

REQUEST FOR PROPOSALS
EVENT PLANNERS AND EVENT MANAGEMENT SERVICES TO PRODUCE
AND MANAGE STREET FESTIVAL ON GLENWOOD AVENUE



The Downtown Raleigh Alliance (DRA) has partnered with the Glenwood South Merchant Association and is inviting Event Planners and providers of Event Management Services to submit proposal to plan an outdoor street festival on Glenwood Avenue on June 2, 2012.

TABLE OF CONTENTS:

- I. Overview
- II. Organization Information
- III. Event Description
- IV. Applicant RFP Reception
- V. Applicant Information
- VI. Report To
- VII. Status
- VIII. Scope of Work
- IX. Project Schedule
- X. Qualifications
- XI. Job Location
- XII. Selection
- XIII. Send Proposals To:



I. OVERVIEW:

This applicant will contract with the Downtown Raleigh Alliance to plan an event in partnership with the Glenwood South Merchants Association. Applicant will manage the execution of all aspects of Glenwood Avenue Street Fair to include concept development, planning, day of coordination, overall event management logistics, budget management, programming, implementation, and analysis. For more detailed information see the Scope of Work section below.

II. ORGANIZATION INFORMATION:

The Downtown Raleigh Alliance is an award-winning nonprofit organization created in 1996 by a coalition of community advocates, corporate leaders, and government officials. Our mission is to manage the business improvement district in downtown Raleigh through the delivery of five core services: Clean & Safe Ambassadors, Marketing & Events, Economic Development, Public Space Management, and Membership & Advocacy.

III. EVENT DESCRIPTION:

This Glenwood Avenue Street Festival will take place on June 2, 2012 from 11 am-6 pm. The Glenwood Avenue Street Festival is a first year event. The vision is to showcase the variety of the venues on Glenwood South. Merchants will have the opportunity to showcase their wares in their venue or on the street. The event will have a musical component in the form of a DJ or live band.

IV. APPLICANT RFP RECEPTION:

By responding to this RFP the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. The Downtown Raleigh Alliance (DRA) reserves the right to reject any or all responses to the RFP, to advertise for new responses, or to accept any RFP response deemed to be in the best interests of the DRA.

Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of the DRA for any future action. The RFP does not commit the Downtown Raleigh Alliance to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.

V. APPLICANT INFORMATION:

All applicants must submit the following information:

- i. **Name and Overview:** Name and # of employees
- ii **Services:** Description of services offered
- iii. **Customer and Event References:** List of similar events in the scope and industry
- iv. **Written Draft Event Description** of the proposed event that specifies theme, budget, marketing plan and timeline. The description should define the overall concept of the event. The budget for this event is \$20,000. This does not include applicant fee but does include: marketing, promotions, entertainment and logistical costs.
- vi. **Sample Festival/Event Power Point Presentation** from an event that the applicant has planned to concisely demonstrate experience in every facet of an event (research, design, planning, calendar, logistical needs, budget, and evaluation). This presentation should be saved on a labeled USB drive.
- viii. **Resume**

VI. REPORT TO:

The applicant will report to the Public Space Manager at the Downtown Raleigh Alliance.

VII. STATUS:

Contract

VIII. SCOPE OF WORK:

- i. Develop, manage and execute master event logistical plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze and report results for the event.
- ii. Create, manage and reconcile event budgets, expenses and timelines. Adhere to project timelines and budget guidelines.
- iii. Oversee the implementation of the marketing campaign.
- iv. Responsible for leading/managing various event planning teams in the planning and implementation process for all aspects of the event; including attending regular Glenwood South Merchants meetings and meeting follow-up.
- v. Deliver project deliverables on-time, on-budget and to client expectations
- vi. Direct and manage volunteer committees, both pre-event and on-site.
- vii. Manage relationships with event vendors.
- viii. Direct and manage on-site event set up and clean-up.
- ix. Manage and execute event debrief including analyzing surveys as well as recommended improvements/changes.

IX. PROJECT SCHEDULE:

This schedule is based on our current guidelines but is subject to change:

March 14, 2012: RFP Delivered

March 19, 2012: Last day for written questions to be received on the RFP document intent.

March 21, 2012: RFP Close Date

March 23, 2012: Start Applicant Evaluations

April 6, 2012: Award Contract

X. JOB QUALIFICATIONS:

- i. Education: Bachelor's degree in Events Management preferred.
- ii. Experience: Minimum 1-2 years experience in all aspects of event planning including outdoor event experience
- iii. Experience managing volunteer team
- iv. Experience managing event budgets
- v. Excellent organization and project management skills.
- vi. Energetic, innovative, creative self-starter
- vii. Problem solver and results oriented
- viii. Able to work well under pressure of event deadlines
- ix. Ability to prioritize tasks in a fast paced environment

XI. JOB LOCATION:

Raleigh, NC

XII. SELECTION:

Applicants who have demonstrated the capacity to meet our requirements will be notified via phone/email of our selection to move forward with the RFP Process.

XIII. SEND PROPOSALS TO:

Responses must be sealed and clearly marked with the following: "RFP Response – Glenwood South Event". Submittals must be received no later than 5:00 pm on March 21, 2012, and should be delivered to:

Brandi Barnhart
Public Space Manager
Downtown Raleigh Alliance
120 South Wilmington Street, Suite 103
Raleigh, NC 27601

Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted via email (no phone calls) no later than March 19, 2012 to:
brandibarnhart@downtownraleigh.org