



Appendix B— Filberg Festival: Event Management Services

Detailed Scope of Work

The Filberg Heritage Lodge and Park Association (FHLPA) is seeking experienced, full-service event management companies and/or individual proponents to manage, operate and deliver event services for the Filberg Festival over a two-year term commencing with the 2020 Festival inclusive of 2021. Annual renewals throughout the 2 years will be subject to agreements with the Festival and in consideration of specific performance metrics, revenues, etc. and will be negotiated with the successful Proponent.

The scope of work of included responsibilities, roles, events, specific tasks and descriptions form the foundation of the Filberg Festival’s event management structure that has been built over the past 37 years and, is to be utilized in preparing and responding to the RFP as per the instructions and directions contained in Appendix A.

While providing this detailed scope of work, the FHLPA recognizes that not all roles, activities, specific duties, tasks, requirements etc., or the overall structure itself is complete. Proponents should provide in their submission, recommended structure, key roles, specific key duties, scope, and levels of staffing, improvements and efficiencies they can bring to management, operations and successful delivery of the Filberg Festival.

Directions to Proponents:

1. Apply for the role as indicated in the proposal form and/or choose to set new areas of responsibilities.
2. Indicate any and all specific duties and services that may be missing and that Proponents will fulfill in their submissions;
3. Be prepared to work within and support a productive, innovative and positive team environment.

Major Event Roles, Responsibilities & Services:

Filberg Festival Event Management Services General Contractor
Budget, cash flow and financial management
Artisan selection and management
Entertainment selection and coordination
Food vendor selection and coordination
Sponsorship development and fulfillment
Site management

Festival Event Management Services General Contractor:

Area of Responsibility	Scope of Work
Management, Operations and Delivery of the 4 day Filberg Festival	Is the lead for all Festival external and internal teams, as outlined within the RFP and that may be included in a final event management contract agreement
Budget, cash flow and financial management	Maintains and manages budget, work plan and timeline management and oversight
Sponsorship Development & Fulfillment	Supports securing cash and/or in-kind sponsorship to offset event costs
Preferred Supplier Program	Integrates & oversees preferred supplier program (i.e. Managing rentals, and other major supplier negotiations and contracts). Proponents are encouraged to use local suppliers wherever and whenever it is feasible to do so. (Local = 1st Comox Valley, 2nd Vancouver Island (s) and Sunshine Coast, 3rd Vancouver and lower main land, 4th province wide.)
Ticketing and Entry Systems	Develops maintains and implements Ticketing Systems, onsite and gate
Reporting and Communication	<ul style="list-style-type: none"> • Regular progress reporting to FHLPA Executive Director, based on predetermined event metrics and benchmarks • Written reporting including documentation of all contracts, budgets, contacts and any other materials developed in order to execute the 4 day Festival
Volunteer programming and supervision	Develops and secures event volunteer program, honorariums and oversees implementation
Insurance	Obtain Comprehensive General Liability policy including host liquor liability with 5 million dollar limits
Vendor Logistics	<ul style="list-style-type: none"> • Communicate with vendors about pertinent details and event information • Maintain contact list, contracts, and all vendor details • Canvas to secure cash or in-kind sponsorship to offset costs.
Vendor Site Planning	<ul style="list-style-type: none"> • Develop master site plan and ensure participating booths needs are in place (i.e. power, space, equipment, move in logistics etc.) Be on site during move in, 4-day event and move out, to facilitate vendor and troubleshoot vendor needs • Manage and update contact lists

Kid Zone Programming:

Kids Programming	Plan and roll-out all Kids Zone activities
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Sponsorship, Marketing and Advertising Development and Fulfilment Coordination:

Marketing and Advertising	<ul style="list-style-type: none"> • Development and implementation of a marketing plan and plan to obtain sponsorship • Maintain established relationships with and encourage past sponsors and media partners, paying special attention to social media opportunities
Campaign and Sales Roll-Out	<ul style="list-style-type: none"> • Coordinate communications and related campaign marketing collateral • to support participating vendors & event engagement & sales; Review and facilitate event descriptions, master event calendar, and related marketing collateral development to support sales • Monitor campaign and communicate with campaign partners to ensure success
Sponsorship Program Development	Develop and secure cash sponsor and in-kind partnerships to offset event costs and enhance event brand and reach
Sponsorship Program Fulfillment	<ul style="list-style-type: none"> • Coordinate and ensure fulfilment of all sponsorship program requirements and benefits to ensure satisfaction of partners • emcees, plus marketing systems, are provided timely and relevant information • Ensure all sponsor and in-kind donations/contributions are collected and received • Manage and update contact lists

Post Event

Event Wrap-up	Manage the Festival take down and the site cleanup, insure that equipment is returned to the suppliers, store any other equipment or supplies in an orderly fashion in the appropriate buildings
Post Event Reporting	Ensure all event payments are collected, pay all accrued expenses, complete financial reconciliation for the Festival as promptly as possible and provide an anecdotal report to accompany the final financial report. Include an analysis of the Festival's strengths, weakness and future considerations or recommendations