



Request for Proposals for Event Planning and Management

Deadline: 4:00 p.m., Friday, July 16, 2021

SECTION 1 GENERAL INFORMATION

Synopsis

The Town of Middleburg, Virginia, seeks sealed proposals from experienced and qualified firms that wish to serve as an independent consultant for planning, management, and execution of Town-sponsored events. Specifically, the Town hosts Oktoberfest on the 3rd Saturday in September, a classic car rally (intended to be an annual event) in late October, a public art show in each May, and provides support to the organizers of the Christmas in Middleburg parade, to include monthly activities around the holidays in December.

Background

One of the Town of Middleburg's key strategic goals is to develop new events that will bring new visitors to the Town. These events will support our businesses, provide additional revenues, and provide enhancement to the community that benefits all residents.

The Town of Middleburg has a very small staff, including one person who serves as the Director of Business Development and Community Partnerships (DBDCP). Town events are supported by the DBDCP, Town Manager, Police Department, and other staff on a limited basis.

The Town intends to contract with a firm to plan, manage, and execute events. More details are provided below.

Project Overview / Scope

The Town is seeking a contractor team with sufficient experience to plan, manage, and execute Town events.

A. Planning

Plan events in partnership with Town staff, to include ensuring all federal, state, and local regulations are met; create partnerships with the community to ensure full support and buy-in; and coordinate all vendors/activities. These tasks would include:

1. Holding regular planning meetings with event committees to ensure all stakeholders are included.
2. Meet regularly (perhaps monthly) with Town's appointed Cultural & Community Events Committee to plan future events.
3. Creating a timeline and plan to meet all regulations and ordinances.
4. Helping establish a budget for the event that falls within the funding approved by the Town Council.
5. Developing partnerships with community groups, businesses, and residents to ensure all members of the public are represented when planning the event.
6. Recruit sponsors to provide contributions to offset the Town's costs. Provide recommended level of sponsorships in order to offer opportunities to a broad range of sponsors and to bring in most revenue for the event.

B. Management of Event (pre-event)

Manage all coordination and details of the event pre-event date:

1. Coordinate vendors and participants, to include (but not limited to): musicians, food vendors, alcohol vendors, artists and craft makers, and activity vendors (such as playhouses, kids activities, etc). Negotiate contracts with vendors.
2. Ensure proper planning for location of each of the vendors and participants.
3. Coordinate with property owners, as required, to receive permission to use private property for certain activities.
4. Coordinate and/or propose marketing of event through channels that will bring patrons to the event. Work with the Town's staff, social media, and marketing team to ensure consistency of messaging and broad outreach.
5. Develop plan for dealing with onsite emergencies, such as: medical emergencies, weather emergencies, crowd control issues, or other similar situations.

C. Execution of Event (day of)

Fully manage and staff all day of activities:

1. Coordinate, hire, and onboard all staff and volunteers prior to the event and ensure all attend the day of event. Include sufficient staffing for:
 - Setup and tear down
 - Ticket/admission/ID Check/other entry points
 - Staff each exit to ensure no alcohol is taken beyond approved boundaries
 - (Law enforcement/traffic control is anticipated to be handled by the Police Dept with assistance from other agencies as needed)
2. Have a key point of contact on site who is decision maker on behalf of the firm and will coordinate any real-time decisions with the Town's designated point of contact and/or emergency manager.
3. Ensure all vendors and amenities (porta-potties, etc) arrive as planned and are in good order before the event begins.
4. Ensure that all vendors and amenities are removed at the end of the event as planned so that street closures can be lifted as soon after the event as possible.

D. Post-Event Meeting

Hold debrief with event committee within 1 week of the event:

1. Meet with committee and review all aspects of the event.
 2. "Hotwash" any significant issues or failures and develop plan to ensure future success.
 3. Identify areas of improvement of traffic flow, pedestrian flow, vendor activity, and marketing.
 4. Review budget and success of event.
 5. Set in place steps for the following year's event to begin planning.
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SECTION 2

PROPOSAL REQUIREMENTS

Please provide the following information about your firm or team. Proposals should respond to all requirements of this RFP to the maximum extent possible. However, brevity and clarity of Proposals are expected. In order to assist the selection committee, proposals from Offerors must be submitted in the same sequence shown below.

Tab 1: Introductory Letter

The introductory letter shall name the person or persons authorized to sign contracts and represent the firm or team in any negotiations and provide a very general overview of the firm and the firm's relevant expertise and experience.

Tab 2: Relevant Project Experience/References

- a. This section should provide information regarding the firm's or team's qualifications and experience in relation to the subjects the RFP is intended to cover.
- b. Discuss firm's or team's qualifications to perform the work of the size and nature described in this RFP.
- c. Discuss experience with similar events or activities and provide references.
- d. Discuss the firm's or team's familiarity with the Town of Middleburg.
- e. Discuss avoidance of conflict of interest, including any business, familial, or personal connections with Town Council members or Town staff.

Tab 3: Approach to Addressing the Opportunity

- a. Provide a written work plan outlining in detail how the Offeror proposes to perform the services required.
- b. Provide an estimate of the number of hours that will be dedicated to the Town of Middleburg each month.
- c. Outline how the Offeror proposes to ensure sufficient staffing is provided on the day of the events.
- d. Address how the Offeror will coordinate and partner with major stakeholders to ensure success of the event.
- e. Discuss firm's prior success in gaining sponsorships to offset event costs.
- f. Provide breakdown of proposed costs on a monthly basis. Provide proposed cost-sharing arrangement for sponsor dollars that are directly and solely procured by the proposer.

SECTION 3:
SELECTION
PROCESS

Evaluation Criteria

Responses to the Town's Request for Proposals will be ranked out of 100 points. The ranking will be based upon the following criteria:

1. Experience and Knowledge: Success history with events of this size/nature. (30 points)
2. Proposed Work Program: Ability to successfully staff and manage the day of the event. (30 points)
3. Pricing: Cost proposal, to include ability to secure sponsorship funding to offset costs to the Town. (25 points)
4. Administrative Skills: Qualifications of contractor/organization; proven effectiveness; communication skills; planning and follow-up. (15 points)

A committee consisting of members of the Town staff, at least one elected official and industry experts will evaluate all eligible qualifications according to the criteria. Scores of the evaluation committee members will be totaled to determine the top-rated firms.

After evaluation of the Proposals, Middleburg may engage in individual discussions and interviews with two or more Offerors deemed fully qualified, responsible and suitable on the basis of initial responses, and with professional competence to acquire and maintain the property. Repetitive informal interviews are permitted. Proposers shall be encouraged to elaborate on their qualifications, performance data, and staff expertise relevant to the proposed opportunity. At this time, the Town may additional information as it relates to cost proposals and monthly fees.

At the conclusion of the informal interviews and on the basis of evaluation factors set forth herein and the information provided and developed in the selection process to this point, Middleburg shall rank, in the order of preference, the interviewed proposers whose professional qualifications and proposed intentions are deemed most meritorious.

Negotiations shall then be conducted with top ranked Offeror(s) and if a contract or contracts satisfactory and advantageous to the Offeror can be negotiated at fees considered fair and reasonable, then Middleburg Town Staff shall make a recommendation to the Middleburg Town Council with regard to a contract(s) with that Offeror(s). Middleburg reserves the right to invite firms and teams to submit a *Best and Final Offer*, (BAFO), if, in the Town's determination, such action is warranted. The Middleburg Town Council shall retain final approval of any/all contracts generated as a result, from this RFP.

Pre-Proposal Meeting

No pre-proposal meeting will be held, unless determined to be necessary at a later date.

Submittal Deadline

The deadline for submittal of proposals in response to this RFP is **Friday, July 16, 2021, at 4:00pm**

Proposals should be delivered as follows:

In person or via courier (UPS, FedEx, etc.):

Danny Davis
Town of Middleburg
10 West Marshall St.
Middleburg, VA 20117

Via mail (USPS):

Danny Davis
Town of Middleburg
P.O. Box 187
Middleburg, VA 20118

Please provide one (1) original. Please also submit an electronic version of the proposal to ddavis@middleburgva.gov.

Proprietary and Confidential Information

The Town promises to keep confidential, subject to the terms of this paragraph and to the extent permitted by law, Proprietary Information submitted in response to this Request for Proposal. For purposes of this paragraph, "Proprietary Information" means all confidential and/or proprietary knowledge, data or information in which the Offeror has a protectable interest, including: (a) trade secrets, inventions, ideas, know-how, improvements, discoveries, developments, designs and techniques; (b) information regarding research and development, new products marketing and selling, business plans, licenses, records, facility locations, documentation, software programs, price lists, contract prices for purchase and sale of the Offeror's services, customer lists, prospect lists, pricing on business proposals to new and existing customers, supplier pricing, equipment configurations, ledgers and general information, employee records, mailing lists, accounts receivable and payable ledgers, budgets, financial and other records of the Offeror; and (c) information regarding the skills and compensation of other employees of the Offeror. "Proprietary Information" does not include, however, information that is publicly available or readily ascertainable by independent investigation. To qualify Proprietary Information for protection from disclosure, the Offeror must: 1) request protection of the Proprietary Information before, or contemporaneously with, submission of the Proposal; 2) identify the Proprietary Information to be protected; and 3) state the reasons why the information is proprietary. The Offeror cannot designate as Proprietary Information a) an entire proposal; b) any portion of a proposal that does not contain Proprietary Information; c) line-item prices; or d) the total proposal price. The Town may decline to defend against a lawsuit filed against it to compel release of information designated as proprietary, but in that event the Town will provide reasonable notice to the Offeror regarding its decision to defend pending lawsuits.

Questions/Additional Information

All questions or clarifications related to this RFP must be submitted to Danny Davis via email at ddavis@middleburgva.gov . **All questions must be submitted before the close of business (5:00pm) Wednesday, July 7, 2021.** All questions and Middleburg's response will be posted on the Middleburg Web site: www.middleburgva.gov no later than 8:00pm Friday, July 9, 2021. It is the responsibility of those submitting questions and those interested in responding to this RFP to review any/all questions and responses.

Cancellation

Middleburg reserves the right to cancel this Request for Proposals at any time. Middleburg reserves the right to waive minor informalities or discrepancies contained in any Proposal.

