

**Question and Answer Sheet**  
**Event Management Services for Lovettsville Oktoberfest**

Questions Received October 16, 2024

- **How much beer was sold in the past three the events that have taken place?**

2019 - approximately 17,066 (\$136,535 in revenue)

2022 - approximately 15,619 (\$142,354 in revenue)

2023 - approximately 10,000 (\$87,600 in revenue) - Tropical Cyclone Sixteen on Saturday of festival. Governor declared state of emergency on Friday, September 22, 2023

- **How does the Town close down streets? With police? DPW/streets team? Special equipment?**

The Town of Lovettsville works with the Loudoun County Sherriff's Office for all street closures. The town rents road closure barricades, and bike racks to use as barriers, in addition to cones. Per the RFP, Section 5.2, Traffic and Crowd Control: The Event Manager shall obtain appropriate crowd control, road closures, and people barricades for the Event in consultation with the Town and the necessary public safety agencies and as required by the Virginia Alcoholic Beverage Control Authority.

- **Is there an inventory of supplies that the event/Town owns such as barricades, signage, etc. available for use for the event and if so, what is that inventory?**

The Town of Lovettsville historically rented barricades to use for road closures and to block off areas during the event. Per the RFP, Section 5.2, Traffic and Crowd Control: The Event Manager shall obtain appropriate crowd control, road closures, and people barricades for the Event in consultation with the Town and the necessary public safety agencies and as required by the Virginia Alcoholic Beverage Control Authority.

The Town's inventory is mainly decorative with flags, banners, and items custom made for Oktoberfest such as our signature welcome towers, and wiener dog stadium components.

- **Can the event manager solicit sponsorship for the event?**

Per the RFP, section 5.2: The Event Manager may seek and obtain sponsors. To the maximum extent possible, the Event Manager should collaborate and include Lovettsville area businesses in the sponsorship pool so as to comport with the brand of Oktoberfest. The Event Manager shall be responsible for their own partnerships and/or sponsorships. All sponsorships solicited by the Town for portions of the Event that the Town is responsible for shall remain with the Town.

- **What specific involvement does the Town have with the event on each event day, for example an exhibit booth, branding recognition, volunteers, etc.?**

For 28 years, the Town of Lovettsville has solely run Lovettsville Oktoberfest in every aspect. Per this year's RFP, section 5.2: The Event Manager will have responsibility for

**Question and Answer Sheet**  
**Event Management Services for Lovettsville Oktoberfest**

the overall planning and execution of the Event at its sole cost and expense, however, in the spirit of maintaining the traditions of prior events, the Lovettsville Oktoberfest Planning Guidance Document, which is attached as Exhibit 2, should be consulted for additional details about specific characteristics of activities and how each activity has been historically executed. Further, there will be certain activities or aspects of the Event that the Town will manage. The Town will work exclusively with the Event Manager for purposes of providing the services contemplated by this RFP associated with the Town managed activities and aspects coinciding with the Event.

- **How much revenue did the Town receive from the past three events held?**

2019 - approximately \$219,472

2022 - approximately \$221,022

2023 - approximately \$172,000

- **What specialty events have taken place in the past?**

Per the RFP, section 5.2, Specialty Events: The Event Manager shall partner with local Lovettsville organizations to synchronize timing within the Event schedule and conduct inclusive Marketing for Specialty Events held as a traditional aspect of the main festival. Specialty Events may include the Lovettsville Lions Club Friday Night Dinner/Royalty Competition, Volksmarsch 5K & 10K walk/run/hike at Lovettsville Community Park, and the Pancake Breakfast at Lovettsville Elementary. Additional details regarding our traditional Specialty Events can be found in Exhibit 2, on Page 8 of the Oktoberfest Planning Guide Document.

- **With ABC laws requiring a non-profit to obtain ABC licenses how has the event obtained licenses in the past?**

The Town of Lovettsville works directly with Virginia ABC to obtain a Virginia ABC Banquet License. In 2023, the Town of Lovettsville worked directly with Virginia ABC to receive a Banquet License for each area of the festival to create an overlay district.

- **What branding material are already developed to support the marketing efforts? (i.e. event logo)?**

The Town of Lovettsville's Lovettsville Oktoberfest currently has a branded logo, a Facebook Page with 5,400 followers, and a website located at [www.lovettsvilleoktoberfest.com](http://www.lovettsvilleoktoberfest.com).

Questions Received October 24, 2024

- **Could you provide more details on the event elements that the Town will manage versus what the event manager will be responsible for?**

Per this year's RFP, section 5.2: The Event Manager will have responsibility for the overall

**Question and Answer Sheet**  
**Event Management Services for Lovettsville Oktoberfest**

planning and execution of the Event at its sole cost and expense, however, in the spirit of maintaining the traditions of prior events, the Lovettsville Oktoberfest Planning Guidance Document, which is attached as Exhibit 2, should be consulted for additional details about specific characteristics of activities and how each activity has been historically executed.

Further, there will be certain activities or aspects of the Event that the Town will manage. The Town will work exclusively with the Event Manager for purposes of providing the services contemplated by this RFP associated with the Town managed activities and aspects coinciding with the Event.

- **How is the financial contribution to the Town calculated and are there any additional costs the event manager should plan for?**

Per this year's RFP, Section 6.3 (8) Town Compensation: In consideration of the capital and recurring costs associated with the maintenance and upkeep of the Property, the Town seeks a contribution from the Offeror. Offerors should include in their submission the anticipated compensation due to the Town and how that will be calculated.

- **Is there a list of preferred or local vendors that the Town recommends for event services and sponsorships?**

Per this year's RFP, Section 5.2: The Event Manager may seek and obtain sponsors. To the maximum extent possible, the Event Manager should collaborate and include Lovettsville area businesses in the sponsorship pool so as to comport with the brand of Oktoberfest. The Event Manager shall be responsible for their own partnerships and/or sponsorships. All sponsorships solicited by the Town for portions of the Event that the Town is responsible for shall remain with the Town.

The resulting Events Management Firm will be provided a list of previous year sponsors. Sponsorships in the past have been primarily associated with the Town's community events and contests.

- **Could you clarify any specific security or staffing requirements for crowd control during the event?**

Per this year's RFP, Section 5.2, (L): Public Safety. At the direction of the Town of Lovettsville, the Event Manager shall coordinate with Loudoun County Sheriff's Office, Loudoun County Fire and Rescue, and VDOT to ensure that all appropriate measures are in place to ensure the safety of all.

- i. Traffic and Crowd Control. The Event Manager shall obtain appropriate crowd control, road closures, and people barricades for the Event in consultation with the Town and the necessary public safety agencies and as required by the Virginia Alcoholic Beverage Control Authority.
- ii. Security. The Event Manager shall obtain appropriate security personnel for the Event as deemed necessary in consultation with the Town and public safety agencies. Privately contracted, third party security services can be utilized to supplemental or partially supplant Loudoun County Sheriff's Office Deputies but

**Question and Answer Sheet**  
**Event Management Services for Lovettsville Oktoberfest**

cannot supplant the use of Loudoun County Sheriff's Office personnel, specifically for traffic control. The Event Manager is to provide overnight security of the Property until all the Property is returned to its "as found" condition and all event equipment or facilities are removed.

- **5. Are there any key performance indicators that will be used to evaluate the event management services provided?**

Per this year's RFP, Section 8.3: Term. This Agreement shall commence as of its effective date and shall terminate upon the Event Manager's completion of all of the responsibilities as required by this Agreement. The Town may elect to renew the Agreement for up to four (4) additional Events, upon these same terms and conditions unless otherwise agreed to in writing by the Parties. Within 14 days of the Town's issuing its notice of intent to renew the Agreement for an additional year, the Event Manager shall execute the renewal of the Agreement. Otherwise, the Town shall be permitted to issue a new solicitation for Event Management Services.

The performance of each event will be reflective of the Events Management Firm completing the requirements as described in the Lovettsville Oktoberfest Planning Guidance Document, which is attached as Exhibit 2. An evaluation tool has not been created to measure event performance. The performance of the Events Management Firm is contingent upon the comprehensive completion of the Oktoberfest.