



**City of Racine, Wisconsin**  
**AGENDA BRIEFING MEMORANDUM**

**AGENDA DATE:** November 27, 2023 – Finance and Personnel Committee  
December 5, 2023 – Common Council

**SUBJECT:** Communication sponsored by Alder West, submitting bid results for Official Notice #12-2023 RFP Event Management Services Contract #2024002.

**PREPARED BY:** Tara McMenam, City Clerk/ Treasury Manager

**SUMMARY:** Official Notice #12-2023 for the management of Festival and Memorial Hall received two bids. The contract to begin on January 1<sup>st</sup>, 2024 through December 31<sup>st</sup>, 2025.

**BACKGROUND:** Official Notice #12-2023 RFP Event Management Services were received at 10:00 am on October 11th, 2023. The following bids were received:

VenuWorks     Ames, IA  
5k Events LLC   Racine, WI

After careful evaluation of all the bids that were received, the evaluation committee and Purchasing Agent recommend awarding this contract to 5k Events LLC.

Highlights of the application include the following:

- 5K Events is a local company to Racine, WI
- Established in 2010 the organization has orchestrated over 1,000 events nationwide.
- Implement a management software system for efficient scheduling, event coordination, and financial tracking.
- 5K Events LLC will identify key personnel who will be retained during the transition.
- 5K Events LLC will work with local partnerships such as DRC, Halo, Racine County Visitors, ETC to collaborate events and facilities management bringing more business to and back to Festival and Memorial Hall.

**RECOMMENDATION:** That the Purchasing Agent be authorized and directed to negotiate Contract #2024002- RFP Event Management Services, award the contract to 5K Events LLC, and execute a two year contract for the period 01/01/2024 and ending 12/31/2025.

**FISCAL NOTE:** Annual base management fee is estimated to be \$150,000 per year. Funding is available in #60686-52290 Management Fee.