

## **Tahoe Sierra Century Event Coordinator Request for Proposal**

### **Background**

The Tahoe Sierra Century (TSC) is an annual bike ride event in the North Tahoe/Truckee area with 30, 60, and 100 mile courses. The Century course is known for spectacular scenery from the three summits (Brockway, Tahoe Donner, and Donner Summit) and for the challenge of the hill climbs (over 7200 ft). The 30 and 60 mile courses are great for families and friends.

The TSC is the fundraiser for the FAN Club, the parent volunteer organization supporting the North Tahoe Middle and High school band programs. During its 13 years, the TSC has generated over \$270,000 for public school music education.

The event is a successful collaboration between the school band community and many key businesses in the area. The Village at Squaw Valley and Tahoe City Cross Country center offer substantial support by providing event staging and hosting venues free of charge. Firesign Pizza provides an after rider dinner at a greatly reduced cost. Other local and regional businesses provide products and services that are vital to the success of the ride.

The operation of the event involves a team of parent volunteers who manage the bank account, registration, permits, routes and safety, catering, sponsorships, and volunteers. Most band families volunteer their time during preparation, event day, and cleanup with the event generating 150+ volunteers for a total of over 1,000 hours every year. This operational model is one of the event's greatest assets – many riders return year after year on the strength of the friendly volunteers, excellent support, and interest in supporting Tahoe youth.

### **Future Needs**

While the event organization involves a structure developed and refined over 13 years of implementation, the context for the ride is ever changing. In recent years, the outdoor recreation event calendar in North Tahoe/Truckee has grown more and more crowded, increasing the competition for participants and the level of scrutiny, costs and requirements from permitting agencies. The 2015 event exposed deficiencies in the all-volunteer model in the context of an increasingly complex environment. After careful consideration, the FAN Club determined that increased professionalism for several of the key organizational tasks is necessary to assure successful future implementation. The FAN Club expects that professional expertise can help the Tahoe Sierra Century grow to be a more important asset to the local recreation-based economy and also continue to support the renowned North Tahoe band programs.

### **Contract Provisions**

The FAN Club will contract with an individual or business to provide three services. The event coordinator will be assisted throughout the year with a parent volunteer leadership team. The leadership team usually meets monthly between March – August to coordinate activities.

1. Event Coordination -- This is the Ride Director as shown on the attached organizational chart and includes establishing and managing the event budget, managing the parent leadership team, and

coordinating with sponsors, agencies, and band directors to produce the event. The 2013-15 Ride Director will be available throughout 2016 to answer questions concerning overall event coordination.

2. Permits -- Securing permits requires confirming routes and securing permits for use of roadways and rest stops. A database of past permits and contact information is available. This is the Permits Manager as shown on the attached organizational chart.
3. Promotion -- Promotional activities include developing the promotion plan and implementing a broad outreach strategy for locals and visitors that uses all media available. This is the Promotions Manager as shown on the attached organizational chart, and can be supported with parent volunteers as needed.

The FAN Club will retain rights to all aspects of the Tahoe Sierra Century, including but not limited to its name, logo, digital presence, and organizational structure. Although the contractor will work collaboratively with the volunteer leadership team and make regular reports to the FAN Club, he/she shall exercise independent control over the day-to-day operations of the event.

The term of the contract shall encompass the 2016 Tahoe Sierra Century event schedule, roughly extending from February, 2016 through October, 2016. The FAN Club shall evaluate the success and potential of this event business model following the 2016 event and could seek to renew the contract for future years.

### **Event Organization and Support Materials**

The TSC is a well-organized and well-documented event. The implementation structure includes a core parent leadership team of 11 individuals, each with established job descriptions, schedule of tasks, and necessary supporting materials. See the attached organizational chart for an overview of this structure. A new leadership team for 2016 will fill many of these volunteer roles, although past parent volunteers will be available for training and ongoing questions.

The FAN Club owns much of the support materials needed to present the event. This includes coolers, water jugs, event signs and banners, bike racks, and rest stop supplies. Additional supplies are generously provided each year by businesses in the community including staging at the Tahoe City Nordic Center, event hosting at the Village at Squaw Creek, and pop-up tents, tables, and chairs needed at the rest stops.

### **Request for Proposal Requirements**

#### *Contents*

RFP proposals must include:

1. Qualifications for completing the work, demonstrating experience with event production, collaborative teamwork, and knowledge of the North Tahoe/Truckee community;
2. Description of services to be provided, including method of assessing progress;
3. Schedule of work; and
4. Contract budget.

There is no pre-determined cost for this contract. The FAN Club will consider proposals that guarantee a flat fee, ones that provide incentives for the contractor to grow the event, or a combination of these or other proposals.

#### *Due Date*

All proposals must be submitted in pdf format electronically by December 30, 2015 to Kurt Heisinger, President FAN Club at [kurt@heisingers.org](mailto:kurt@heisingers.org) . No proposals should be longer than 7 pages, although supporting materials may be appended if needed. The FAN Club intends to interview top candidate(s) in January and hopes to award the contract at the February 9, 2016 FAN Club meeting.

#### *Award Process*

The FAN Club will assess proposals based on their completeness, experience demonstrated, overall approach to event production, and compatibility with the North Tahoe community-oriented nature of the FAN Club itself. The evaluation will consider the cost proposal, but will not award the contract based on cost alone. The FAN Club reserves the right to negotiate specific contract provisions.

#### *Proposal Assistance*

To assist in preparation of your proposal, you will find information about the ride at [www.tahoesierracentury.com](http://www.tahoesierracentury.com). Additionally, the following documents may be obtained from the website on the Who We Are/TSC Organization tab:

- Event Organization Chart
- Leadership Team Job Descriptions
- Annual Event Schedule
- Event Registration and Return to Fan Club (2009 – 2015)

All interested parties may attend an informal question/answer meeting December 11, 3 pm at the North Tahoe Middle School band room.