

Millcreek

1330 East Chambers Ave
Millcreek, UT 84106

Request for Qualifications

Ice Skating Consultant for the Millcreek Magic Ice Show

Due August 25th, 2026, at noon MST

1. **Introduction.** Millcreek (the “City”) is requesting proposals (“Proposals” or “Responses”) from qualified proposers (“Proposers”) to provide Ice Skating Consultant services (“Services”) for the Millcreek Magic Ice Show at Millcreek Common, 1354 East Chambers Avenue, Millcreek, Utah (the “Project”).

1.1. **Intent.** This Request for Qualifications (this “Request”) intends to set forth the minimum acceptable requirements for Responses to this request.

2. **Background and Detailed Description of Services.** The City was incorporated in December of 2016 and currently has an approximate population of 65,000. Millcreek has a moderate number of active commercial enterprises, including small businesses, in a broad spectrum of residential strata. Millcreek has many public and private schools, major hospitals, clinics, libraries, and community-supporting non-profit headquarters. Fifty percent of households are starter homeowners, young professionals, and generationally established.

The Services are as follows: The Proposer will serve as Ice Skating Consultant for the Millcreek Magic Ice Show from August 25, 2026, through December 11, 2026. Performance dates are November 27, 28, 29, 2026. The Proposer will collaborate with Millcreek staff and production partners to develop and carry out the artistic vision for the ice-skating portion of the show, including casting, choreography, rehearsals, performer direction, and on-site production support.

The Proposer will conduct auditions; select and organize skaters; develop choreography suited to performer ability, music, staging, and the overall production concept, consistent with the Arctic Polar theme and storyline; set rehearsal expectations; lead on-ice rehearsals; provide constructive coaching; and coordinate with the Events Manager and production team. The selected Proposer must attend and lead the full dress rehearsal scheduled for Wednesday, November 25, 2026. The dress rehearsal shall include performers, music, costumes, technical elements, and any other production components available for the final performances. The consultant is responsible for managing rehearsal flow, making final artistic and operational adjustments, coordinating with City staff and technical personnel, and ensuring performers are prepared for the Thanksgiving weekend performances. Attendance for the entire rehearsal is required. The Proposer shall oversee skating performances during the show weekend and must foster a professional, positive, safe, and inclusive environment for performers of varying ages and skill levels.

The anticipated maximum commitment is approximately 67 hours. This includes 8-12 hours of online meetings; approximately 24 hours of on-ice rehearsals, based on two hours per week for three months before the event; three hours for auditions; approximately 16-18 hours for Millcreek dress rehearsals and performances; and 5-10 hours for additional planning and collaboration.

3. **Proposal Requirements.** An electronic copy of the Proposal in PDF format must be submitted to Rachel Nasse at rnasse@millcreekut.gov by noon local time on August 25, 2026. Any response, modification, or amendment received after the due date and time is considered late. No late response, modification, or amendment will be accepted. No electronic Responses will be accepted except for the PDF copy described above. Proposals must include the following elements and be signed by an authorized representative of the Proposer:

3.1. **Letter.** A letter expressing an interest in providing the Services should be included. The introductory letter should be addressed to:

Millcreek City Hall
1330 East Chambers Ave
Millcreek, UT 84106
rnasse@millcreekut.gov

Include an e-mail address for the consultant's primary contact.

3.2. **Experience and Qualifications.** In the letter, describe the Proposer's experience and qualifications to meet the requirements of the City as outlined herein. Include a summary of relevant professional skating, choreography, coaching, directing, or production experience. Identify any proposed assistants who would be involved in providing the requested Services and submit statements or resumes detailing their qualifications. The Proposal should describe experience working with skaters of varying ages and abilities, managing rehearsals, creating choreography, collaborating with production teams, and directing live performances.

3.3. **Project Approach.** Describe in the letter the following:

A. Provide your understanding of the Project and describe your proposed approach to artistic direction, rehearsal management, and performance delivery.

B. Submit a comprehensive work plan that outlines your approach to: Auditions and performer selection, casting decisions, choreography creation and development, rehearsal planning and coordination, communication with performers and stakeholders, safety protocols and best practices, collaboration with technical and production personnel, show-week responsibilities, including performance oversight and event execution.

B. Submit a detailed work plan outlining auditions, casting, choreography development, rehearsal scheduling, performer communication, safety practices, technical collaboration, and show-weekend responsibilities.

C. Describe your availability from August 25, 2026, through December 11 2026, including your ability to attend rehearsals on Wednesday, November 25, 2026, and performances scheduled over Thanksgiving weekend, Friday, Saturday and Sunday at 5pm and at 7pm.

3.4 **References.** Include the name, address, and contact person of government or private agencies with which the Proposer has provided a similar service

and can attest to the performance of relevant projects. The City may contact such references and do its own investigations, which, depending on the investigation, may result in disqualification based on the City's sole and absolute discretion.

4. **Evaluation Criteria and Scoring Process.** An evaluation committee will review all Proposals received. Each evaluation criterion has been given a percentage based on its relative value. The requirements and each associated percentage are as follows:

- Experience and Qualifications (50%)
- Project Approach (50%)
- References (references are a mandatory minimum requirement, and the City may conduct its investigation, and the result of the investigation at any time during the solicitation process may result in a disqualification based on the City's sole and absolute discretion)

6. **Selection.** The City's designee may conduct discussions with Proposers who are being considered to be selected for the award. In addition, one or more Proposers may be invited to participate in an interview; however, Proposals may be accepted without discussion or interview. The Mayor or her designee will make the award.

7. **General Information.** The City reserves the right to reject any and all Responses. The City reserves the right to amend, modify, or waive any requirement set forth in this Request. Response to this Request is at the Proposer's sole risk and expense. All Proposers must comply with applicable federal, state, and local laws and regulations. The City anticipates selecting one of the responding Proposers, but there is no guarantee that any responding Proposer will be selected. Responses will be placed in the public domain and become public records subject to examination and review by any interested parties in accordance with the Government Record Access Management Act (Utah Code Ann. § 63G-2-101, et seq.). All materials submitted in response to this Request will become the property of the City and will be managed in accordance with the Government Record Access Management Act.

8. **Terms of Contract.** The successful Proposer must contract with the City to provide the services described herein. If the selected Proposer and the City Attorney are unable to negotiate an acceptable agreement, then another Proposer(s) will be selected by the Mayor or her designee, and negotiation will continue with such other Proposer(s) until an acceptable agreement is completed.

9. **Contact Person.** For more information on the Proposal, contact Rachel Nasse, 1330 East Chambers Ave, Millcreek, UT 84106, rnasse@millcreekut.gov, or for Americans with Disabilities Act (ADA) accommodation, contact the ADA coordinator at adainfo@millcreekut.gov.