast to press and partners
21. Create a website event landing page and write website editorial
22. Make digital billboard sign and post
23. Photography and video for future marketing
24. Event report



Vision

Our vision for Feather Fiesta Days is to elevate both the experience and marketing of this event. This means focusing on two main points. 1) Inviting high-quality local Butte County vendors. 3) Creating a digital marketing plan (Website, PR, Media Buys, Social Media) that reaches beyond Butte County and focuses on tourism and overnight stays.

This event is an economic and community development tool. Our Historic Downtown and the Feather River can be a huge tourism draw with the right marketing, as well as bring the community together for a shared experience they can be proud of. Other updates include:

Drone footage - Footage will be used to get a more accurate crowd count than we have had in years past. We will also use it to create a video to use on Social Media, the Website, and TV.

Better signage - Create and post a large map of the event that is placed around the downtown area on boards to direct people to things they might otherwise miss. This also cuts down on the number of paper maps needed.

Seating and shade for attendees - We rent from local Dave's Party Rental for all of our seating and shade needs, this keeps the money in our community.



Parade of Lights

Current State

This is a DOBA signature event. Last year we partnered with the Lord's Gym/Father's House to gain a group of volunteers managed by our coordinator to help with parade check-in and line-up along with a Chamber Ambassador. We also included three local hot chocolate stands. Mug Shots, Miner's Alley, and Lords Gym.

DOBA Duties

1. Create a budget and project plan
2. Attend FFD's Committee Meetings
3. Purchase insurance to cover the event
4. Create posters, Facebook Event, Website Page
5. Manage 60-100 parade participants throughout the process
6. Secure Permits: Road Closures, No Parking Signs
7. Update vendor registration form and send out email blast invite
8. Put digital forms and payment portal online
9. Provide participants with telephone and email support
10. Determine the parade lineup
11. Email instructions and line up to all participants
12. Recruit and manage volunteers for check-in, road closures, and post no parking signs
13. Day of: 1) Manage vendor check-in and volunteers 2) Help with road closures 3) Oversee levy line up and traffic control 4) Start parade and manage float pacing

Vision

The Parade Of Lights event is a time for the community to come together and celebrate the Holiday Season, local businesses, and community organizations. For this reason, we want to keep the entry fee low. Last year we donated a part of the entry fee to the LP/O Band for their trip to Carnegie Hall. Our focus is to make sure it is as fun to be a participant as it is to be an observer.

We want to elevate the experience and marketing of this event. New videography is needed along with pictures of the event since the current is outdated. We would like to create more of a Christmas Market feel have food/hot Chocolate stations on the 1 block of Montgomery Street in front of parking lot A since it's an empty space and already inside the current road closures.



Qualifications

We have put together a very skilled event and marketing team made up entirely of local talent and managed by the Board of Directors.

Our Team

All of our team live and work in Oroville (except Melissa who is from Chico).

- Lexi Ramsey, Event Coordinator, Day of Logistics, Vision, Budget (Frist Friday)
- Melissa Fornof, Event Coordinator, Day of Logistics, Vendor Management (Festivals)
- Carissa Aguilar, Graphic Design
- Ben North, Advertising and Photography
- Daniel Bond, Digital Marketing and Website
- Erin Lackey, Social Media Management and Photography

Lexi has managed events for the past 10 years for local organizations such as the Axiom, Downtown Oroville, and The Church of the Nazarene. She currently is the DOBA event coordinator for our monthly First Friday events, taking on some of our larger signature events such as Farm to Table and the Christmas Tree Lighting.

Melissa has over 20 years of County Fair logistics and vendor management experience. She has managed vendors and logistics for the Salmon Festival Street Fair, Feather Fiesta Street Fair, and Parade of Lights for the past two years. She works closely with Ray and local volunteers. She is currently working at Chico Silver Dollar Fairgrounds as the Exhibit Representative.

Ben has spent the last 18 years shooting commercial photography and videography for a variety of clients in the tourism and outdoor lifestyle industries. He has photographed Downtown shops and restaurants for our website and social media channels and is currently in production on a Downtown Oroville video. He is an expert in creating ads and media buys to reach our target market and measuring success with detailed analytics.

Daniel has 15 years of experience as a web developer, designer, and digital marketing. Most recently he has designed and built a website for Explore Butte County. He designed the new DOBA website, designed an online vendor sign up and payment portal, and manages the website, PR, SEO, and Email Blasts and all IT needs. Since he has been a part of these events for 3 years, he understands how they work and is constantly working to improve the user experience for everyone involved (coordinators, board members, vendors, as well as visitors).



Carissa designs our First Friday posters and digital artwork as well as the “Welcome to Downtown” billboard on Myers St. She has been working and involved in events downtown for many years. In addition, she made the Feather Fiesta Days and Parade of Lights Banners last year, she also designs maps and handouts for marketing as needed.

Erin currently photographs our events and manages all of our social media channels. Her studio is downtown and she works closely with fellow downtown merchants to make sure they are getting the social media coverage they need.

February 11, 2020

Supplemental Benefits Fund Committee,

The Oroville Area Chamber of Commerce is proposing to handle the Salmon Festival portion of the Event Coordinator Services funded through the Supplemental Benefits Fund. Our plans for the Salmon Festival are to continue collaborating with the organizations who make up the Salmon Festival and to organize all the moving parts within the festival.

Through the Oroville Chamber we have experience with coordinating meetings, generating sponsorship, and using multiple advertising avenues to promote events. We plan on marketing this event to the community and outside of the immediate Oroville area.

We plan to continue organizing the Friday night Salmon Festival Dinner and the Salmon Court during the Salmon Festival. We also plan on adding the attraction of a Sportsmen's Expo to the Salmon Festival to help elevate the event.

With these points in mind, we hope you will consider the Oroville Area Chamber of Commerce for the position of Event Coordinator for the Salmon Festival.

Sincerely,
Amber Marron
Communications Coordinator
Oroville Area Chamber of Commerce



**1735 MONTGOMERY STREET
OROVILLE, CALIFORNIA 95965
(530) 538-2401**

Supplemental Benefit Fund

PROPOSAL

FOR

EVENT COORDINATOR SERVICES

Bid Submission and Opening Date: February 12, 2020 at 12:00 PM

CITY OF OROVILLE

PUBLIC NOTICE

Sealed Proposal for the following are being accepted:

Event Coordinating Services

at the City Hall, 1735 Montgomery Street, Oroville, CA 95965 until February 12, 2020 12:00 P.M., at which time they will be publicly opened and read.

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EVENT 1 - Wildflower and Nature Festival

EVENT 2 - Feather Fiesta Days

EVENT 3 - Lake Oroville Fireworks

EVENT 4 - Salmon Festival

EVENT 5 - Holiday Parade of Lights

BID FORM

Event Coordinating Services

TOTAL COST PER YEAR		\$ <u>5,000.00</u>
<p>All-inclusive Total Cost for Services per Year will be <u>five thousand dollars & zero cents</u> (This entry must be written out)</p>		

The undersigned has checked carefully all the above figures and understands that the SBF Steering Committee shall not be responsible for any error or omissions on the part of the undersigned in making up this bid.

In case of a discrepancy between words and figures, the words shall prevail.

The undersigned hereby certifies that this bid is genuine and not a sham or collusive, or made in the interest of or in behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other bidder to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the undersigned has not in any manner sought by collusion to secure for himself an advantage over any other bidder.

The SBF Steering Committee reserves the right to reject any or all bids. The SBF Steering Committee reserves the right to delete or award all or part of the bid.

It is agreed that this bid may not be withdrawn for a period of forty-five (45) days from the opening thereof.

The terms and conditions of the final contract when executed shall control and supersede anything herein to the contrary or inconsistent with such contract.

Oroville Area Chamber of Commerce
Company Name

2/16/20(530)538-2542
Date Area Code/Phone

Amber Marrón
Print Name


Signature

SPECIFICATIONS
For
Event Coordinating Services
For
Supplemental Benefit Fund

Scope:

EVENT 1

Wildflower and Nature Festival – 1st Saturday of April

TOTAL EVENT COST \$ _____.

This event is hosted by the Feather River Recreation and Parks District taking place at Riverbend Park.

This event involves approximately 5% of the contract time.

Duties include: assist in sponsorship by creating and updating forms, assist in Marketing material including event magnet, hang and maintain event Street Banners, negotiate media buys, create and place ads, , assist in lay-out and on-site event management if requested, attend meetings, and collaborate with FRRPD personnel on planning the event. In 2019 a Beer and Wine Garden was added to the event and I organized, facilitated and ran the Beer and Wine Garden for FRR&PD. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 2

Feather Fiesta Days – 2nd Saturday of May

TOTAL EVENT COST \$ _____.

This event is in cooperation with the Oroville Downtown Business Association, the Oro Dam Cruisers, Native Sons of the Golden West, Kiwanis Club, Pioneer Museum, Oroville Docents, Exchange Club, Feather River Recreation and Parks District, Feather Falls Casino Show and Shine, Eagles Club, Bidwell Bar days and any other organization that host an event within the 8 day window between the 1st Friday and 2nd Saturday of May.

This event involves approximately 15% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 3
Lake Oroville Fireworks – 4th of July

TOTAL EVENT COST \$ _____.

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, California State Parks, Feather River Park and Recreation District, California Highway Patrol, Cal Fire, Oroville Fire Dept., Oroville Police Dept., Butte County Emergency Medical Services, Rotary of Oroville, STARS, Oroville Chamber of Commerce, Inter-Com Services, Butte County Sheriff's Office, City of Oroville, Oroville Chamber of Commerce, and Pyro Spectacular.

This event involves approximately 10% of the contract time.

This event is hosted by the Dept. of Water Recourses.

Duties include: facilitating the Fireworks contract with Pyro Spectacular (the fireworks provider), create sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, create event brochure, request trash, recycling and toilets services, distribute facilities as needed, coordinate with all participating organizations on layout. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 4

Oroville Salmon Festival – 4th Saturday of September

TOTAL EVENT COST \$ 5,000.00

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, Dept. of Fish and Wildlife, Oroville Downtown Business Association, Feather River Park and Recreation District, Oroville Police Dept., STARS, Oroville Chamber of Commerce, City of Oroville, Oroville Chamber of Commerce, and .

This event involves approximately 60% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, submit street Closure permit, update event map, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, brochure, etc., update and create marketing material including the event magnet, request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Organize Shuttle Bus service and organize and maintain equipment used and stored for the event, create, maintain and inventory all promotional material for the event including shirts, clothing, hats, glasses, etc. and oversee sale of items as well. Assist with all event organizations as requested.

Organize 'Salmon Court' which involves: booking entertainment, secure food vendors and permits, compile with all City and County regulations, solicit volunteers, lay-out event, clean-up assist with the Feather River Nature Center Dinner and Dance if desired.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 5

Holiday Parade of Lights – 2nd Saturday of December

TOTAL EVENT COST \$ _____.

This event is a collaboration of several organizations including: the Oroville Downtown Business Association, the Dept. of Water Resources, Oroville Police Dept., STARS, Oroville Chamber of Commerce, and the City of Oroville.

This event involves approximately 10% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update printed material; forms, applications, flyer, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers and organize, coordinate with all participating organizations on layout, street closure and clean-up, oversee and implement the Street Closure. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

Related Activities:

Other activities include attending monthly City of Oroville Tourism Committee meeting and SBF meeting as requested. Provide event photos, video and information as requested.

Goal:

Build cohesive relationships between the main organizations (Chamber of Commerce, Downtown Oroville, DWR, State Parks, Dept. of Fish and Wildlife and the City of Oroville) supporting these events and the downtown to work together and continue building up the community and City.

Skills and Qualifications:

Communication and Interpersonal Skills: Event Coordinators are required to network with a wide variety of entities in the course of their job. Vendors and venues must be established, and an entire staff must be managed in order for an event to function properly. An Event Coordinator will need to have a general knowledge of what guests expect.

Team Management: Event Coordinators carry out many tasks on their own, but a major aspect of the job is working with a team. Delegating to a team properly and making sure everyone has what they need to do their job requires team management and leadership skills.

Budgeting: Every event comes with a cost, and it's the Event Coordinator's job to keep those costs within the allocated budget. This will require a degree of financial skill as well as the ability to create accurate reports.

Logistics: Everything in an event, from the seating to the entertainment, must be set up in a practical and useful manner for the guests. To accomplish this, the Event Coordinator must possess a degree of skill in logistics to properly plan the details and anticipate potential problems that may arise.

Sealed Proposal for the following are being accepted:

Event Coordinating Services

at the City Hall, 1735 Montgomery Street, Oroville, CA 95965 until February 12, 2020 12:00 P.M., at which time they will be publicly opened and read.

Bid specifications including bid proposal forms are available at City Hall - 1735 Montgomery Street, Oroville, CA 95965. Any questions should be directed to Jordan Daley at (530) 538-2518.

Your proposal will require a returned signed copy of this Specification from the authorized submitter of the bid for this service:

Oroville Area Chamber of Commerce
Name of Company or Business

Amber Marroñ
Printed Name of Signatory


Signature

2/11/20
Date

Supplemental Benefits Fund
1735 Montgomery Street
Oroville, CA 95965

To Jordan Daley and To Whom it May Concern;

Please find the enclosed RFP for three of the SBF events for Event Coordinator Services: Wildflower And Nature Festival, Feather Fiesta Days and the Oroville Fireworks display.

Since 2009, Upstate Community Enhancement Foundation has facilitated this contract and is happy to see the new development the SBF has followed to continue these events into the future. If I may, I'd like to present what we are proposing and why, for the first year of this new direction, it makes sense to choose UCEF.

Wildflower & Nature Festival - Being a 501c3 non-profit corporate, UCEF has opportunities that are not available to the Feather River Parks & Recreation District or a for-profit business. We can offer reduced advertising rates through sponsorship, ability to secure ABC licenses if needed, corporate donation opportunities, volunteer services and a proven track record of mobilizing a community for a community event.

Duties include: Attend all meetings at FRRPD. Assist in coordinating the event with the FRR&PD staff at Riverbed Park on Saturday, April 4, from 10am to 4pm. Create and secure sponsorship, negotiate media buys, create print, radio and TV ads, coordinate with the Feather River Center for participation, secure ABC license, assist in Beer & Wine Tasting as needed, secure beer and wine donations, request volunteer groups for beer garden, purchase supplies, day of set-up coordination and cleanup, hang and take-down street banners. Produce and submit Final Report to the SBF Committee.

Feather Fiesta Days – With so many groups and organizations involved in this event, we believe it is important that whoever coordinates this event are non-partisan, and not a member of any of the participating organizations. This will guarantee equal coverage and use of resources, so no group gets more favoritism over another.

Duties include: Organize, schedule, attend meetings and scribe meeting minutes, negotiate media buys, create and solicit sponsorship, oversee permit process, create all radio, TV and print ads, assist participating organizations as needed, maintain Facebook page, arrange media interviews, liaison with the OPD for public safety, attend events (Kiddies Parade and Feather Fiesta Day); shoot video and photograph events for promotional use. Conduct all bill payments and bookkeeping. Produce and submit Final Report to the SBF Committee.

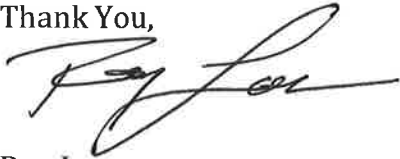
Oroville Fireworks Display – Again, being a 501c3, non-profit corporate UCEF has opportunities that are not available to for-profit businesses or organizations that may be restricted in facilitating the fireworks contract with Pyro Spectacular North.

We can offer reduced advertising rates through sponsorship, have the ability to secure an ABC license if needed, can facilitate corporate donations and volunteer services.

Duties include: Attend meetings, negotiate media buys, create all promotional material, print ads, radio ads, TV ads, and arrange and participate in promotional interviews on all media outlets. Solicit sponsorship for the marketing of the event. Facilitate contract with Pyro Spectacular North and coordinate payments with the Oroville Rotary Club. Coordinate safety information with CHP, Cal Fire and State Parks for the brochure. Create and distribute Event Brochures (5,000 copies) for the event. Created and submit a final report to the SBF Committee.

UCEF's experience in implementing this contract will be an uncomplicated way forward, especially in this first year and we look forward to working with you again.

Thank You,

A handwritten signature in black ink, appearing to read "Ray Laager", written in a cursive style.

Ray Laager

Event Coordinator

Upstate Community Enhancement Foundation



**1735 MONTGOMERY STREET
OROVILLE, CALIFORNIA 95965
(530) 538-2401**

Supplemental Benefit Fund

PROPOSAL

FOR

EVENT COORDINATOR SERVICES

Bid Submission and Opening Date: February 12, 2020 at 12:00 PM

EVENT 1 - Wildflower and Nature Festival

EVENT 2 - Feather Fiesta Days

EVENT 3 - Lake Oroville Fireworks

EVENT 4 - Salmon Festival

EVENT 5 - Holiday Parade of Lights

BID FORM

Event Coordinating Services

TOTAL COST PER YEAR		\$ <u>9,000⁰⁰</u>
<p>All-inclusive Total Cost for Services per Year will be <u>Nine thousand dollars</u></p> <p>(This entry must be written out)</p>		

The undersigned has checked carefully all the above figures and understands that the SBF Steering Committee shall not be responsible for any error or omissions on the part of the undersigned in making up this bid.

In case of a discrepancy between words and figures, the words shall prevail.

The undersigned hereby certifies that this bid is genuine and not a sham or collusive, or made in the interest of or in behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other bidder to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the undersigned has not in any manner sought by collusion to secure for himself an advantage over any other bidder.

The SBF Steering Committee reserves the right to reject any or all bids. The SBF Steering Committee reserves the right to delete or award all or part of the bid.

It is agreed that this bid may not be withdrawn for a period of forty-five (45) days from the opening thereof.

The terms and conditions of the final contract when executed shall control and supersede anything herein to the contrary or inconsistent with such contract.

(UCFF)
Upstate Community Enhancement Foundation
Company Name

2/11/20 530.228.2860
Date Area Code/Phone

Debra Lucero
Print Name

Debra Lucero
Signature

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 3

Lake Oroville Fireworks – 4th of July

TOTAL EVENT COST \$ 3,000.00

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, California State Parks, Feather River Park and Recreation District, California Highway Patrol, Cal Fire, Oroville Fire Dept., Oroville Police Dept., Butte County Emergency Medical Services, Rotary of Oroville, STARS, Oroville Chamber of Commerce, Inter-Com Services, Butte County Sheriff's Office, City of Oroville, Oroville Chamber of Commerce, and Pyro Spectacular.

This event involves approximately 10% of the contract time.

This event is hosted by the Dept. of Water Recourses.

Duties include: facilitating the Fireworks contract with Pyro Spectacular (the fireworks provider), create sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, create event brochure, request trash, recycling and toilets services, distribute facilities as needed, coordinate with all participating organizations on layout. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update printed material; forms, applications, flyer, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers and organize, coordinate with all participating organizations on layout, street closure and clean-up, oversee and implement the Street Closure. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

Related Activities:

Other activities include attending monthly City of Oroville Tourism Committee meeting and SBF meeting as requested. Provide event photos, video and information as requested.

Goal:

Build cohesive relationships between the main organizations (Chamber of Commerce, Downtown Oroville, DWR, State Parks, Dept. of Fish and Wildlife and the City of Oroville) supporting these events and the downtown to work together and continue building up the community and City.

Skills and Qualifications:

Communication and Interpersonal Skills: Event Coordinators are required to network with a wide variety of entities in the course of their job. Vendors and venues must be established, and an entire staff must be managed in order for an event to function properly. An Event Coordinator will need to have a general knowledge of what guests expect.

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Budgeting: Every event comes with a cost, and it's the Event Coordinator's job to keep those costs within the allocated budget. This will require a degree of financial skill as well as the ability to create accurate reports.

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**1735 MONTGOMERY STREET
OROVILLE, CALIFORNIA 95965
(530) 538-2401**

Supplemental Benefit Fund

PROPOSAL

FOR

EVENT COORDINATOR SERVICES

Bid Submission and Opening Date: February 12, 2020 at 12:00 PM

CITY OF OROVILLE

PUBLIC NOTICE

Sealed Proposal for the following are being accepted:

Event Coordinating Services

at the City Hall, 1735 Montgomery Street, Oroville, CA 95965 until February 12, 2020 12:00 P.M., at which time they will be publicly opened and read.

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EVENT 1 - Wildflower and Nature Festival

EVENT 2 - Feather Fiesta Days

EVENT 3 – Lake Oroville Fireworks

EVENT 4 - Salmon Festival

EVENT 5 - Holiday Parade of Lights

BID FORM

Event Coordinating Services

TOTAL COST PER YEAR		\$ _____.
<p>All-inclusive Total Cost for Services per Year will be</p> <p>_____</p> <p>(This entry must be written out)</p>		

The undersigned has checked carefully all the above figures and understands that the SBF Steering Committee shall not be responsible for any error or omissions on the part of the undersigned in making up this bid.

In case of a discrepancy between words and figures, the words shall prevail.

The undersigned hereby certifies that this bid is genuine and not a sham or collusive, or made in the interest of or in behalf of any person not herein named, and that the undersigned has not directly or indirectly induced or solicited any other bidder to put in a sham bid, or any other person, firm or corporation to refrain from bidding, and that the undersigned has not in any manner sought by collusion to secure for himself an advantage over any other bidder.

The SBF Steering Committee reserves the right to reject any or all bids. The SBF Steering Committee reserves the right to delete or award all or part of the bid.

It is agreed that this bid may not be withdrawn for a period of forty-five (45) days from the opening thereof.

The terms and conditions of the final contract when executed shall control and supersede anything herein to the contrary or inconsistent with such contract.

Company Name

Date Area Code/Phone

Print Name

Signature

SPECIFICATIONS
For
Event Coordinating Services
For
Supplemental Benefit Fund

Scope:

EVENT 1

Wildflower and Nature Festival – 1st Saturday of April

TOTAL EVENT COST \$ _____.

This event is hosted by the Feather River Recreation and Parks District taking place at Riverbend Park.

This event involves approximately 5% of the contract time.

Duties include: assist in sponsorship by creating and updating forms, assist in Marketing material including event magnet, hang and maintain event Street Banners, negotiate media buys, create and place ads, , assist in lay-out and on-site event management if requested, attend meetings, and collaborate with FRRPD personnel on planning the event. In 2019 a Beer and Wine Garden was added to the event and I organized, facilitated and ran the Beer and Wine Garden for FRR&PD. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 2

Feather Fiesta Days – 2nd Saturday of May

TOTAL EVENT COST \$ _____.

This event is in cooperation with the Oroville Downtown Business Association, the Oro Dam Cruisers, Native Sons of the Golden West, Kiwanis Club, Pioneer Museum, Oroville Docents, Exchange Club, Feather River Recreation and Parks District, Feather Falls Casino Show and Shine, Eagles Club, Bidwell Bar days and any other organization that host an event within the 8 day window between the 1st Friday and 2nd Saturday of May.

This event involves approximately 15% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, etc., request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 3

Lake Oroville Fireworks – 4th of July

TOTAL EVENT COST \$_____.

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, California State Parks, Feather River Park and Recreation District, California Highway Patrol, Cal Fire, Oroville Fire Dept., Oroville Police Dept., Butte County Emergency Medical Services, Rotary of Oroville, STARS, Oroville Chamber of Commerce, Inter-Com Services, Butte County Sheriff’s Office, City of Oroville, Oroville Chamber of Commerce, and Pyro Spectacular.

This event involves approximately 10% of the contract time.

This event is hosted by the Dept. of Water Recourses.

Duties include: facilitating the Fireworks contract with Pyro Spectacular (the fireworks provider), create sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, create event brochure, request trash, recycling and toilets services, distribute facilities as needed, coordinate with all participating organizations on layout. Assist with all event organizations as requested.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 4
Oroville Salmon Festival – 4th Saturday of September

TOTAL EVENT COST \$ _____.

This event is a collaboration of a number of organizations and agencies including: the Dept. Of Water Resources, Dept. of Fish and Wildlife, Oroville Downtown Business Association, Feather River Park and Recreation District, Oroville Police Dept., STARS, Oroville Chamber of Commerce, City of Oroville, Oroville Chamber of Commerce, and .

This event involves approximately 60% of the contract time.

Duties include: scheduling meetings, securing meeting space, facilitate meetings, submit street Closure permit, update event map, create and distribute minutes, creating sponsorship forms, soliciting sponsors, negotiate media buys, hang and maintain event Street Banners, creating all ads (radio, print and TV), arrange media interviews, maintain Facebook page and posts, update all printed material; forms, applications, brochure, etc., update and create marketing material including the event magnet, request trash, recycling and toilets services, distribute facilities as needed, solicit volunteers, coordinate with all participating organizations on layout, street closure and clean-up. Organize Shuttle Bus service and organize and maintain equipment used and stored for the event, create, maintain and inventory all promotional material for the event including shirts, clothing, hats, glasses, etc. and oversee sale of items as well. Assist with all event organizations as requested.

Organize ‘Salmon Court’ which involves: booking entertainment, secure food vendors and permits, compile with all City and County regulations, solicit volunteers, lay-out event, clean-up assist with the Feather River Nature Center Dinner and Dance if desired.

Maintain records for income and expenses that I oversee, as well as create a post event report and report back to the SBF Committee.

EVENT 5
Holiday Parade of Lights – 2nd Saturday of December

TOTAL EVENT COST \$ _____.

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This event involves approximately 10% of the contract time.

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