REQUEST FOR PROPOSALS (RFP) FOR EVENT PLANNING SERVICES

DATE: January 15th, 2015
TO: Interested Bidders
FROM: Old City District Marketing Committee

INTRODUCTION

Old City District and the Old City Community Fund request a proposal from your organization for the production of the second annual Old City Fest. For purposes of this RFP, the Old City District and the Old City Community Fund are collectively referred to as “OCD”.

Based on the response provided, it is the intent of the Old City District to select at its sole discretion, a firm to provide event planning and production services for the second annual Old City Fest.

The date for this event is Sunday, October 11, 2015 (tentative date).

With respect to this RFP, please prepare your response in the same order as the information requested below, and submit to the following by 5:00 PM on Thursday, January 29th, 2015.

Brett Mapp
Director of Operations
Old City District
brett.mapp@oldcitydistrict.org

WHO WE ARE

The Old City neighborhood includes a diverse mix of historic and cultural institutions, offices, galleries and retailers, restaurants and bars, and residences.

Old City District is a 15-year-old Business Improvement District, a municipal authority created to supplement municipal services in the Old City neighborhood of Philadelphia. OCD was organized to fund and pursue projects that will improve the safety, appearance and economic viability of Old City, including the goals of maintaining a clean and safe environment, improving streetscapes, supporting economic development in Old City, and marketing the District as a destination to live, work and visit. The OCD Service Area is 22 square blocks bounded by Walnut St. and Florist St. to the South and North and Front and Sixth Streets to the East and West. For more information, visit www.oldcitydistrict.org.
The Old City Community Fund (“OCCF”) is a nonprofit 501(c)(3) exempt organization formed in 2002 to pursue projects that improve the Old City community. Members of the Old City District’s Board of Directors also serve as Directors of the OCCF. It is anticipated that the agreement with the selected respondent will be executed by that respondent and the OCCF.

**EVENT DESCRIPTION**

Old City Fest is a celebration of art and design, fashion and food, creativity and culture on the streets of America’s most historic square mile—Old City Philadelphia.

In its inaugural year in 2014, Old City District combined forces with DesignPhiladelphia in recognition of its 10-year anniversary, to produce the Old City Festival. The open-air event’s theme highlighted the region’s premier art and design district showcasing local designers, creative firms, restaurants, retailers, galleries, theater, culture, history and architecture. In its second year, it is yet to be determined if this event will once again coincide or stand alone.

Old City Fest is held in the heart of Old City along N. 3rd Street from Market to Race Streets and along Arch Street between 2nd and 4th Streets.

The event will once again take place from 12:00 pm – 6:00 pm (times subject to change).

Event programming and promotion are designed to attract an upscale and sophisticated urban and suburban regional audience with an age range of 20-60. Art and design aficionados, fashionistas, foodies, history buffs and families with children will be targeted to come out and be (re)introduced to the charms of Old City.

Examples of the inaugural event programming included:

- Wide selection of food and retail featuring local businesses in curated outdoor spaces
- Pop-up theatrical performances from the Arden Theater
- Musical performances on stage and on the street
- Artist demonstrations by the Clay Studio and The Center for Art in Wood
- Fashion Show highlighting the latest designer lines of Old City’s renowned fashion boutiques
- Curated show featuring the best of Old City art galleries and design showrooms in the “Independent by Design” tent

In its inaugural year, the event welcomed approximately 15,000 attendees.
PROJECT DELIVERABLES

The selected firm will be expected to furnish all services necessary and appropriate to produce the event, including the all of the deliverables stated in Appendix A – Scope of Services.

DOCUMENTATION REQUESTED

1. COMPANY BACKGROUND
   a) Please provide an overview of your organizational chart, areas of specialization, number of years in operation, etc. Discuss range of services provided on a regional and local basis.
   b) Provide a minimum of three recent (2010-2014) examples of success in large-scale outdoor event planning in a dense urban setting.
   c) Detail the experience of the proposed team and comparable events that they have been involved with.

2. STATEMENT OF QUALIFICATIONS
   a) Please include a comprehensive narrative of any qualifications. Respondents should include any special circumstances or capabilities that you would like the OCD to know about your firm/team.
   b) Include a brief statement about key relationships, business or personal, the firm has that they believe might bring value (sponsorships, media exposure, access or otherwise) to achieving the objectives of the event.

3. PROPOSED PROJECT BUDGET
   a) Please including an event budget which includes all anticipated costs and fees associated with planning and executing the event including all of the deliverables stated in Appendix A – Scope of Services.
   b) All actions and anticipated expenses should be itemized with all hourly rates for services included.

INSTRUCTIONS FOR PROPOSALS

Please provide a written response to the above requested documentation including the following:

1. Company Name.
2. Principal Name(s), title(s).
3. Contact Information (address, email, phone).
4. Proposed project team who will manage and work on this assignment.
5. City of Philadelphia Commercial Activity License number (formerly Business Privilege License).
OCD reserves the right to accept or reject any and/or all proposals, and grant final acceptance to the proposal that best meets the needs and interests of the OCD Marketing Committee. OCD may require oral presentations for clarification of proposal but reserves the right to accept or reject a proposal without prior discussions. OCD will be the sole judge of whether a proposal meets the required criteria.

**DEADLINE**

Respondents are asked to provide this information on or before **Thursday, January 29th, 2015** by e-mail to brett.mapp@oldcitydistrict.org.

**NEXT STEPS**

Responding firms must agree to keep their proposed project budget and the other terms of their engagement open for at least ninety (90) days past the submission deadline.

Once a firm is selected, OCD and the selected firm must execute a written contract prior to the selected firm commencing services. Should OCD and the selected firm be unable to agree on terms of a contract within a reasonable time (at OCD's discretion), OCD reserves the right to suspend or terminate negotiations without advance notice, and to pursue negotiations with another firm to provide the requested services. Any suspension or termination of negotiations shall be without liability to OCD or the selected firm(s). Alternatively, OCD may terminate this process (in its discretion), and either discontinue this project, or issue a new RFP for the requested services. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating a contract with OCD. OCD shall bear no liability to any respondent for any costs, fees, or liability incurred in connection with this RFP or any response thereto.

**QUESTIONS**

Questions about this RFP should be directed to Brett Mapp, Director of Operations, Old City District by e-mail brett.mapp@oldcitydistrict.org. Please note that phone calls will not be accepted. All questions and OCD’s answers will be made available to all potential RFP respondents, upon request.

**IMPORTANT**

In the interest of fairness, we kindly ask that you do not directly contact any Board members of the Old City District, or those who may otherwise have an affiliation with the District. Candidates who do not abide by these guidelines may be disqualified from the RFP process.
APPENDIX A – SCOPE OF SERVICES

1. Supplier Procurement
   - Bid out and award all necessary vendors for the Festival including, but not limited to:
     o Tent Rentals
     o Table/Chair/Linen Rentals
     o Audio/Visual Equipment
     o Staging
     o Lighting (light tower(s) will be required if the load in or load out takes place during evening/early morning hours)
     o Generator(s)/ Licensed Electrician
     o Port-O-Johns
     o Emergency Medical Services via the City of Philadelphia
     o Production Truck Rental
     o Radio Rentals
     o Barricades/Bike Rack (as necessary)
     o Trash Boxes/Liners
     o Private Security
     o Signage

2. Supplier Management
   - Once Vendors have been selected, reach out to each vendor with a scope of work and request a cost proposal based on the requested scope.
   - Contract all suppliers in accordance with the pre-approved vendors.
   - Manage all vendor communications and coordination throughout the planning process including, but not limited to:
     o Create a detailed Vendor Contact List and update as vendors are confirmed.
     o Produce a day of Production Timeline to include vendor load in/outs and all festival program elements.
     o Maintain a budget spreadsheet of vendor costs related to the event.
     o Meet with each vendor, as necessary, for a walk through of the event site in preparation for the event.
     o Interface with City of Philadelphia departments to secure all necessary Sponsor (OCD) and selected vendor-related permits (Generators, Tents over a certain size, etc.).
     o Work with selected suppliers to secure a COI naming OCD as additional insured.
3. Permit Applications
   • Submit all sponsor event-related permit applications including:
     o City of Philadelphia; Department of Streets - Street Closure Application
     o City of Philadelphia; Managing Director’s Office - Special Events Application
     o Office of Food Protection; Health Department - Overall Event Sponsor Application
     o Licenses & Inspections - Generator Permit

4. Budget Management
   • Maintain and manage the operational event budget for OCD.
   • Provide updated and timely accounting to OCD on all operational items related to the festival.

5. Production Schedule; Master Event Day Timeline and Site Plan
   • Create a working Production Schedule for event load-in; Event day and load out.
   • Create a master timeline to include all entertainment and interactive elements happening throughout the day.
   • Create a working site plan.

6. City Services
   • Coordinate with all city agencies to make sure that the permit process is a smooth one for client.
   • Manage all on-site inspections with the Philadelphia Health Department and Licenses and Inspections, day of the event.

7. Police and Security
   • Work with the Philadelphia Police Department to determine the police coverage for the festival.
   • Work with the Old City Fest Committee and the Police Department to identify key areas to place officers and/or security personnel.

8. On Site Operations Management
   • Oversee load in of all Suppliers including but not limited to:
     o Tent Rentals
     o Tables, Chairs, & Linen Rentals
     o Miscellaneous rentals for Restaurants (grills, bike rack, etc.)
     o Staging
     o Audio Equipment
o Port-o-Johns
o Trash Boxes and Liners
o Radios
o EMS

- Work with Philadelphia Police Department and Philadelphia Parking Authority to make an integrated plan for towing and/or relocation of vehicles parked on festival grounds.
- Work with Philadelphia Police Department to make sure all streets are closed on time so that load-in may commence.
- Oversee all Vendor load-in and set up throughout the morning.
- Liaise with Health Department officials throughout the morning as inspect the site.
- Work to manage/maintain the event timeline included staged performances, design room and all other planned activities.
- Manage the break down and load-out of festival suppliers and vendors upon the conclusion of the event.
- Liaison with Philadelphia License and Inspection representative(s) and they inspect the event site.
- Actively work with the Philadelphia Police Department and the Philadelphia Fire Department (providing the EMS) to communicate any/all issues that may arise on event day.
- Oversee site crew throughout the event.
- Act as liaison with sponsors to assist in their load-in and load out process.

9. Vendor Support

- Act as liaison with the participating restaurants and retailers to support them as they go through the permitting process in preparation for event day.
- Host up to two meetings with Old City District to sell/promote the concept and vision for the fest with the local merchants.
- Contact each vendor once they have registered for the festival and will:
  o Confirm all details needed for their application
  o Confirm their rental needs/orders
  o Confirm the details for the requested COI
  o Work with vendor to position them accordingly
  o Work with vendor to make sure they have the proper permits
  o Work with vendor to answer questions and help them fill out all necessary permits and paperwork (Health Department, L&I; LCB, etc.)
  o Create a “How To” Guide for the actual forms to be filed
  o Meet with the participating vendor to visit the event site and talk about spacing needs
o Assist with communication and help in understanding LCB rules and regulations for a festival site

10. Volunteer Support

- Provide the planning committee with a key list of volunteer positions to cover the event. It is the responsibility of the planning committee to provide the volunteers.
- Provide a Volunteer Coordinator/Manager day of event to interface with the OCD and/or Festival Committee’s Volunteer Coordinator to assist in managing all on-site volunteers and their individual areas of responsibility.
- Meet with the Festival’s Volunteer Coordinator prior to the event to ensure that both parties have a clear understanding of our volunteer resources, volunteer allocation and how we can be most helpful to him or her day of.

11. Professional Staffing – Day of Event

- Provide one Project Manager to oversee all event logistics.
- Provide Management staff for day of the event to manage vendor set and breakdown and management of overall event logistics.

12. Site Crew

- Secure and manage (as per budget allotment) the necessary site crew for the festival set-up and break down.
- Handle the rental of the production truck and all movement details for the Old City District. (The cost of the production truck is to be included in the OCD operations budget for the event).

13. On Site Communication Plan

- Develop an on-site communication plan for day of event.
- Procure necessary radio equipment for management staff (cost of radios to be included in OCD operations budget for event).

14. Entertainment

- Coordinate with selected entertainers and create a production schedule related to the staged entertainment.
- Secure and provide a dedicated stage manager.
- Relay all sound needs to the selected AV company.
- Festival Entertainment Coordinator must provide all Audio/staging requirements once a group/act is booked.
15. Sponsor Fulfillment
- Manage all on-site sponsor fulfillments, including but not limited to:
  - Tent Placement
  - Rental Needs
  - Banner Placement
  - Load-in of special supplies to sponsor areas/tents
- OCD will provide an updated list of all sponsors secured, along with an update of day-of sponsor benefits for each level so that the team can familiarize.

16. Post Event Support
- Provide for Committee, partner and sponsor evaluation.
- Prepare final event expense budget to include in-kind donations, discounts and actual costs.
- Prepare final wrap-up report and meeting.