



# OFFICE OF THE BROWN COUNTY AUDITOR

Cathy McNickle, County Auditor

5/17/22

## NOTICE TO ENTERTAINMENT CONSULTANTS

Notice is hereby given that sealed bids will be received in the Chambers of the Brown County Board of Commissioners at the Brown County Courthouse Annex, 25 Market Street Suite 1, Aberdeen, South Dakota; until the hour of 8:45 A.M on June 7, 2022, at said time and place all bids will be publicly opened, read and considered by the Brown County Board of Commissioners for: Project – Entertainment Consulting and Buying Services for the grandstand entertainment in years 2023, 2024, and 2025 at the Brown County Fair located on the Brown County Fairground, 400 24<sup>th</sup> Ave NW, Aberdeen, South Dakota.

Envelopes containing bids shall be addressed to the Brown County Auditor, 25 Market Street Suite 1, Aberdeen, South Dakota 57401 and be marked on the envelope.

“Brown County Fair Entertainment Consultant” to be opened on June 7, 2022.

CONTRACT: Brown County will give notice to the successful bidder that the proposal has been accepted and said bidder shall within ten (10) days thereafter enter into a contract with Brown County.

The Brown County Board of Commissioners reserves the right to accept or reject any or all bids that they deem to be in the best interest of Brown County, and to waive any informalities or irregularities therein. Brown County is exempt from all Federal Excise and State Sales Tax.

Copies of the specifications are on file at the Brown County Website [Brown.SD.US](http://Brown.SD.US); Brown County Fair Office 400 24<sup>th</sup> Ave NW Aberdeen, South Dakota 57401. PHONE: 605-626-7116 , Brown County Auditor’s Office, 25 Market Street Suite 1, Aberdeen, South Dakota 57401. Phone: 605-626-7110. and obtained at no charge.

*Cathy McNickle, Brown County Auditor*  
ATTEST: Cathy McNickle, Brown County Auditor

Published twice at the total approximate cost of \$\_\_\_\_\_.

25 Market St. Suite 1, Aberdeen, SD 57401

Telephone: (605) 626-7110

[Cathy.Mcnickle@BrownCounty.SD.Gov](mailto:Cathy.Mcnickle@BrownCounty.SD.Gov)

[BROWN.SD.US](http://BROWN.SD.US)



---

**Request For Proposals  
Entertainment Consultant for the Brown County Fair  
for years 2023, 2024, and 2025**

The Brown County Fair is seeking an experienced Entertainment Buyer to contract for services related to the Grandstand Entertainment during the Brown County Fair. The four evenings of entertainment includes the concerts on Wednesday, Thursday, Friday, and Saturday. This proposal is for a 3-year contract in 2023, 2024, and 2025.

**The proposal should discuss the Offeror's ability to provide, at a minimum the following functions and scope of work:**

- Artist acquisition
  - Providing knowledge of entertainment facts, figures, and trends.
  - Advise and inform County on entertainment options, generally seeking out options for four nights of shows during the annual County Fair.
  - Contract negotiations with artist and event management.
  - Prepare offers to be sent to artist.
  - Review and facilitate the contractual process between State and artists.
  - Liaison between artist management and County.
- Marketing
  - To work with County to secure an overall marketing plan with regards to selling of concert tickets.
  - To provide pictures and publicity items on artists.
- Advancing of dates
  - Review timelines.
  - Identify and address special needs and requirements.
  - Merchandise.
  - Catering.
  - Security.
  - Production.
  - Facilitate flow of artist promotion and media.
- On site artist and event management
  - Onsite/day of show, including but not limited to:
    - Onsite for duration of entertainment dates.
    - Oversee day of show operations, insuring timelines and overall contractual obligations are fulfilled.
    - Coordinate meet and greets if applicable.
    - Facilitate security meetings.
    - Assists in organizing artists merchandise sales.
    - Host special guests when applicable.
    - Ensure completion of all financial settlements.
    - Liaison between artist management and County.

**Brown County will award the contract based on the following factors:**

- Relationships and experience with artist management organizations, with onsite artist and event management, with other talent buyers and artist management groups for routing opportunities and the entertainment industry in general.
- Lists of nationally known artists, acts, and shows that your company has booked, and references from clients and Fairs using your company services.
- Knowledge of entertainment trends and market analysis, and years of experience directly related to booking entertainment, artists, acts, and events.
- Cost.
- The record of past performance including price and cost data from previous projects, quality of work, ability to meet schedules, cost control, and contract administration.



**Rachel Kippley, Manager**  
**McKenzie Bierman, Admin. Assistant**  
**Phone: 605-626-7116**  
**Email: [Fair@BrownCounty.sd.gov](mailto:Fair@BrownCounty.sd.gov)**  
**[www.browncountysdfair.com](http://www.browncountysdfair.com)**  
**400 24<sup>th</sup> Ave. NW**  
**Aberdeen, SD 57401**

- The specialized expertise, capabilities, and technical competence as demonstrated by the proposed approach and methodology to meet the project requirements.
- The familiarity with the Brown County Fair.
- The resources available to perform the work, including any specialized services, within the specified time limits for the project.
- The availability to attend the Brown County Fair.

Experience and reliability of the offeror’s organization are considered subjectively in the evaluation process. Therefore, the offeror is advised to submit any information which documents successful and reliable experience in past performances, especially those performances related to the requirements of this RFP.

- The qualifications of the personnel proposed by the offeror to perform the requirements of this RFP, whether from the offeror’s organization or from a proposed subcontractor, will be subjectively evaluated. Therefore, the offeror should submit detailed information related to the experience and qualifications, including education and training, of proposed personnel.

**Award Process**

- Brown County and the highest ranked offeror shall mutually discuss and refine the scope of services for the project and shall negotiate terms, including compensation and performance schedule.
  - If Brown County and the highest ranked offeror are unable for any reason to negotiate a contract at a compensation level that is reasonable and fair to the Brown County, Brown County shall either orally or in writing, terminate negotiations with the contractor. Brown County may then negotiate with the next highest ranked contractor.
  - The negotiation process may continue through successive offerors, according to ranking until an agreement is reached or Brown County terminates the contracting process.
- The County reserves the right to reject any or all proposals, waive technicalities, and make award(s) as deemed to be in the best interest of Brown County.

Return your proposal to the Brown County Auditor’s Office at 24 Market St Ste 1, Aberdeen, SD 57401, or you can email it to [Cathy.McNickle@browncounty.sd.gov](mailto:Cathy.McNickle@browncounty.sd.gov) by 8:45 AM on Tuesday, June 7, 2022.

**Sum for services 2023:**            \$ \_\_\_\_\_

**Sum for services 2024:**            \$ \_\_\_\_\_

**Sum for services 2025:**            \$ \_\_\_\_\_

**Three-Year Total:**                 \$ \_\_\_\_\_

\_\_\_\_\_

Company Name

\_\_\_\_\_

Contact Person’s Name (Printed)

\_\_\_\_\_

Company Address

\_\_\_\_\_

Contact’s Signature

\_\_\_\_\_

Phone Number(s)

\_\_\_\_\_

Contact’s E-mail