

Addendum #1
Statement Of Qualifications
For
Talent Buyer Services For The City Of Yucaipa Special Events

The following questions/answers were provided to all potential Talent Buyers to ensure fair and equitable access to all SOQ submissions:

Question/Answers:

1. What are the three main special events and what are their event dates?
 - Yucaipa Music & Arts Festival (YMAF) – 1st weekend in May each year;
 - Autumnfest – typically the 2nd weekend in October;
 - Winterfest – the Saturday after Thanksgiving.
2. What is the first event that our services would be working towards?
 - The 2018 YMAF.
3. Can you please provide a list of past performers for each event?
 - YMAF: Three Dog Night, Great White, Berlin/Flock of Seagulls, Starship/Romantics, Dishwalla/Marcy Playground/Candlebox/Fuel, James Wesley, Rod Piazza
 - Autumnfest: Sarah Darling, Fortunate Son, The Spazmadics, Red Letter, James Wesley, BOE, Retroblast , Zephyrus
 - Winterfest: Wonderellas, Carolers, Christian Rock band – Yucaipa Christian Church.
4. Can you please provide an average budget for each event, both in its event aggregate and talent line item expenses?
 - Headline act budget for YMAF range: \$50,000 - \$65,000;
 - Autumnfest: \$3,000 - \$5,000
 - Winterfest: \$500
5. What is the total capacities and expected attendance for each event?
 - Venue Capacity: 5,000 to 7,000 standing; anticipate/desire same for YMAF attendance.
 - Autumnfest/Winterfest attendance 2,500 - 5,000.
6. Are you just looking for talent acquisition services, or are you also looking for production and activation help?
 - Just the talent acquisition services at this time.