



Lake Tahoe  
Visitors Authority

**Lake Tahoe Visitors Authority**

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**REQUEST FOR PROPOSAL:  
Memorial Day Weekend Music Festival 2022**

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**OPENING DATE:** 2/16/2022

**QUESTIONS:** Through 3/1/2022 via email to [tony@LTVA.org](mailto:tony@LTVA.org)

**CLOSING DATE:** 3/14/2022

**AWARD DATE:** 3/18/2022

**BACKGROUND**

At the direction of the South Lake Tahoe Tourism Improvement District (SLTTID), the Lake Tahoe Visitors Authority (LTVA) would like to receive proposals for the planning and execution of a citywide three-day music festival, May 27-30, 2022. The purpose of the event is to drive destination awareness and overnight stays during a historically soft holiday period.

**RESIDENT PREFERENCE**

The intent of the Lake Tahoe Visitors Authority is to give preference to businesses and contractors in the Lake Tahoe area who contribute to the economy of the region by maintaining a business and giving employment to residents of the area. The preference will only be applied when bids are received that are similar in scope, experience, and organization. All resident preferences shall be verified by the selection committee.

**REQUEST FOR EVENT OUTLINE AND QUOTE**

Event(s) should be located and scheduled on the California side of the destination, including within the City of South Lake Tahoe city limits, and could extend as far as Camp Richardson.

A minimum of three locations/venues should be used each of the three days. However, the selection committee could consider more than three venues desirable and will evaluate submittals accordingly. Indoor and/or outdoor venues can be considered.

Suitable event producers and promoters would be responsible for the sourcing, booking, scheduling, and managing a complete three-day schedule of events, including obtaining necessary permits. All genres and themes will be considered.

To encourage community involvement, venues that wish to schedule acts at their own expense may be added to the festival and could be included in the official schedule.

Any ticketed events which require ticket purchase are acceptable, above and beyond the scope of this RFP, and may be added to the official schedule. Funds acquired by the ticket sales can be used to offset the expenses of the event, but all management of ticket sales should be included in the RFP. An outline of anticipated ticketed events, if applicable, and the use of funds acquired should be included in the RFP.

Producers and promoters will be responsible for the creation of promotional marketing materials, such as posters, which the LTVA will distribute digitally via their website, social media, and e-newsletter. All marketing materials will need to be approved by the LTVA before launch. The RFP should include any marketing or promotions that will be included.

Additional marketing will be provided by the LTVA to promote the festival within the target market.

Successful bidders will be required to provide proof of liability insurance, naming LTVA as additionally insured.

All RFP submittals should include the following:

1. Proposed schedule of events.
2. Summary of applicant's experience in activities related to the scope of services.
3. A detailed proposed budget to include: administrative fees, performing artist fees, technical/technician fees, equipment rental fees, etc.
4. An outline of how the results and success of the event will be aggregated and reported.

All submittals will remain confidential and will not be shared with anyone except the selection committee, SLTTID board members, and LTVA staff.

Questions can be submitted by email to [tony@LTVA.org](mailto:tony@LTVA.org) on or before March 1, 2022. All questions will be posted anonymously to [this document](#) together with the answers.

The all-inclusive budget should not exceed \$100,000.

### **APPLICATIONS**

Please submit your interest and subsequent proposals, by email to [tony@LTVA.org](mailto:tony@LTVA.org). In the subject line please type, 'Memorial Day Weekend Music Festival Proposal'. No phone calls, please.