

**November 13, 2009**

**The following questions have been submitted by interested applicants. Town staff answers appear in red text.**

-----  
 Can you provide a revenue history for Town facilities?

NET revenues to Town are shown below:

	<u>2007</u>	<u>2008</u>	<u>2009</u>
Kendall Mtn. Center	9,011	18,286	8,694
Memorial Park	500	375	625
Town Hall	140	-	725
Facilities Membership	<u>2,800</u>	<u>2,800</u>	<u>3,500</u>
total	14,458	23,469	15,553

Can you provide a current schedule of bookings for 2010, as well as a 2-3 year history of bookings?

<u>facility</u>	<u>begin date</u>	<u>end date</u>	<u>event</u>	<u>price</u>
kmcc	Friday, January 22, 2010	Sunday, January 24, 2010	avalanche school	member
kmcc	Friday, January 29, 2010	Sunday, January 31, 2010	avalanche school	member
kmcc	Thursday, February 04, 2010	Sunday, February 07, 2010	avalanche school	member
kmcc	Friday, February 19, 2010	Sunday, February 21, 2010	avalanche school	member
kmcc	Friday, June 11, 2010	Monday, June 14, 2010	Jamboree	member
kmcc	Saturday, June 26, 2010		wedding 1:00	tbd
kmcc	Wednesday, June 30, 2010	Monday, July 05, 2010	camping	n/a
kmcc	Tuesday, July 06, 2010	Sunday, July 11, 2010	Hardrock 100	member
kmcc	Monday, July 19, 2010		wedding	tbd
kmcc	Saturday, July 31, 2010	Saturday, August 07, 2010	Mile High Jeep	3,400
kmcc	Saturday, August 07, 2010		Hardrockers practice	member
tbd	Saturday, August 07, 2010		wedding	local
kmcc	Friday, August 13, 2010	Sunday, August 15, 2010	Hardrockers	member
kmcc	Sunday, August 15, 2010	Sunday, August 22, 2010	Brass Band	member
kmcc	Thursday, August 26, 2010	Sunday, August 29, 2010	Horizons Unlimited	1,075
kmcc	Friday, September 10, 2010	Sunday, September 12, 2010	Quilter Show	member
kmcc	Sunday, September 19, 2010		wedding	local
town hall	Thursday, June 10, 2010	Saturday, June 12, 2010	Center for Snow/Avalanche	member
town hall	Friday, June 25, 2010	Sunday, June 27, 2010	all School reunion	waive/tbd

Please note that where the price reads "member", this refers to the annual facilities membership fee of \$300, which entitles local non-profit members use of Town Facilities. If this policy were to be amended, it would affect fees to be charged. As "Avalanche School" is only weeks away, the Town will honor their facilities fee membership arrangement.

Will revenues from events already booked for 2010 be potentially shared with the contractor?

As the Town wishes to delegate all related work to the new contractor, including work needed for existing bookings, the Town will entertain proposals from applicants as to whether and to what extent those revenues will be shared.

Are you making last year's proposals available to other bidders?

Only executed contracts, which were based on winning proposals, have been forwarded to interested applicants.

Will you require the contractor to carry liability insurance? If so, what amounts/types?

The Town will not require the contractor to carry liability insurance.

Has there been thought given to potential conflicts between higher paying customers (weddings) and local non-profits both requesting to hold the same date? For example if community orgs request many of the popular dates for summer 2010 and beyond, that significantly limits the potential revenues for the Town and the contractor. May the contractor implement a sliding scale for different types of events.

We encourage interested bidders to propose their own parameters, discount structures, or other scenarios for consideration. A one-size-fits-all fee structure is perhaps not optimal.

Can you share what \$\$ have been tentatively set aside in the budget for the bookings and events functions?

The 2010 preliminary budget uses figures resulting from 2009 contracts (2009 events contract: \$19,500; 2010 prelim budget: \$18,000). This is a temporary expedient, and it is understood that these figures will be revised based on applicant proposals and subsequent new contracts. Applicants are encouraged to propose their own budget estimates, or to incorporate related expenses into contractor compensation. The "bookings" contract does not yet warrant a budgeted expense, as Town revenues have been paid from the contractor to the town, net of contractor commission.

Can you define potential conflicts of interest?

There is no explicit conflict-of-interest policy that applies to our contractor. We ask that the contractor be sensitive to potential conflicts or apparent conflicts so that they can be mitigated to the satisfaction of all concerned. An example would be an event that uses Town and/or County resources, but which benefits very few, or perhaps benefits some at the expense of others. These will have to be considered on a case-by-case basis.

Can we host an event and provide food and alcohol and does the town's insurance cover this. Who pays for the food and alcohol?

Town insurance covers only Town property. If an event or organization wishes to purchase additional liability coverage, it must be done at their expense. The Town will solicit quotations for such coverage from its underwriter (CIRSA) on behalf of an event, when requested. Food and alcohol may be provided, however, if alcohol is to be SOLD, a special events liquor license must be obtained. Please allow sixty days for such licensing. The contractor should propose a supplies-budget for Town-sponsored events, i.e. Snowscape, Easter Egg Hunt. Other events are responsible for their own provisions.

Can an office be set up in the lodge to receive potential customers and will there be any sort of rental fee?

The town will consider an office to be used at the Kendall facility. However, it should be noted that existing operations, i.e. operation of the ski hill, pro shop, AND concessioner, all at once during the ski season, may preclude a separate office.

Can we set up a small area with tables/chairs,linens and centerpieces for display purposes to be kept up all the time?

This could be arranged, provided it does not interfere with existing operations.

How is the avalanche school handled? Because it is a pre-existing event, is this still a commission based event and who does the set up and over see's this event? What all is involved in this event and for how many days? What date is this scheduled for? Who promotes this and how?

Avalanche School is conducted by volunteers and paid faculty, and is entirely organized and conducted by Silverton Avalanche School and San Juan County Search and Rescue. Current dates are Jan 22-24, Jan 29-31, and Feb 4-7. AvySchool pays an annual "facilities fee" of \$300, which entitles them, as a local non-profit, to these dates for no additional cost. Other entities paying this fee include the Jamboree, Hardrock-100, Hardrockers, and Brass Band...all local non-profits. The Town will consider revising this policy for 2010 to make it equitable for both the renters and the contractor, though not for the 2010 Avalanche School dates, as that entity has already made their arrangements based on current facilities-fee policy. The attachment lists all existing reservations at Kendall and fees to be paid, subject to any revision in the "facilities fee" policy.

Can the contractor build their own website to promote Silverton or do they need to use the town's website or can they be linked to each other? How does this work?

The preferred method would be an independent website that is linked to the existing Town website. The Town will entertain a budget for web-based marketing. Use of the existing Town Website would also be appropriate, provided the contractor is responsible for its maintenance.

Does the town have to approve all forms of advertising? If so does it have to go up for approval from the board or can it just be approved on a day to day basis?

Advertising will likely not be subject to Board approval. It will likely be sufficient to get Administrator approval, and it can be left to Administrator discretion whether any items require Board Approval. Advertising costs should be carefully considered by the applicant, and means of payment (Town Budget, incorporated into contractor compensation, etc.) should be made explicit in the proposal.

What is the lead time required to obtain permits for special events?

If an event is acquired and there is not enough time to go through the required board approval process, can a special session be requested to expedite the process?

Special event liquor-license permitting requires approximately sixty days notice, though it can be expedited. Other permitting is not required unless some additional factor, i.e. street closings, camping, or police presence, is under consideration. Here again, sixty days is adequate, and avenues for expedition are available.

Is any sort of packaging permitted and what would be the parameters or guidelines that would be required?

Bundled bookings will likely be left to the discretion of the contractor. We encourage interested bidders to propose their own parameters, discount structures, or other scenarios for consideration. A one-size-fits-all fee structure is perhaps not optimal.

Are there any events the town would want to steer clear of?

Town staff will entertain any event proposal, and will provide their best guidance as to whether a given event is inappropriate or fails a cost/benefit analysis.

What events are already being handled by the Chamber?

Kindly contact the Silverton Chamber of Commerce for a calendar of chamber-sponsored events for 2010.

Does the current event coordinator and the chamber have any issues that need to be resolved and spelled out prior to contracting with a new event coordinator should this be the case? If so, can you elaborate?

No. At the moment, a number of events, all with independent sponsorship, are scheduled for 2010. The current contractor has received payment for the scheduling and related work for these events. It may be appropriate to include in the proposal a fee to be paid to the new contractor for already-scheduled events which require the time/effort of the new contractor.

Are there any issues or concerns that have been a source of conflict in the past with event coordinating responsibilities and the town or the towns people? If so can you elaborate?

The recent difficulties include a lack of timely, accurate reporting to the Town, and under-utilized facilities. An ongoing issue has to do with wear-and-tear to the Kendall facility for which damage deposits have not been withheld.

Are there any events that will be a problem for the towns people, that have been problems in the past that the contractor should be aware of.

If so can you give specifics?

No, however, extra scrutiny should always be given to events which involve alcohol, noise, or other quality-of-life considerations for residents and visitors.

Is the contractor responsible for contacting, police, fire and public works to plan events in terms of safety, security etc.? Does the contractor need to seek approval from them as well? Are they paid by the town to provide, public safety, security etc during events or is the contractor required to provide security during events?

The contractor should plan to provide the Administrator with full details of events which may entail extra policing or extra work from the Public Works department. The contractor and Administrator will then communicate their event-related needs to the County Sheriff, Pub Works director, etc. Both the Town and County absorb these costs within their budgets. As a matter of protocol and good communication, some events may require Board approval if they entail extraordinary efforts from Town and/or County staff, i.e. street closings, excessive pedestrian traffic, or additional security.

Is there protocol concerning street events, where a section of street would be used to host an event such as A Taste of Silverton?

Street closings must receive Town Board approval. Use of signs must also receive Town permission.

Are there restrictions, time limits or problems with local businesses when you block off their portion of the street?

Any restrictions would be event-specific. Time limitations are typically governed by noise ordinance. Local businesses typically welcome event-related traffic as a boost to their own operations. Exceptions to this support may arise if/when an event provides some redundant good/service that detracts from local business. As a matter of etiquette, the contractor should fully consider the effect of an event on local business, even soliciting their input, and should strive to find mutually beneficial arrangements.

Can events be held using Blair Street as the event main attraction?  
Would there be any objections that you can foresee?

There are no factors peculiar to Blair Street that would preclude using it as an event-center. Consideration should always be given to local business operating outside an event-center, i.e. Greene Street in this example, so as to avoid benefiting one business at the expense of another.

Can the contractor partner with other businesses without indicating conflicts of interest? If so, can you be specific?

There are no specific guidelines regarding conflicts of interest. Common sense and past practice will hopefully provide precedent for most events. Events which may give an appearance of conflicts of interest will be considered on a case-by-case basis.

Can the contractor partner with the train in terms of packaging to get people to stay in Silverton during events as opposed to riding the train and going back the same day?

This and similar partnering would be highly encouraged.

Who is responsible for trash removal after an event. Is it to be left for the trash company to remove or is the contractor responsible for ensuring it is removed in a timely manner? My concern with the trash company is that the trash can not be removed until regular trash pick up days and this would be unacceptable as there would be an excess of trash for several days, particularly for late Sat. and Sunday events.

If the contractor is responsible, is there a way to have the trash company open briefly so the trash can be removed in a timely manner?

Would there be a fee involved? If so, who would pick up the tab?

For most if not all events, the existing, on-site cans and dumpsters will suffice, and all that is needed is notice to the trash contractor that a pickup or an extra pickup is required. The contractor should make this known to Town staff, who will contact the trash contractor. The Town will absorb this expense into its budget for its own facilities and for public convenience cans.

During winter events at the Kendall Lodge, is the heat electric or propane? If propane, does Dale keep the tank full always or does the contractor contact him on a regular basis to make sure the tank is full?

The facility is heated with propane, though there is also a wood fireplace. There is no supply of firewood at Kendall, though staff will consider this provision if requested. The Town works directly with Silverton LP Gas for refills, though it would be appreciated if the contractor, upon learning that the tank is low, would inform Town staff.