



Authority Members

Mark Allen
Ian Coats
Lexie Newhouse
Nimesh Patel
Mary Jo Groeneveld
David Lyons
Leslie Patton

**Kennesaw Downtown Development Authority
Meeting Agenda
November 8, 2024 7:30 AM
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)**

- 1. Call to Order / Roll Call**
- 2. Approval of the Meeting Minutes**
 - A. Draft meeting minutes 10.11.24
 - B. Draft executive session minutes 10.11.24
- 3. Financial Report**
 - A. Financial report as of 10.31.24
 - B. Review of open invoices
- 4. Old Business**
- 5. New Business**
 - A. Presentation: Update on commercial parcels at The Lacy on South Main Street
 - B. Discussion of draft RFP for beer festival event management services
- 6. Main Street Program Updates**
- 7. Public Comments**
- 8. Board Comments**
- 9. Economic Development Director Comments**
- 10. Executive Session**
 - A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as

provided under O.C.G.A 50-14-3(6).

11. Adjourn

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

MINUTES OF KENNESAW DOWNTOWN DEVELOPMENT AUTHORITY MEETING
CITY OF KENNESAW
Council Chambers
(2529 J.O. Stephenson Avenue, Kennesaw, GA 30144)
October 11, 2024
7:30 AM

Present	Chair Mark Allen Vice Chair David Lyons Treasurer Leslie Patton Secretary Mary Jo Groeneveld Lexie Newhouse Ian Coats Nimesh Patel
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1. Call to Order / Roll Call

The meeting was called to order at 7:30 am by Chair Mark Allen.

Board members present: Mark Allen, Lexie Newhouse, Mary Jo Groeneveld, David Lyons, Ian Coats, Leslie Patton, Nimesh Patel (via zoom)

Staff present: Luke Howe, Miranda Taylor, Fred Bentley, Jr.

10. Executive Session

1. Lexie Newhouse made the following motion: That this Authority now enter into closed session as allowed by O.C.G.A. §50-14-3 and pursuant to advice by the City Attorney, for the purpose of discussing Legal. Seconded by David Lyons. Those voting in favor: Mark Allen, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, Ian Coats, Nimesh Patel, and Leslie Patton. Those opposed none. The motion passed unanimously. The KDDA entered closed session at 7:31 am.
2. Lexie Newhouse made the following motion: That this body, in open session, adopt a resolution authorizing and directing the presiding officer to execute an affidavit in compliance with O.C.G.A. §50-14-4, and that this body ratifies the actions of the KDDA taken in closed session and confirm that the subject matter(s) of the closed session were within the exceptions permitted by the open meetings law. Seconded by David Lyons. Those voting in favor: Mark Allen, David Lyons, Mary Jo Groeneveld, Lexie Newhouse, Ian Coats, Nimesh Patel, and Leslie Patton. Those opposed none. The motion passed unanimously, 7-0. The KDDA exited closed session at 7:37 am.
3. David Lyons made a motion to add an item to the agenda: Approval of settlement agreement documents from the litigation between KDDA, Main Street Burger, Inc, and Kathryn A. Collier, the estate of David W. Collier, and Collier RLT, LLC. Ian Coats seconded the motion. Motion passed unanimously. The item is added to the agenda in the Executive Session section.
4. Agenda item: Approval of settlement agreement documents from the litigation between KDDA, Main Street Burger, Inc, and Kathryn A. Collier, the estate of

David W. Collier, and Collier RLT, LLC. David Lyons made a motion to authorize the chair to sign the settlement agreements as presented. Lexie Newhouse seconded the motion. The motion passed unanimously.

- A. Pursuant to the provisions of O.C.G.A. 50-14-3, the KDDA could, at any time during the meeting, vote to close the public meeting and move to executive session to discuss matters relating to litigation, legal actions and/or communications from the City Attorney as provided under O.C.G.A. 50-14-2(1); and/or personnel matters as provided under O.C.G.A. 50-14-3 (4) and/or real estate matters as provided under O.C.G.A. 50-14-3(6).

2. Approval of the Meeting Minutes

A. Draft meeting minutes 9.13.24

The board reviewed draft minutes from the September 13 meeting. David Lyons made a motion to approve the minutes as presented. Lexie Newhouse seconded the motion. Motion passed with a vote of 7-0.

B. Draft Executive Session minutes 9.13.24

The board reviewed draft minutes from the executive session held on September 13. David Lyons made a motion to approve the executive session minutes as presented. Leslie Patton seconded the motion. The motion passed unanimously.

3. Financial Report

A. Financial report as of 9.30.24

Leslie Patton presented the financial report as of 9.30.24 with an ending cash balance of \$99,517.50. David Lyons made a motion to approve the financial report. Ian Coats seconded the motion. The motion passed unanimously.

B. Review open invoices

No invoices were received prior to the meeting; no action required.

4. Old Business

5. New Business

A. 2025 Events Discussion

The board discussed events for 2025. Miranda Taylor proposed a new event to replace the traditional beer/wine festival. The event would be a "Drinks around the World" theme, which would incorporate a multicultural festival atmosphere and feature drinks and entertainment from different countries/cultures. The board liked this idea but expressed concern about who would manage the logistics of an event like this. Mark Allen indicated he would do some research on show management firms. David Lyons would like for the board to consider putting out a request for proposals (RFP) for show management. We would provide the event concept and venue guidelines and ask firms to respond with their proposal for running the event. David mentioned that we would need to get clarity from the City on the guidelines for what types of events are/are not acceptable at the amphitheater; the board feels strongly that an event like this should be held in that venue. The board also discussed the timing of the event and may consider a springtime event as the beer festival previously performed well in the spring,

and spring avoids fall scheduling conflicts with college football, local school events, and other community events.

Miranda Taylor will bring a draft RFP to the next KDDA meeting for review and approval. No action is required on this item today.

6. Main Street Program Updates

A. Review of Downtown Visioning Session results

Miranda Taylor provided a summary of the data collected at the recent downtown visioning sessions. There were approximately 30 people who participated in the two sessions. Staff is working on a survey based on the feedback stations from the in-person sessions to allow more people to participate. The survey will be hosted on the city/downtown websites for 2 weeks. After the survey results are complete, Miranda will prepare a full written report to share with the board.

7. Public Comments

1. Teena Regan (downtown merchant) spoke and stated that these meetings are very informative. She inquired about the use of the amphitheater and the guidelines for use as she would like to see more groups working together on events using the amphitheater. Staff responded and explained that at this time, use of the amphitheater is only available for City events, and shared information about staffing, setup, and cleanup at events hosted at the amphitheater. Based on this conversation, David Lyons stated that he would like to see some formal guidelines from the City regarding use of the amphitheater and the costs involved (for security, cleanup, etc) to help the board in structuring the framework of events that may consider the amphitheater as the event venue.

8. Board Comments

1. Mark Allen reminded the board that the event "Life in the Cemetery" is coming up later this month; you still have time to secure tickets to this unique event. The Candy Crawl (co-sponsored by KDDA and KDMA) is scheduled for October 25 from 4:30-7:30 at Depot Park.
2. Mary Jo Groeneveld shared that one of our farmers, Tim Gray, made her aware of an article in Cobb Life showcasing our Farmers Market.
3. Lexie Newhouse stated that she was glad to hear that the Plaza Lighting project was moving forward (this was mentioned as part of the downtown visioning summary) and wanted to make staff aware that the Farmers Market panel is still active on the Cobb Parkway marquee.
4. David Lyons commented on the Halloween decorations on Main Street and said that it looked festive. He reiterated his earlier comments regarding the amphitheater and the need for usage guidelines. He also stated that he participated in a tour of The Lacy on South Main and that the development was very well done.
5. Ian Coats also commented on Scarecrows on Main. The scarecrows look good, and he noticed that traffic was slowing down a bit to look at them.

9. Economic Development Director Comments

Luke Howe provided brief updates on the following projects:

- Dale Hughes parcels on Main Street; the board asked that we invite Dale to the next KDDA meeting for an update/primer on the next steps in projects
- 3-story building at 2881 S. Main
- Kennesaw Square

11. Adjourn

With no further business, Ian Coats made a motion to adjourn, seconded by Leslie Patton. Motion passed unanimously. The meeting adjourned at 8:19 am.

- A. NOTICE: Any person who desires to appeal any decision from this meeting will need a record of the proceedings, and for the purpose may need to insure that a verbatim record of the proceedings is made which includes the testimony and evidence upon which the appeal is based. The Agenda is designed to make more efficient use of the KDDA's time. It is not designed to curtail discussion or input. If you need special accommodations to attend or participate in our meetings, please contact City Hall at least 24 hours in advance of the specific meeting you are planning to attend.

Kennesaw Downtown Development Authority
Operating Cash Activity
For the Month Ended October 31, 2024

Beginning Cash	\$ 99,492.01
Cash Receipts:	
Interest Earned	85.69
Misc Revenue - collected through Civic Rec	525.00
Main Street Burger Inc	<u>3,477.82</u>
Total Cash Receipts	<u>4,088.51</u>
Cash Disbursements:	
Republic Services of Georgia	1,574.65
Kathryn Collier	<u>721.00</u>
Total Cash Disbursements	<u>2,295.65</u>
Ending Cash	<u><u>\$ 101,284.87</u></u>



City of Kennesaw

Balance Sheet

Account Summary

As Of 10/31/2024

Account	Name	Balance
Fund: 760 - KDDA FUND		
Assets		
760-0000-11-111200-00000	OPERATING ACCOUNT	101,284.87
760-0000-11-112100-00000	KDDA FACADE	3,667.72
760-0000-11-311100-00000	DUE FROM/TO GENERAL FUND	389.68
Total Assets:		105,342.27
		105,342.27
Liability		
760-0000-12-260000-00000	DEPOSITS PAYABLE	3,000.00
Total Liability:		3,000.00
Equity		
760-0000-13-120000-00000	ENCUMBRANCE	-7,865.28
760-0000-13-230000-00000	CONTRIB CAP-DEVELOPERS	2,500.00
760-0000-13-411500-00000	F/B RES FOR ENCUMBRANCES	7,865.28
760-0000-13-422000-00000	F/B UNRES-UNDESIGNATED	96,604.91
Total Beginning Equity:		99,104.91
Total Revenue		3,958.36
Total Expense		721.00
Revenues Over/Under Expenses		3,237.36
Total Equity and Current Surplus (Deficit):		102,342.27
Total Liabilities, Equity and Current Surplus (Deficit):		105,342.27



City of Kennesaw

Income Statement

Account Summary

For Fiscal: 2024-2025 Period Ending: 10/31/2024

		Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND						
Revenue						
760-0000-34-756500-00000	FARMERS MARKET	3,000.00	3,000.00	0.00	0.00	3,000.00
760-0000-34-756600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-0000-34-758000-00000	HOLIDAY MARKET	2,500.00	2,500.00	391.75	391.75	2,108.25
760-0000-34-758500-00000	BEER FESTIVAL REVENUE	2,500.00	2,500.00	0.00	0.00	2,500.00
760-0000-36-100000-00000	INTEREST REVENUES	1,200.00	1,200.00	88.79	88.79	1,111.21
760-0000-38-100700-00000	RENTS&ROYALTIES(BURGERFI) 2844 S. MAIN	40,518.00	40,518.00	3,477.82	3,477.82	37,040.18
760-0000-38-900000-00000	OTHER (MISCELLANEOUS REV)	25.00	25.00	0.00	0.00	25.00
Revenue Total:		51,243.00	51,243.00	3,958.36	3,958.36	47,284.64
Expense						
760-7550-52-121000-00000	LEGAL SERVICES	15,000.00	15,000.00	0.00	0.00	15,000.00
760-7550-52-125000-00000	OTHER PROFESSIONAL SERV	1,500.00	1,500.00	0.00	0.00	1,500.00
760-7550-52-127000-00000	DESIGN & GRAPHIC DESIGN	250.00	250.00	0.00	0.00	250.00
760-7550-52-231000-00000	RENTAL OF LAND & BUILDNG	8,400.00	8,400.00	721.00	721.00	7,679.00
760-7550-52-325000-00000	POSTAGE	100.00	100.00	0.00	0.00	100.00
760-7550-52-330000-00000	ADVERTISING	500.00	500.00	0.00	0.00	500.00
760-7550-52-350000-00000	TRAVEL	500.00	500.00	0.00	0.00	500.00
760-7550-52-363000-00000	MEETING EXPENSES	100.00	100.00	0.00	0.00	100.00
760-7550-52-371000-00000	PROFESSIONAL DEVELOPMENT	600.00	600.00	0.00	0.00	600.00
760-7550-52-395000-00000	MILEAGE REIMBURSEMENT	250.00	250.00	0.00	0.00	250.00
760-7550-52-550000-00000	DEVELOPMENT AUTH EXPENSES	15,000.00	15,000.00	0.00	0.00	15,000.00
760-7550-52-615000-00000	FARMERS MARKET	1,560.00	1,560.00	0.00	0.00	1,560.00
760-7550-52-615500-00000	HOLIDAY MARKET	2,500.00	2,500.00	0.00	0.00	2,500.00
760-7550-52-616600-00000	DOWNTOWN MERCH SHOP	1,500.00	1,500.00	0.00	0.00	1,500.00
760-9000-61-611000-00000	WORKING CAPITAL RESERVE	3,483.00	3,483.00	0.00	0.00	3,483.00
Expense Total:		51,243.00	51,243.00	721.00	721.00	50,522.00
Fund: 760 - KDDA FUND Surplus (Deficit):		0.00	0.00	3,237.36	3,237.36	
Total Surplus (Deficit):		0.00	0.00	3,237.36	3,237.36	

Income Statement

For Fiscal: 2024-2025 Period Ending: 10/31/2024

Group Summary

Account Type	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
Fund: 760 - KDDA FUND					
Revenue	51,243.00	51,243.00	3,958.36	3,958.36	47,284.64
Expense	51,243.00	51,243.00	721.00	721.00	50,522.00
Fund: 760 - KDDA FUND Surplus (Deficit):	0.00	0.00	3,237.36	3,237.36	-3,237.36
Total Surplus (Deficit):	0.00	0.00	3,237.36	3,237.36	

Fund Summary

Fund	Original Total Budget	Current Total Budget	MTD Activity	YTD Activity	Budget Remaining
760 - KDDA FUND	0.00	0.00	3,237.36	3,237.36	-3,237.36
Total Surplus (Deficit):	0.00	0.00	3,237.36	3,237.36	



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: November 8, 2024

TITLE: Presentation: Update on commercial parcels at The Lacy on South Main Street

Summary:

Recommendation:

Fiscal Impact:

Attachments:

None



Item Report

TO: The Kennesaw Downtown Development Authority

FROM:

DATE: November 8, 2024

TITLE: Discussion of draft RFP for beer festival event management services

Summary:

Recommendation:

Fiscal Impact:

Attachments:

1. 2024-ShowMgmt-RFP-DRAFT

KDDA

REQUEST FOR PROPOSAL

KENNESAW BEER FESTIVAL: MANAGEMENT of BEER PROGRAM

The Kennesaw Downtown Development Authority (KDDA) is accepting sealed Requests For Proposals (RFP) for management and coordination of the ~~Beer-Beverage~~ Program associated with the Kennesaw ~~Beer Festival~~ ENTER NEW EVENT NAME for ~~September 2014~~ 2025. The KDDA intends to manage directly or contract separately the other functions of the festival including; logistics, security, food, music, marketing and ticket sales. Bid packets with the scope of work for this project can be requested by email from the City Clerk at dctaylor@kennesaw-ga.gov.

Sealed RFP submissions must be clearly marked “KDDA ~~Beer~~-Festival” on the outside of the sealed bid and received no later than 3:00 pm ~~January 15, 2014~~ UPDATE DATE by the City Clerk, City of Kennesaw, 2529 J.O. Stephenson Avenue, Kennesaw, Georgia 30144, at which time the bids will be publicly opened. RFP responses received after the above date and time, or in any location other than the City Clerk, will not be considered.

The KDDA reserves the right to reject any or all proposals and to waive technicalities and informalities.

Commented [MT1]: This language is from the original Beer Fest RFP. Consider updating if we are looking for turnkey show management.

1.0 INTRODUCTION

1.1 Purpose of Procurement

The purpose of this Request for Proposal (RFP) is to select a qualified firm with experience in developing, managing and coordinating ~~beer-alcoholic beverage~~ programs for special events and festivals.

Based on the evaluation of the proposals, it is the intent of the KDDA to enter into a contractual agreement with the selected firm and to subsequently proceed with the process of developing and implementing the ~~Beer Festival~~Event in ~~2014~~2025.

Utilizing criteria described herein, the KDDA will select a firm to manage specific festival activities.

1.2 Basic Guidelines

All RFP documents will be evaluated by the KDDA. Any questions should be emailed to City Clerk at ~~detaylor~~lalvarez@kennesaw-ga.gov no later than 72 hours prior to bid opening. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion.

It is the intent of the KDDA to award a contract agreement to the responsible Proposer whose RFP is determined to be the most advantageous for the KDDA. The KDDA reserves the right to reject any and all bids submitted in response to this request and to waive any informalities or technicalities.

1.3 Restrictions on Communications with Staff

From the issue date of this RFP until a firm is selected and the selection is announced, Proposers are directed to submit all questions about this RFP including technical requirements, submission instructions, and any other general information to the City Clerk at ~~detaylor~~lalvarez@kennesaw-ga.gov. All questions concerning this RFP must be submitted in writing (e-mail preferred). No questions other than written will be accepted. No response other than written will be binding upon the KDDA.

2.0 DESCRIPTION OF REQUIREMENTS

2.1 Definition of Terms

The KDDA has established certain requirements with respect to the submission of the RFP.

Whenever the terms "shall," "must," "will," or "is required" are used in the RFP, the specification being referred to is a mandatory requirement of this RFP. Failure to meet any mandatory requirement will cause rejection of Proposers RFP.

Whenever the terms "can," "may," or "should" are used in the RFP, the specification being referred to is a desirable requirement and failure to provide any items so termed may not be cause for rejection, however, may cause a reduction in score awarded.

2.2 Scope of Work

The KDDA requires the services of a firm to develop and manage the ~~beer-alcoholic beverage~~ program for ~~a beer festival~~an event and the implementation and operation of specific elements of the

| ~~beer festival~~event.

The Scope is more specifically defined in the attached “Exhibit A”.

3.0 RFP SUBMISSION AND EVALUATION

3.1 Economy of Presentation

The RFP shall be prepared simply and economically, providing straight-forward, concise delineation of the Proposer’s capabilities to satisfy the requirements of this RFP. Emphasis on each statement must be on completeness and clarity of content. To expedite the evaluation of RFP’s, it is essential that Proposers follow the format and instructions contained herein.

3.2 Organization and Content of the Qualification Statement

The Proposer should provide information on the following items which will be evaluated.

3.2.1 Technical Experience:

- |
- A. Detail recent example of similar ~~beer~~ services for special events or festivals (1 page maximum for each example) that best illustrate the proposer’s ability to provide the requested services.
 - B. Discuss the scope of the work of the special event or festival.
 - | C. State the ~~beer~~ program schedule and budget.
 - D. Provide client reference name, address and telephone number.

3.2.2. Firm Organization:

- A. Provide an organizational chart of the firm that illustrates the functionality and the roles of key personnel.
- B. Provide one-page resumes for the manager and key personnel that will be primary contact(s) on this project. Each resume should indicate:
 - Years of experience providing applicable services
 - Examples of specific experience relevant to applicable types of special events or festivals
- | C. Describe previous experience in continuing consulting services of ~~beer~~ beverage programs for special events and festivals in the past five years.
- D. Identify the location of the firm and discuss how this could affect response time.

3.2.3. Project Management:

A. Describe how you will develop, manage and implement all facets of the ~~beer~~ program. Who will be the KDDA's primary point of contact? How will sub-consultants and sub-contractors be managed to maintain accountability?

B. Describe the way the firm would allocate staff resources to this project.

C. Discuss the firm's compliance program.

3.3 Submission of RFP

The packages shall be in **sealed envelopes** and identified as follows:

KDDA ~~Beer~~-Festival: Management Services Proposal

Three (3) copies of the proposal must be received no later than ~~3:00 pm January 15, 2014~~ ENTER DATE.

City Clerk
City of Kennesaw
2529 J.O. Stephenson Ave.
Kennesaw, GA 30144

3.4 Evaluation Criteria and Process

3.4.1 Review of RFP

All RFP's received will be reviewed to ensure all administrative requirements of the RFP package have been met by the Proposers. Each RFP will be reviewed to ensure that the Proposer submitted all information required in the RFP and all documents requiring a signature have been signed. Failure to meet these requirements may be cause for rejection. All RFP's that meet the administrative requirements will then be further evaluated by the RFP Review Committee.

Selection Process:

A review committee will review and rank (based on a total of 100 points) in order all responses to the Request for Proposal based primarily, but not exclusively, on the following factors:

Responsiveness to the RFP and compliance with RFP requirements (10 points)

Evaluation of the list of personnel specifically assigned to the proposed ~~project, —project,~~ including their qualifications, overall experience and recent experience on projects of similar scope and complexity to the proposed project (10 points)

Experience and Performance – Review of past performance on projects of similar scope and complexity as the proposed project; evaluation of client references (30 points)

Availability of the firm and the staffing to be assigned to undertake the project (10 points)

Fee Structure (40)

The rank order will be submitted to the KDDA Board of Directors for approval.

Negotiations will be undertaken with the highest ranked firm. If no agreement is reached, negotiations will be undertaken with the second ranked firm. This process will continue until an agreement is reached or the list of firms is exhausted.

If an agreement is reached, the resulting contract will be submitted to the KDDA Board of Directors for approval.

If no agreement is reached, a new process may be started based upon the needs of the City.

3.4.2 Award of Contract

Award of contract shall be made to the responsible Proposer whose RFP is determined to be the most advantageous for the KDDA. The KDDA reserves the right to reject any and all RFP's submitted in response to this RFP.

No vendor may withdraw his/her proposal within ninety (90) days after the actual date of the opening thereof.

4.0 Insurance Requirements

The Proposer shall provide Commercial General Liability Insurance that shall include, but need not be limited to, coverage for bodily injury and property damage arising from premises and operations liability, products and completed operations liability, blasting and explosion, collapse of structures, underground damage, personal injury liability and contractual liability. The CGL policy must include separate aggregate limits per Project and shall provide at a minimum the following limits:

- (i) Premises and Operations \$ 1,000,000.00 per Occurrence;
- (ii) Products and Completed Operations \$ 1,000,000.00 per Occurrence;
- (iii) Personal Injury \$ 1,000,000.00 per Occurrence;
- (iv) Contractual \$ 1,000,000.00 per Occurrence; and
- (v) General Aggregate \$ 2,000,000.00

The Contractor shall provide Commercial Business Automobile Liability Insurance that shall include coverage for bodily injury and property damage arising from the operation of any owned, non-owned, or hired automobile. The Commercial Business Automobile Liability Insurance Policy shall provide not less than \$1,000,000 Combined Single Limit Bodily Injury and Property Damage for each occurrence.

5.0 TERMS AND CONDITIONS

5.1 RFP Addenda

The KDDA reserves the right to addend the RFP prior to the date of submission. Addenda will be emailed to all bid holders no later than seventy-two (72) hours prior to the submission date or the addendum will include a postponement of the due date.

5.2 Conflict of Interest

If a Proposer has any existing client relationship(s) that involves the KDDA that would prevent their being objective, the Proposer must disclose such relationship(s).

5.3 Policy on Drug-Free Workplace

The final award of a contract is contingent upon the Proposer certifying to the KDDA that a drug-free workplace will be provided for the Proposer's employees during the performance of the contract as required by the "Drug-Free Workplace Act" (O.C.G.A. 50-24-1).

5.4 Policy on Hiring of Non-Resident Aliens (See Attachments)

6.0 CERTIFICATION

By my signature below, it is certified that my firm can meet all terms of the RFP and will perform the services specified.

Given under my hand this _____ day of _____, 2014.

Name of Firm

Signature

Title

Business Address

Email address

Sworn to and subscribed before me
this _____ day of _____, 2014.

Notary Public

My commission expires on the above date.

COMPENSATION

KDDA Beer Festival: Management of ~~Beer~~Beverage Program

Compensation for services shall be based on a percentage of total net revenue the festival earns after expenses. This includes revenue derived from ticket sales and merchandise sales. It excludes any percentage of sponsorships or food sales which shall be applied 100% to expenses.

Compensation proposed to perform tasks included in attached Scope of Work shall be %_____ to total net revenue.

Authorized Signature_____Date_____

Print/Type Name_____

Print/Type Company Name Here_____

Exhibit A
SCOPE OF WORK

The KDDA plans to host ~~the first annual Kennesaw Beer Festival in September 2014~~NEW FESTIVAL NAME HERE in 2025 in downtown Kennesaw. The KDDA intends to host the Festival in the Depot Park area (Exhibit B) which can be secured with controlled access and has power and water available, ~~multiple~~ stages for music and sufficient parking in the vicinity to support the festival. ~~The first year, general admission ticket sales are projected at 2,500 with up to 4,000 if the demand is there.~~ In addition to the general admission tickets, 150 VIP tickets will be sold which provide more extensive beer, food and merchandise. The KDDA intends to contract with an experienced management company to develop, manage and implement all aspects of the ~~beer-beverage~~ program. The KDDA will have primary responsibility for site set-up and logistics, food program, music program, security, City services coordination, sanitation, branding marketing program and ticket sales. In addition, the KDDA will have responsibility for the sponsorship program and securing volunteers necessary for the festival. The following scope-of-services are the management company's responsibility and should be addressed in the proposal.

1. Festival Plan

Hold kick-off session with Beer Festival Committee to define scope, plan, and logistics for ~~beer beverage~~ program. Based on this review, a Project Plan for the festival including location, layout, marketing strategies, beer, food, music, security, alcohol distribution compliance, VIP program, and merchandising will be developed. Company will be responsible for defining budget and schedules related to beer program and provide input on other aspects of festival.

2. Budget

Work with Festival Committee to develop a detailed budget accounting for all costs and revenue streams associated with beer program.

3. ~~Beer-Beverage~~ Program

The management company shall be responsible for the development and implementation of all aspects of the ~~beer-beverage~~ program for both general admission and VIP tickets. This will include all negotiations and commitments for ~~beer-beverages~~ provided through breweries and distributors, alcohol license, compliance with all state and local alcohol laws, delivery, storage, set-up and pouring of ~~beerbeverages~~. The KDDA desires to make this an exceptional ~~beer~~ festival by offering a broad range of drinks and beers not readily available to the general public. The goal is for the VIP program to be highly desirable by offering exclusive, one-of-a-kind beers. It shall be the KDDA's responsibility to provide the funding for beer purchases through sponsorships and ticket sales.

4. Accounting

The tracking of the expenditures and revenues shall be done through the KDDA's financial accounts managed by the City of Kennesaw Finance Department. The responsibility for accurate accounting of all costs and revenue shall be held jointly by the KDDA and management company.

5. Branding and Marketing

The KDDA shall have primary responsibility for developing a brand, marketing plan and implementation. This will include a logo, website, and social media. The management company shall be responsible for providing their expertise and experience in the development of the marketing program.

6. Compliance

Proposer will need to comply with the following:

(1) Review of all City of Kennesaw Code of Ordinances related to the distribution, possession and transportation of alcoholic beverages and shall comply with same.