



P.O. Box 975  
One Lake Street  
Avon, CO 81620

**REQUEST FOR PROPOSALS**  
**2020 TOWN OF AVON SPECIAL EVENTS**  
**August 16, 2019**

**APPLICATION DEADLINE IS SEPTEMBER 23, 2019, 5:00 PM**

Dear Potential Applicant:

The Town of Avon welcomes applications from individuals, businesses, organizations and agencies who are interested in producing one or more single or multi-day special events or festivals in the Town of Avon. In early 2019, the Avon Town Council recognized the valuable and important review, research and advisory functions of the Ad Hoc Special Events Committee (AHSEC) and, established a permanent Cultural, Arts and Special Events (CASE) Committee. As a result, the Special Events Manager position transitioned to the title of CASE Manager. One of the primary purposes of the CASE Manager, in collaboration with the CASE Committee, is to solicit proposals from interested special event and festival producers and to evaluate the proposals based off pre-determined criteria such as brand alignment, diversity, balanced and robust calendar, and producer experience. This marks the third year that Avon is reaching out to seek proposals from producers in a coordinated process, thereby allowing the Town a comprehensive, pro-active and comparative approach in reviewing and approving 2020 special events.

Special event producers, who have been granted cash and/or in-kind funding in past years, for any of the Town's venues, are welcome to apply, as are new producers. Producers may apply for:

- 1) Venue dates only with no request for cash funding and/or in-kind support; or
- 2) Venue dates with request for cash funding and/or in-kind support

Avon's most prominent venue is the outdoor Avon Performance Pavilion and Nottingham Park's adjacent main athletic field, which can comfortably seat, with vendors, upwards of 8,000 persons. Two open athletic fields (main and lower) in Nottingham Park can support competitive sports play or serve as a terminus for athletic events. Nottingham Lake, also adjacent to the Pavilion, is open in the summer for small craft sailing, swimming and stand-up paddle boarding. With its beach and volleyball courts, the Lake is a complementary amenity to the athletic fields and Pavilion. In the winter, ice slabs are constructed for hockey and free skating. Possibility Plaza, with capacity for 1,200 persons standing, is a smaller outdoor venue located in the business core on the Main Street Mall. A producer must be prepared to provide for all production costs of a single or multi-day special event, including but not limited to sound, lighting, security, insurance, damage deposits, sanitation, resource recovery, etc.

In 2019, the Town Council approved special event venue dates and special event funding of \$500,000 and provided in-kind service support benefitting approximately twenty-two event days. The same level of available funding is anticipated for FY2020. Available Town assets include, but are not limited to, 10 x 10 pop-up tents, folding chairs, tables, signage, and power distribution. These assets

may be borrowed from the Town to help defray production costs. The Town of Avon and CASE Committee encourage producers to consider bringing an array of events to Avon in 2020, at one or more of the Town's venues, throughout the year. While applicants should feel welcome to apply for any and all types of events, of special interest to the Town and CASE Committee, in no particular order, are the following types of events:

- 1) Colorado and national multi-day sport tournaments/competitions, including but not limited to soccer, lacrosse, stand up paddle boarding, bike races and USA Ultimate
- 2) Single or multi-day music festivals, featuring talent such as an all acoustical program, bluegrass/roots, reggae, rock, blues, soul, etc.\*
- 3) Single day music concerts featuring national, regional and local talent line-up\*
- 4) Multi-day interactive arts festival or fair
- 5) Beer, wine and/or spirit festival
- 6) Winter sports and/or activity festival (ice, snow sculpture, etc.)
- 7) Temporary art installations
- 8) Theatre performance and/or festival
- 9) Dance performance and/or festival
- 10) Car show (vintage, hot rods, collectors, etc.)
- 11) Lectures, symposiums or workshops (health, wellness, educational)
- 12) Outdoor movies
- 13) Outdoor markets / shopping activations (farmers markets, small business Saturday's, etc.)

\*Months of April – December

### **APPLICATION SUBMITTAL REQUIREMENTS**

- 1) Visit [www.avon.org/2020specialeventsapplication](http://www.avon.org/2020specialeventsapplication) to view all documents needed to prepare an application.
- 2) Complete and submit the 2020 Town of Avon Special Event Funding & Calendar Application
  - a. The Application is available as fillable PDF and Word document; and, must be used as your application form.
  - b. Submit one (1) complete application and supporting documents per event.
  - c. Submit the application electronically, in a PDF format to [ddempsey@avon.org](mailto:ddempsey@avon.org).
  - d. Dropbox, OneDrive and Google Drive files are acceptable formats for additional submittal material such as photos, marketing plans, video content, etc.
  - e. Submittals will be accepted at any time before **September 23, 2019, at 5:00 p.m.**
  - f. Applications submitted after September 23, 2019, at 5:00 p.m. will not be accepted.
- 3) Questions about the RFP may be submitted to [ddempsey@avon.org](mailto:ddempsey@avon.org), no later than September 16, 2019, 5:00 p.m.
- 4) Tours of the venues may be scheduled by emailing [ddempsey@avon.org](mailto:ddempsey@avon.org), with requested day(s) and time(s). The Town reserves the right to include one or more interested applicants in any scheduled tour.

### **APPLICATION REVIEW & RECOMMENDATION SCHEDULE**

- August 16, 2019: 2020 Town of Avon Special Event Funding & Calendar Application Released

- September 23, 2019, 5:00 p.m.: Deadline for Applications – Only complete applications will be accepted
- **REVISED DATE: October 14, 2019**
- **Applicant Interviews – Applicant representative must be present in Avon or available via Skype**
- October 22, 2019: CASE Manager and Committee Recommendations Written Report to Town Council
- Early December 2019: Notification of Awards

Thank you for your time, interest and consideration.

Sincerely,

Danita Dempsey  
Town of Avon CASE Manager &  
CASE Committee

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