



Request for Proposals

Entertainment at
Diamond Tooth Gerties Gambling Hall
Dawson City, Yukon



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Entertainment Contract

Diamond Tooth Gerties Gambling Hall

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The Klondike Visitors Association (KVA) hereby requests formal proposals to produce entertainment at Diamond Tooth Gerties Gambling Hall (Gerties) for three seasons, May through September, commencing May 2023 and ending September 2025. Interested producers are asked to submit a clearly marked, complete proposal, by mail, emailed document, or in person, addressed to:

DTG Entertainment Proposal

Attention: Ricky Mawunganidze, Executive Director
Klondike Visitors Association
Box 389
Dawson City, Yukon Y0B 1G0

Contacts for additional information:

Ricky Mawunganidze, Executive Director; rmawunganidze@dawson.net or,
Viki Paulins, Casino Manager; vpaulins@dawson.net

Deadline for information requests is September 26, 2022

Deadline for receipt of proposals is October 12, 2022

***Qualifying proposals will be evaluated by KVA based on a combination of price and quality.
KVA reserves the right to not accept the lowest price or any proposal as submitted.***

www.DiamondToothGerties.ca

Background

Diamond Tooth Gerties (Gerties)

Gerties is distinguished as Canada's oldest gaming establishment. Gerties is an iconic visitor attraction, featuring a unique Klondike Gold Rush themed entertainment experience that includes high energy shows, licensed gaming with slots, poker, blackjack, red dog, multi-action blackjack and roulette, a full service bar and food. The venue seats approximately 300 people. The main floor area has table games, slot machines, bar & seating area, as well as show seating at the front near the stage. A second floor balcony has some additional show seating.

www.DiamondToothGerties.ca

Klondike Visitors Association (KVA)

KVA is a non-profit organization located in Dawson City, Yukon. KVA's mandate includes destination marketing, hosting special events, and the operation of attractions, including Diamond Tooth Gerties Gambling Hall.

www.KVADawson.com

Dawson City

Dawson City is a small but vibrant community and popular tourist destination. Dawson City has thriving first nations culture and heritage, mixed with gold rush history, from the times of the Klondike Gold Rush. Dawson City attracts approximately 100,000 visitors from all over the world, primarily during the summer months. The population today is approximately 2,500 year-round and 4,500 during the summer season.

www.DawsonCity.ca

Gerties Shows

The following summary of Gerties' current entertainment format is provided for context and background purposes. It is not intended to be read as a required template for submissions.

The season is from early May to late September (approximately 145 nights) - typically seven nights/week and three different shows/night plus three 20-minute musical sets prior to each show (piano and side musician)

Miss Diamond Tooth Gertie is the casino's renowned "hostess". Gertie and the Gold Rush Cancan girls entertain visitors nightly with three different lively shows filled with song, dance and shenanigans.

Following the shows, Miss Diamond Tooth Gertie and dancers are required to remain in the house, in character, for not less than 25 minutes after each show to mingle and to pose for photos.

Shows should all be in good taste and be oriented to appeal to a casino clientele that varies in composition throughout a typical evening. Clientele at the first show

are generally seniors/motor coach passengers, while second show spectators are somewhat younger and expecting a slightly more adult product. The late show generally draws a younger crowd, and the producer has leeway to move further into the 21st century style and music while still remaining cognizant of, and reflecting, the historic theme of the facility.

RFP Framework

KVA encourages submissions that propose creative, cost effective, high quality entertainment alternatives that may be outside of the current show format - within the context of the background, framework and criteria set out in this RFP. *(As an example only – consideration could be given to a combination of formal stage performances and unscripted historic figures interacting with patrons throughout the evening.)*

- ❖ Price ceiling of \$360,000 plus GST per season
- ❖ All entertainment to be professional quality and Klondike Gold Rush themed.
- ❖ Miss Diamond Tooth Gertie should be the featured lead character.
- ❖ Entertainment mix should be energetic and upbeat with music, song, dance (including Cancan) & theatrical components.
- ❖ Peak Season from mid-May to mid-September (approximately 125 nights). Entertainment is required 7 nights/week with a minimum of 2 stage shows/night (e.g. at 8:30 pm & 10 pm) plus additional entertainment components.
- ❖ Shoulder seasons in May & September: (approximately 20 nights) Entertainment may be scaled down but is required each night with a minimum of 1 stage show/night (e.g. 10 pm) plus additional entertainment components.

RFP Criteria

RFP submissions should clearly identify the following:

1. Price (*Pricing will not be the deciding factor of selection but is still an important component*)
 - a. The proposed total price and price/year
 - b. Details of all cost categories and corresponding amounts (including applicable GST)

2. Qualifications
 - a. Describe business and artistic experience and qualifications of the producer / company, including the professional background of principals.
 - b. Provide current references, letters of reference, reviews, media articles, video or any other relevant material supporting the producer's/ company's experience and qualifications.
 - c. A brief summary of the organization/company philosophy regarding the role of arts in the community as a whole.

3. Proposals
 - a. Describe the overall concept and artistic vision for Gerties entertainment
 - b. Provide detailed descriptions of proposed entertainment including, but not limited to: cast, roles, scripts, sets, choreography, music, technical support (light, sound, other).

4. Awareness
 - a. Indicate how you became aware of this Request for Proposals