



# SALT LAKE ARTS COUNCIL FOUNDATION

## 2019 Twilight Concert Series

### Request for Proposals

#### **ARTS COUNCIL MISSION STATEMENT:**

The mission of the Salt Lake City Arts Council is to promote, present, and support artists, arts organizations, and arts activities in order to further the development of the arts community and to benefit the public by expanding awareness, access, and participation.

#### **OVERVIEW:**

The Salt Lake City Arts Council was established by Salt Lake City ordinance and as the designated arts organization for Salt Lake City, the Arts Council provides access to arts opportunities in various disciplines, price points, locations, and depth of experience in order to promote public participation. In addition to providing accessible programming opportunities, the Arts Council creates connections between the arts and the public, cultivates future artists and arts organizations, gives voice to community arts needs, and provides resources for arts programming through grant funding. Through diverse arts offerings and financial support, the Arts Council reaches people of all ages, backgrounds, and abilities and is able to enhance the arts community at all levels from intimate neighborhood events to large festivals. The Arts Council believes that support of the arts contributes to the local economy, the community's quality of life, and to positive and ongoing development of the community.

The Arts Council resides in the Division of Arts within the Salt Lake City Department of Economic Development and the Arts Council also maintains a separate 501(c)(3) nonprofit status.

The Arts Council has a board, appointed by the Mayor of Salt Lake City and confirmed by the Salt Lake City Council. The 11-member Arts Council Board oversees the policies and budget of the organization's operations.

#### **OBJECTIVE:**

**The Salt Lake City Arts Council invites qualified vendors to submit proposals to produce the 2019 Twilight Concert Series.** The Twilight Concert Series is dedicated to connecting audiences with the arts by presenting accomplished national and local artists that represent strong artistic values and diverse social principles. The series is a unique event that provides two important benefits to the community. First, the concert series provides affordability to see quality, world-recognized artists. Second, the series serves local artists by providing a platform to play before well-known names in the music industry. The goal of the concert series is to bring the community together to share this experience, to create a vibrant and relevant downtown atmosphere, and to promote Salt Lake City through the arts.

The primary objectives for the 2019 Twilight Concert Series are to:

1. Ensure that the Twilight Concert Series will remain highly accessible to everyone. It is acknowledged by the Parties (Arts Council and selected contractor) that ticket prices remain at an affordable rate which currently equates to a ticket price of \$10 plus service fees and tax for presold tickets and \$15 which includes service fees and tax for tickets sold at the day-of box office for general admission.

2. Continue to make the Twilight Concert Series relevant to diverse audiences (while younger audiences such as millennials are important to target, the Arts Council values programming which reaches diverse age groups) and to be contemporary music by high quality artists.
3. Present artists of varied genres who have relevant and important social messages, reflect an important musical innovation or new collaboration, and reflect diversity (gender, ethnicity, culture, age, musical style, groups v. individual, thought, sexual orientation, etc.). Parties acknowledge that the Twilight Concert Series is meant to and will continue to appeal to and attract diverse audiences throughout the series.
4. Impact the local community economically by using local vendors and subcontractors, by supporting local artists in the program lineup, and by including local businesses, food trucks, and community organizations in the Twilight Market.

**Contractor Obligations:**

Contractor agrees to plan, program, and produce the 2019 Twilight Concert Series. The series must include five concerts presented at Gallivan Center during the summer months (July, August, or September) of 2019.

1. Provide all production and event operation services for the 2019 Twilight Concert Series; including, but not limited to the following:
  - Event staffing
  - Stage and event management
  - Talent relations and management
  - Talent transportation, hospitality, and catering
  - Venue contracting
  - Staging
  - Sound and lighting management
  - Perimeter fencing
  - Bicycle barricades, fencing, and crowd barricades
  - Green room space and amenities
  - Security
  - Ticketing and Box Office
  - Food and beverage vendor coordination and management
  - On-site signage
  - VIP/Sponsor area management
  - Venue clean-up and garbage disposal
  - Event permitting
  - Marketing and communications
  - Sponsorship development
  - Insurance
  - Managing all subcontractors, staff, and vendors
2. Book artist talent and provide artist management services.
  - It is understood that Arts Council staff will participate on an Artist Selection Committee and sign off on final lineup (opening and headlining acts).

3. Market and advertise the 2019 Twilight Concert Series which includes, but is not limited to:
  - On air radio advertising
  - Billboard advertising
  - Managing social media accounts
  - Maintaining the Twilight Concert Series website
  - Print advertising
  - Clear representation of Arts Council brand
    - Using the Arts Council's brand guidelines, logo representation on-site, in all print, social media, and advertisements and written out as "Salt Lake City Arts Council Presents the Twilight Concert Series"
4. Work with Arts Council staff and other local organizations to curate the Twilight Market and other on-site activities during the series.
5. Secure additional revenue support through sponsorships, in-kind support, or other means.
6. Provide financial and attendance reports within 7 days of each concert and a final report including complete financials, marketing initiatives, attendance, and post-event analysis.

#### **BUDGET & CONTRACT TERMS:**

This is a one year contract to produce the 2019 Twilight Concert Series.

#### **Salt Lake City Arts Council Obligations:**

The Salt Lake City Arts Council shall provide \$140,000 to be used to pay costs and expenses related to the Twilight Concert Series.

#### **Timeline:**

- January 10, 2019 – call is open
- January 25, 2019 – call closed

#### **REVIEW PROCESS:**

Complete submissions will be reviewed as they are submitted, ongoing until the bid process closes on January 25. Submissions will be reviewed by Arts Council staff.

#### **SUBMISSION DETAILS:**

To be considered for this work, applicant must submit all of the required materials below via email to Megan Risbon at [megan.risbon@slcgov.com](mailto:megan.risbon@slcgov.com).

To submit a proposal, please submit the information listed below:

1. Letter of interest: 1 page describing the applicant's interest in, qualifications for, and projects of similar scope/scale. Letter must include applicant's name (business name [if applicable] and primary contact name), email address, and phone number.
2. Examples of previous comparable work. No more than five.
3. A 2019 series proposal should include:
  - A sample artist lineup (local and national);
  - Potential supplementary on-site offerings (Twilight Market, food and beverage offerings, community booth activation spaces);

- VIP experience;
- Sample production layout;
- Possible vendor list;
- Budget;
- Ticketing/box office.

Submit all questions to:

Megan Risbon  
Arts Events Production Manager  
Salt Lake City Arts Council  
megan.risbon@slcgov.com  
801-596-5000