

# Entertainment Booking and Related Services for the New York State Fair

## RFP #0143

### Addendum 2

Issued November 18, 2016\*

Updated December 1, 2016\*

Updated December 2, 2016\*

### Questions and Answers

*\*Please note that the questions that follow are taken directly from the emails received by the Department. Questions regarding this RFP must be submitted by November 28, 2016 by 3:00 p.m. (EST). The Department will update this list of questions no later than December 1, 2016. It is the responsibility of the Bidder to continue to check the Department's website at <http://www.agriculture.ny.gov/RFPS.html> for any updates to the list of questions submitted. No individual written responses will be provided.*

1. We're concerned about page 6, 3.3 MINIMUM QUALIFICATIONS: The way this is written it precludes us and most other promoters from bidding. There are less than a handful of companies that qualify with 20 + shows in venue caps of 15,000 or more. Can this be amended? Based on your schedule and budget the acts that have been booked at Chevy Court in previous years, when placed on a hard ticket tour, would play venues with a cap of 2-3,000. This is our range of expertise. It seems to me that a minimum venue cap of 2000 would make more sense here.

**No, the minimum qualifications will not be amended.**

2. Please confirm that AGM will contract and pay for the production manager to oversee the production of all Chevy Court events?

**Yes, AGM will contract for and pay for the production manager of all the Chevy Court concerts outlined in this RFP.**

3. Will the successful bidder be responsible for marketing the Chevy Court events or only assisting with the marketing of these events?

**As section 2.2 states "Contractor shall work with AGM and AGM's advertising contractor on a media plan to promote the entertainment acts booked during the 12 days of the Fair at Chevy Court and throughout the Fairgrounds. Such a plan shall have the goals of increasing attendance and diversity of patrons attending the events during the NYS Fair on the Fairgrounds. Such a plan shall include all types of media including radio, television, newsprint and social media. AGM shall have final approval of all promotional material and plans."**

**AGM is the main marketer of the shows at Chevy Court. These marketing efforts include paid and unpaid media, festival style ads and promotion on social media outlets. The selected vendor, pursuant to this RFP, would provide a media plan that is supplementary to AGM's and would need final approval from AGM. The goal of both would be to increase attendance at the Chevy Court concerts during the annual Fair.**

4. If the successful bidder is responsible for marketing the Chevy court events, will AGM pay for the cost of marketing the Chevy Court events?

**See answer to question 3. In Section 3.5 B. of the RFP, bidders are asked to provide their overall marketing approach to promoting the entertainment acts at Chevy Court. In addition, bidders are asked to describe how the bidder will also work with AGM and AGM's advertising contractor to insure the greatest attendance for each performance. Such a description should include the manner in which it will coordinate the various types of media and other promotions. The marketing approach proposed and manner in which the selected vendor will coordinate the various types of media and other promotions, subject to AGM's approval, shall be at the expense of the selected vendor.**

- 4a. As was the case in 2016, will AGM pay for all paid media and direct marketing costs associated with marketing the Chevy court events?**

**No, Bidder will be responsible for paying for all marketing proposed by Bidder pursuant to Bidder's response to Section 3.5 B. of the RFP.**

5. How does the budget fluctuate from year to year? Is there a floor or ceiling for the Booking Budget?

**As per section 2.2 C. of the RFP, "the entertainment budget for the 2015 and 2016 Fairs ranged between \$1.5 and \$1.8 million dollars". The budget is set annually.**

6. Is the contractor's talent booking fee included in this budget or is it on top of the budget amount?

**Yes, the talent booking fee is included in this budget. The approved budget that is provided to the selected contractor each year will be broken out by talent booking fee and artist expense.**

7. Does the NYS Fair compensate for lodging, meals and any travel expenses for an on-site representative for the contractor?

**No. The RFP does not require an on-site representative. Per Section 2.2 A. of the RFP, the selected contractor shall "provide management representatives on-call (emphasis added) during the 12 days of each Fair held during the Term of the Agreement resulting from this RFP and other personnel necessary to provide for required services."**

8. How are the attendance numbers audited for submission? Who is the ticketing company for the Fair?

**The ticketing agent for gate admission is Etix. Chevy Court is a festival stage wherein the entrance fee to the Fair includes Chevy Court concerts. Fair staff use a grid system**

**to estimate the crowd attendance at each Chevy Court show. The counters use a general formula of 3 square feet per person.**

9. Can you clarify the following for us: On RFP#1043, Attachment 9 you ask for the following information from the Date(s) Acts Booked and state, "minimum of 20 entertainment acts per year in each of the previous 3 calendar years preceding submission of this bid), then it states Calendar Year January 1, 2013-December 31, 2013. Please clarify which period requested.

**The periods requested as set forth in Attachment 9 are: January 1, 2013 – December 31, 2013; January 1, 2014 – December 31, 2014, and; January 1, 2015 – December 31, 2015.**

10. Who is the Production Contractor for advancing the concerts?

**A production contractor has not been selected yet as it is a separate procurement.**

11. What is the stage used? Is there a tech packet from previous years? Is the current stage engineering available?

**The selected vendor will receive the tech packet and engineering information. Basic stage information is listed below (all measurements are approximate).**

**STAGE:**

**4' high**

**58' L to R**

**30' DS to US**

**LOADING DOCK:**

**20' x 30'**

**WINGS:**

**SL 15' x 15'**

**SR 12' x 12'**

**Trim:**

**DS 20', US 16'**

**POWER:**

**1X 120/208V 3PH. 200A Isolation Sound Disconnect**

**1X 120/208V 3PH. 600A Stage Power**

**1X 120/208V 3PH. 600A Sound Disconnect**

**1X 120/208V 1PH. 100A Circuit Breaker Panel**

**1X 120/208V 3PH. 200A Disconnect (outdoor for video)**

**2X 120/208V 1PH. 50A (outdoor RV hook up)**

12. Does the NYS Fair capture or record video and/or audio of the performances? Does licensing need to be negotiated with headline acts?

**No, the NYS Fair does not capture or record video and/or audio of the performances, however AGM does IMAG the performance to video screens during the performance.**

13. Does the NYS Fair IMAG the shows to video screens during the performance?

**Yes.**