



CITY OF LA MARQUE

REGULAR AGENDA of August 20, 2026

Notice is hereby given that the Special Events Committee of the City of La Marque, Texas will conduct a **Regular Meeting on August 20, 2026**, beginning at **6:00 PM** in the **Council Chambers at 1109-B Bayou Road La Marque, Texas as well as via video-conference hosted through Zoom (<https://cityoflamarque-org.zoomgov.com/>)**. The Zoom Meeting ID: 161 590 0667 and Passcode: 176781. In accordance with Section 551.127(b) of the Texas Government Code the presiding officer and a quorum of the Special Events Committee intend to be and will be physically present at 1109-B Bayou Road, La Marque, Texas. This location will be open to the public.

The Committee will meet for the purpose of considering the following agenda:

1. CALL MEETING TO ORDER
2. ROLL CALL
3. REPORTS
4. CITIZENS PARTICIPATION
LIMITED TO THREE MINUTES PER PERSON

Comments from the public will be heard at this time. Any person with city-related business who has signed up may speak to the Committee (limited to three (3) minutes). If wishing to speak give the Chair or presiding officer your full legal name and the item you wish to speak about. In compliance with Texas Open Meeting Act, the City may not deliberate on comments. Personal attacks will not be allowed, and personnel matters should be addressed to the City Manager during normal business hours. *Press *6 to mute or unmute if you are participating by telephone, press the unmute button if attending via zoom on a smartphone, tablet or computer, or stand if attending in person, and the presiding officer will call on you in turn.*

5. MINUTES
Approval of July 15, 2026 minutes.

5.I. Approval of July 15, 2026 minutes.

6. NEW BUSINESS
Items presented to the Committee for discussion and possible action:

6.I. Discussion and Possible Action: Review of proposals submitted in response to RFP 26-01, La Marque Tourism Events, and consideration of a recommendation to City Council.

7. REQUESTS AND ANNOUNCEMENTS

Requests by Committee Members of items to be placed on future agendas and announcements on city events/community interests TEX. GOV'T CODE §551.415. (b), "items of community interest" include: (1) expressions of thanks, congratulations, or condolence; (2) information regarding holiday schedules; (3) an honorary or salutary recognition of a public official, public employee, or other citizen, except that a discussion regarding a change in the status of a person's public office or public employment is not an honorary or salutary recognition for purposes of this subdivision; (4) a reminder about an upcoming event organized or sponsored by the governing body (5) information regarding a social, ceremonial, or community event organized or sponsored by an entity other than the governing body that was attended or is scheduled to be attended by a member of the governing body or an official or employee of the municipality or county; and (6) announcements involving an imminent threat to the public health and safety of people in the municipality or county that has arisen after the posting of the agenda

8. ADJOURNMENT

CERTIFICATION:

I hereby certify that the above notice of meeting was posted at 1109-B Bayou Road, La Marque, Texas on or before August 14, 2026 by 2:15 p.m.

Kandice Garrett, TRMC
Interim City Clerk

CITY OF LA MARQUE, TEXAS

REQUEST FOR PROPOSALS (RFP)

Tourism Event Planning, Production, Marketing, and Management Services
RFP No. 26-01 | FY 27 (October 1, 2026 - September 30, 2027)

KEY EVENTS SCHEDULE

The following schedule is subject to change by written addendum.

Milestone	Date / Detail
Issuance of RFP	July 30, 2026
Pre-Proposal Conference (non-mandatory)	N/A
Deadline for Written Questions	All Inquiries regarding the RFQ must be submitted to Worth Ferguson, Finance Director at w.ferguson@cityoflamarque.gov by August 7, 2026
Addenda Posted (if any)	August 12, 2026
Proposal Submittal Deadline	August 20, 2026, at 10:00AM CST (late proposals will not be considered)
Method of Submittal	Three (3) original copies, one (1) electronic copy on USB drive, suitable for reproduction by the City. Sealed delivery only to: City Clerk RFP #26-01 – Tourism Event Planning City of La Marque 1111 Bayou Road La Marque, TX 77568
Evaluation and Committee Review	August 20, 2026
Presentation to City Council	August 24, 2026
Anticipated Contract Negotiations	Following Council authorization
Final Contract Approval	By City Council at a future meeting

1. INTRODUCTION AND GENERAL CONDITIONS

1.1 About the City of La Marque

The City of La Marque (the "City") is located in Galveston County, approximately 15 miles south of Houston and four miles north of Galveston Island. La Marque is one of the fastest-growing cities in the county, with an estimated population of 20,000 and a total area of 14.25 square miles. The City has approximately 14.3 miles of Interstate 45 frontage, more than any other city in Galveston County, providing strategic access for residents, visitors, and businesses. Known

as the Gateway to the Gulf and the Hub of the Mainland, the City is committed to enhancing quality of life for residents while strengthening tourism, community engagement, and economic development. Additional information is available at www.cityoflamarque.gov.

1.2 Purpose and Overview

The City is soliciting competitive sealed proposals from qualified event producers, event management firms, tourism professionals, marketing agencies, and related entities (each a "Proposer") to plan, produce, develop, market, and manage one or more City tourism events during Fiscal Year 2027. The event concepts are described in Section 3. This is a portfolio solicitation: a Proposer may submit a proposal for any one, several, or all of the events, and the City may award one or more separate contracts, by event, to one or more Proposers.

The City's objective is to secure professionally managed, financially self-sustaining events that create measurable economic impact, increase visitor attendance, promote community pride, and support local businesses, while allowing Proposers substantial flexibility to design each event creatively. Proposers are encouraged to propose the programming, operations, sponsorship, and revenue model they believe will make each event successful and self-supporting with minimal or no financial contribution from the City.

1.3 Nature of the Opportunity and City Funding

The City intends that each awarded event be financially self-sustaining through Proposer-generated revenue such as sponsorships, vendor and exhibitor fees, ticketing, concessions, and similar sources. Except for the limited funding described in Section 4, the City does not intend to contribute City funds to the events. Any City financial participation, including Hotel Occupancy Tax funding, is limited, discretionary, not guaranteed, and subject to all applicable legal requirements and separate City Council approval. Award of a contract does not guarantee any particular attendance, revenue, or City support.

1.4 Multiple Awards and Award by Event

The City reserves the right to award multiple contracts and to make awards on an event-by-event basis if determined to be in the City's best interest. The City makes no representation that any award will result from this RFP.

1.5 Type of Agreement

The City enters into any resulting agreement in its governmental capacity and not a proprietary one. A selected Proposer will be required to enter into a written agreement with the City in a form to be provided by the City and approved by the City Attorney. Each event agreement is expected to address, among other things, use of City property and rights-of-way, insurance, indemnification, permits, security and emergency management, sanitation and site restoration, compliance with law, and the parties' respective financial responsibilities. A sample agreement will be provided by separate addendum or attachment and incorporated into this RFP.

1.6 Public Information

Proposals and responses are subject to the Texas Public Information Act (Tex. Gov't Code Ch. 552). A Proposer that believes its proposal contains trade secrets or confidential commercial or

financial information must clearly identify those portions; the City will handle any such claim in accordance with the Act, and the City makes no assurance that information will be withheld.

1.7 Reservation of Rights

The City reserves the right, in its sole discretion, to: reject any and all proposals; waive any informality or irregularity; award in whole or in part; award multiple contracts or none; issue addenda; request clarifications, discussions, revisions, or best and final offers; negotiate with one or more Proposers; re-solicit; and modify, suspend, or cancel this RFP at any time. Acceptance of a proposal for review does not obligate the City in any way.

1.8 No Reimbursement of Proposal Costs

All costs incurred in preparing and submitting a proposal are the sole responsibility of the Proposer. The City will not reimburse any Proposer for any cost associated with this RFP.

1.9 Single Point of Contact and No-Contact Provision

The sole point of contact for this RFP is the individual designated by the Finance Department in the addenda or solicitation notice. All questions must be submitted in writing to that contact by the deadline in the Key Events Schedule, and all binding responses will be issued only by written addendum. To preserve the integrity of an open and competitive process, Proposers and their representatives shall not contact members of the City Council, the Special Events Committee, or other City staff concerning this RFP. Attempts to influence the procurement outside the designated channel may result in disqualification.

1.10 Clarifications, Addenda, and Interpretations

Only written addenda issued by the City are binding. Verbal responses and interpretations are without effect. Proposers must acknowledge all addenda with their proposals. Proposers should promptly notify the City of any ambiguity, error, or omission discovered in this RFP.

1.11 Conflict of Interest and Interested Party Disclosure

Each Proposer must comply with Chapter 176 of the Texas Local Government Code and submit a Conflict of Interest Questionnaire (Form CIQ) as required. If a resulting contract requires action by the City Council or has a value of at least \$1,000,000, the selected Proposer must file a Certificate of Interested Parties (Form 1295) with the Texas Ethics Commission before execution, as required by Section 2252.908.

1.12 Statutory Verifications and Certifications

As applicable and to the extent required by law, the selected Proposer must provide verifications and certifications including: verification regarding boycotts of Israel (Tex. Gov't Code Ch. 2271); verification regarding boycotts of energy companies and discrimination against firearm entities for contracts meeting the statutory thresholds (Ch. 2274); the foreign-terrorist-organization certification under Section 2252.152; and non-collusion, debarment, nepotism, and property-tax certifications. Required forms will be included in the solicitation's appendices.

1.13 Insurance and Indemnification

The selected Proposer, as an independent contractor, will be required to carry insurance in types and amounts specified in the resulting agreement, name the City as additional insured

where appropriate, and provide certificates before any event. The agreement will require the Proposer, to the extent allowed by law, to defend, indemnify, and hold the City harmless from claims arising out of the Proposer's operations. Specific limits and terms will be set out in the agreement and applicable event requirements.

1.14 Equal Opportunity and Non-Discrimination

The City is an equal opportunity entity. The Proposer shall not discriminate against any person on any basis prohibited by law in the provision of goods, services, and accommodations at the events or in employment and contracting, and shall comply with the Americans with Disabilities Act.

2. PROCUREMENT PROCESS AND EVALUATION

2.1 Procurement Method

This procurement will be conducted using competitive sealed proposals. The City has determined that this method provides the best value for these services. Award will be made to the responsible Proposer whose proposal is determined to be the most advantageous to the City for a given event, considering the relative importance of the evaluation factors stated below. This is a best-value determination and is not limited to the lowest price or to qualifications alone.

2.2 How to Submit a Proposal

Proposals must be submitted in the format and by the method and deadline stated in the Key Events Schedule and any addenda. Proposals received after the deadline will not be considered. Proposers should organize their submissions to address the proposal content requirements in Section 5 and should clearly identify each event for which they are proposing.

2.3 Evaluation Criteria

Each event proposal will be evaluated and scored independently against the following weighted criteria. The City may adjust these weights for a specific event by addendum before the submittal deadline.

Evaluation Criterion	Weight
Event concept, creativity, and quality of design	25%
Financial model and self-sufficiency (minimal or no City funding required)	25%
Proposer qualifications, experience, and references	20%
Direct financial and economic benefit to the City and local businesses	15%
Marketing and destination promotion plan	10%
Operations, safety, and risk management approach	5%
Total	100%

2.4 Evaluation and Selection Process

An evaluation committee of City staff, working with the Council-appointed Special Events Committee, will review and rank proposals against the published criteria. The City may conduct discussions with, and request clarifications, revisions, or best and final offers from, Proposers determined to be reasonably qualified for award. All Proposers within a competitive range will be treated fairly and equally with respect to any opportunity for discussion and revision. The committee will present its evaluation and recommendation to the City Council. The City Council will determine which event proposals to move forward. City staff will then negotiate proposed contracts for the selected events, and each final contract will be brought back to the City Council for approval before execution.

2.5 Equal Footing and Independent Specifications

This RFP describes the City's objectives for each event in general and functional terms so that Proposers may compete on an equal basis. The City is not obligated to adopt any Proposer's proprietary concept. All Proposers will receive equal access to this RFP, to any pre-proposal conference, and to all addenda. These measures are intended to ensure that selection is based on the published criteria and not on any advantage derived from participation in prior information-gathering.

2.6 Oral Presentations

The City may, at its option, invite one or more Proposers to make oral presentations or answer questions. Oral presentations, if held, are for clarification and do not change the written proposal unless confirmed in a best and final offer.

3. SCOPE OF SERVICES AND EVENT PORTFOLIO

3.1 General Expectations for All Events

For each event a Proposer is awarded, the Proposer will be responsible, at its own cost except as otherwise agreed, for professional planning, production, marketing, and on-site management, including as applicable:

- Securing all permits, licenses, and approvals, and complying with all City ordinances and applicable law;
- Coordinating with the City and, where required, obtaining Fire Marshal approval (including for any fireworks or pyrotechnic or laser display) and complying with the City's alcohol policy and Texas Alcoholic Beverage Commission requirements for any alcohol service;
- Providing adequate security, crowd control, emergency medical services, sanitation, and traffic control, and submitting a security and emergency management plan when required;
- Providing accessibility in compliance with the Americans with Disabilities Act;
- Recruiting and managing vendors, including confirmation of required health-department and sales-tax registrations;
- Maintaining, cleaning, and restoring any City property, park, or right-of-way used, and carrying required insurance naming the City as additional insured; and

- Coordinating scheduling, marketing approvals, and use of City marks with the City's designated representative.

3.2 How to Propose on Events

A Proposer may propose on any one or more of the events below. For each event proposed, the Proposer should present its event design and programming, operations and staffing plan, marketing and sponsorship plan, financial model and budget (including any City support requested and the anticipated financial benefit to the City), timeline, and relevant experience. The "City Objectives" listed for each event are the outcomes the City seeks; the "Potential Components" are illustrative only and are not mandatory. Proposers are encouraged to improve upon, combine, or add to these concepts, and to propose entirely new events under Section 3.6.

3.3 Location: Mac McGaffey Highland Bayou Park

La Marque Bayou Fest

An annual music festival and cook-off celebrating the City's bayou, natural resources, recreation opportunities, and coastal culture.

City Objectives:

- Spring festival
- Live music
- Cook-off in partnership with the Texas City La Marque Chamber of Commerce
- Food, craft, and retail vendors

Potential Components (illustrative, not mandatory):

- Outdoor recreation activities
- Family attractions
- Fishing and nature programming

Life and Liberty Celebration

A patriotic community event honoring civic pride, military service, first responders, and community engagement.

City Objectives:

- Held the Saturday before the 4th of July
- Family-friendly policies for outside coolers and food, consistent with City policy
- A fireworks show or patriotic laser display, subject to Fire Marshal approval and permitting

Potential Components (illustrative, not mandatory):

- Ceremonial presentations
- Live entertainment
- Family activities
- Educational exhibits
- Car show
- Pickleball tournament

Kite Festival and Vendor Extravaganza

An outdoor event featuring recreational water and wind activities with regional food and retail vendor participation.

Potential Components (illustrative, not mandatory):

- Kite demonstrations
- Vendor marketplace
- Food trucks
- Children's activities
- Live entertainment

Kids' Fish Event

A youth-focused recreational event promoting outdoor activities and environmental stewardship.

City Objectives:

- Youth fishing tournament

Potential Components (illustrative, not mandatory):

- Fishing clinics
- Conservation education
- Community partnerships
- Kids activities

3.4 Location: Downtown La Marque

Fair on the Square

An outdoor event showcasing downtown businesses, artisans, vendors, and entertainment while driving economic activity within the City's Renaissance District.

City Objectives:

- Held in October
- Small carnival
- Petting zoo with mini horses for children
- Music on stage
- Old Smoky Cook-Off
- Local school district performances (Texas City, Hitchcock, Santa Fe, Dickinson)

Potential Components (illustrative, not mandatory):

- Artisan vendors
- Food vendors
- Live entertainment
- Community activities
- Business participation

Play Downtown, Art and Talent Show

An event promoting the arts, including acting, theater, visual art, and music, while encouraging downtown recreation, community engagement, and activation of public spaces, and showcasing local artists, performers, students, and creative talent.

City Objectives:

- Held the weekend before Thanksgiving
- Outdoor theatrical stage play
- Live music
- Partnership with El Lugar for an indoor vendor market, or a comparable indoor vendor market

Potential Components (illustrative, not mandatory):

- Art exhibition or art walk
- Interactive art demonstrations
- Food vendors
- Talent competitions

3.5 Location: To Be Determined

Juneteenth Celebration

A cultural and heritage event celebrating freedom, education, and community through entertainment, exhibits, and community partnerships.

Potential Components (illustrative, not mandatory):

- Demonstration of the historical significance of Juneteenth in La Marque
- Live performances
- Educational workshops

Food Truck Park / Farmers Market

A food-centered event or recurring attraction showcasing local and regional food vendors while creating a destination gathering space for residents and visitors.

City Objectives:

- Food trucks
- Live entertainment
- Vendor marketplace
- Family-friendly activities

Summer Youth Program

A seasonal youth enrichment program providing educational, recreational, cultural, and leadership opportunities during the summer months.

Potential Components (illustrative, not mandatory):

- STEM activities
- Arts and crafts
- Sports and recreation
- Leadership development

- Community engagement opportunities

Back on Track Field Day

A collaborative event focused on family health, wellness, recreation, and regional partnerships, inviting leadership from the City, neighboring municipalities, local businesses, civic organizations, schools, churches, chambers, and clubs to participate in a friendly competition modeled on an elementary school field day (for example, sack races, tug of war, relay sprints, obstacle courses, softball, pickleball, and dodgeball) for community goodwill. Revenue-generating activities such as a dunk tank or fundraising booths are encouraged, subject to any applicable charitable-solicitation and raffle requirements.

City Objectives:

- Partnerships with local and regional school districts
- Field competitions
- Educational activities
- Wellness initiatives
- Family engagement opportunities
- Community participation

3.6 Additional and Alternative Concepts

Proposers are encouraged to propose additional or alternative concepts for the City's consideration, including new events not listed above, recurring monthly or seasonal programming, emerging event trends or new destination experiences, and strategies to increase overnight visitation and visitor spending. Additional concepts will be evaluated under the same criteria in Section 2.3.

4. FUNDING AND FINANCIAL CONSIDERATIONS

The City expects each event to be financially self-sustaining. The following limited funding may be available, subject to the conditions stated. None of the following is guaranteed.

4.1 Music Festival Funding

Through existing partnerships, up to \$60,000 may be available to support the development and implementation of a signature music festival (La Marque Bayou Fest), subject to confirmation of the sponsors' written commitments and to handling of any such funds through the City's financial controls. Proposers should describe how they would use and leverage this support.

4.2 Hotel Occupancy Tax (HOT) Funding

For a qualifying event, the City Council may consider allocating up to \$10,000 in Hotel Occupancy Tax funding per eligible event. HOT funds may be used only for expenditures authorized by Chapter 351 of the Texas Tax Code, which requires that each expenditure both directly promote tourism and the convention and hotel industry and fit within a statutory category. Not all events described in this RFP will qualify. Any HOT allocation is discretionary, is subject to a separate application, City Council approval, and the applicable posting and reporting requirements, and is not guaranteed.

4.3 Sponsorship Opportunities

The City intends to develop and distribute sponsorship materials to local, regional, and corporate partners and welcomes recommendations on maximizing sponsorship participation. Any City-facilitated or pass-through sponsorship funding will be handled through appropriate agreements and controls, will serve a public purpose, and is not guaranteed. Proposers should describe their own sponsorship and revenue strategies for each event.

Sponsorship Content Standards

City tourism events, and the sponsorships and advertising associated with them, are family-oriented community and tourism activities. The City's sponsorship and event-advertising program is a limited, nonpublic forum. It is not a public forum for expressive activity, and the City retains editorial control over which sponsors and sponsorship categories are accepted and over all sponsorship and advertising content. The City's acceptance of a sponsor is not an endorsement by the City of the sponsor or of any view the sponsor may hold.

All sponsors and all sponsorship and advertising materials are subject to the City's prior written approval, which the City will administer on a viewpoint-neutral basis and apply consistently to all sponsors. Regardless of the viewpoint expressed, the City will not accept, and the Proposer shall not solicit, accept, or display in connection with a City event, any sponsorship or advertising that:

- (a) supports or opposes a political candidate, officeholder, political party, political committee or action committee, political organization, or ballot measure, or that contains a political campaign or electioneering message;
- (b) advocates for or against a political, religious, or social cause or position, or promotes a person or organization whose primary purpose is such advocacy, or that a reasonable person would understand as the City taking a side on a matter of political or social controversy;
- (c) is unlawful, false or misleading, defamatory, obscene, or sexually explicit, or that promotes violence or illegal activity;
- (d) disparages any person or group on the basis of a characteristic protected by law; or
- (e) promotes products that are unlawful for minors, including tobacco, e-cigarette or vaping, or cannabis products.

These standards are content categories that the City applies to every sponsor equally and without regard to the particular views expressed. The City may decline or discontinue any sponsorship that does not meet these standards or that could reasonably be understood to associate the City with a political, religious, or otherwise controversial message. Accepting a sponsorship does not create a public forum and does not entitle any sponsor to display messages outside these standards. Nothing in this Section limits the City's separate obligations under Texas law, including Chapters 2271 and 2274 of the Government Code.

4.4 Revenue to the City and Cost Sharing

Proposers are invited, but not required, to propose revenue-sharing, facility fees, or other direct financial benefits to the City, and to address responsibility for event-control costs such as police, fire, EMS, traffic, and sanitation.

5. PROPOSAL CONTENT AND SUBMISSION REQUIREMENTS

To be considered responsive, a proposal should include the following. Proposers should present event-specific information separately for each event proposed.

- Cover letter signed by a person authorized to bind the Proposer, identifying each event for which the Proposer is submitting;
- Firm qualifications, relevant experience, and organizational and staffing information, including key personnel;
- At least three references for events of similar type, size, and scope, with contact information and dates;
- For each proposed event: event design and programming; operations, staffing, security, and logistics plan; marketing and destination-promotion plan; sponsorship and revenue plan; financial model and budget, including any City support requested and anticipated financial benefit to the City; and proposed timeline;
- Any additional or alternative concepts under Section 3.6;
- Acknowledgment of all addenda;
- A statement of any exceptions to the RFP or the sample agreement, by section; and
- Completed required forms and certifications identified in Section 6.

6. REQUIRED FORMS AND APPENDICES

The following forms and appendices will be attached to this RFP and, where indicated, must be completed and returned with the proposal or before contract execution. (Forms to be attached by the City.)

- Proposal / submittal cover sheet and addenda acknowledgment;
- Conflict of Interest Questionnaire (Form CIQ), Tex. Loc. Gov't Code Ch. 176;
- Certificate of Interested Parties (Form 1295), filed upon award where required;
- Verification regarding boycotts of Israel (Ch. 2271);
- Verification regarding energy companies and firearm entities (Ch. 2274), where applicable;
- Foreign-terrorist-organization certification (Section 2252.152);
- Non-collusion statement; debarment certification; nepotism statement; property-tax statement;
- Insurance requirements and sample certificate