

REQUEST FOR PROPOSALS EVENT PLANNERS OR MANAGEMENT SERVICES



THE GREATER AUBURN GRESHAM DEVELOPMENT CORPORATION (GADC) AND SSA#32 ARE INVITING EVENT PLANNERS AND PROVIDERS OF EVENT MANAGEMENT SERVICES TO SUBMIT PROPOSALS TO PLAN AN ANNUAL OUTDOOR STREET FESTIVAL ON 79TH ST AND RACINE IN CHICAGO ON SATURDAY, SEPTEMBER 6, 2014.

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Auburn Gresham's 79th Street Renaissance Festival

I. EVENT OVERVIEW

Applicant will work very closely with the Greater Auburn Gresham Development Corporation and SSA#32 to plan all aspects of the annual 79th Street Renaissance Festival “A family jam for peace.” Planning includes concept development, coordinating planning team meetings, soliciting vendors/entertainers/donations, contract negotiations/tracking, media outreach, marketing (CTA, fliers, postcards, signs, etc), press outreach and coverage, set-up/break down, survey collection/analysis, and overall event supervision.

II. EVENT SPONSOR INFORMATION

The 79th Street Renaissance Festival “A family jam for peace” is hosted by three partnering organizations: The Greater Auburn Gresham Development Corporation (GADC), Special Service Area #32 (SSA#32), and The Faith Community of Saint Sabina.

GADC started the 79th Street Renaissance Festival in 2006 as a way to market the business corridor and provide economic development in the community. The event is very popular, well known, and well respected. SSA#32 is the event manager and holds the budget under which the event falls.

III. EVENT DESCRIPTION

The annual 79th Street Renaissance Festival “A family jam for peace” takes place every second Saturday in September as the “end-of-summer” event of the year. The Fest takes place from Racine to Loomis on 79th Street in Auburn Gresham, a community on Chicago’s south side. The venue is near the CTA Red Line (the busiest transportation line in the city of Chicago) and capitalizing on its proximity to help market and promote in the community and throughout the City. Each year over 10,000 attend the fest and between 80-125 vendors participate. The event is free and open to the public and has age-specific venue attractions (Main Stage/general population, Kids Corner/youth 0-12), Seniors Corner (Adults 55+), and Renaissance Park which typically becomes the hub for teens 13 and up. The main stage is a concert-style mobile stage. There are anywhere from 10-15 local and national food vendors.

The goal/mission of the annual 79th Street Renaissance Festival “A family jam for peace” is to market the 79th Street Business Corridor, provide economic development opportunities to small businesses, and promote peace/family/unity to the residents and the wider Chicagoland community.

It is the hope of the sponsor agencies (GADC, SSA#32) that the annual event be a major source of marketing and fundraising for the organization.

IV. APPLICANT RFP RECEPTION

By responding the RFP the applicant understands that they will be fully responsible for meeting the requirements of the RFP and will ask and execute the necessary tasks to make sure that the event is successfully completed. GADC staff and/or SSA#32 management reserve the right to accept or reject, in whole or in part, any and all submissions/responses to this RFP.

Acceptance of a proposal is not an extension of a contract and will not imply or indicate any commitment for future actions on the part of GADC or SSA#32. This RFP does not commit GADC or SSA#32 to pay for any costs you or your organization incurred as a result of your submission or to pay for any other costs incurred by you or your organization prior to the execution of a final contract.

V. RFP APPLICANT INFORMATION

All applicants must submit the following:

- a. **Company Overview.** (key contact name and contact information, number of company employees)
- b. **Services.** Describe the services your company offers.

- c. **Customer and Event References.** Provide a list of similar events you have coordinated, what scope, and what industries.
- d. **Written Draft Event Description.** Include themes, sample budget, marketing/media plan, and sample timeline for a September 6, 2014 event date. Define your overall style of managing this event with the following parameters (20,000-25,000 attendees, 100 retail vendors, 14-20 food vendors, diverse media coverage including local news reporting, partnering with multiple groups – GADC, SSA#32, Saint Sabina), Budget should include estimated costs for marketing/media, vendors, set-up, staging and decorations, promotions, entertainment, food and meetings, and logistical costs.
- e. **Festival/Event Powerpoint Presentation.** Please include a complete presentation of an event that you or your company has planned that demonstrates your experience and expertise in planning a neighborhood outdoor festival (i.e. research, design, planning, calendar of key events, logistical needs, budget, and evaluation). Provide this presentation on a USB drive.
- f. **Resume.** Your personal and/or agency resume.

VI. REPORT TO

Applicant will report directly to the manager of SSA#32, Cheryl Johnson. Cheryl Johnson is CEO of C Johnson and Associates – an urban planning consulting firm specializing in SSA creation and management. Indirectly, the applicant will report to Carlos Nelson, the Executive Director of the Greater Auburn Gresham Development Corporation and the fiscal agent responsible for the allocation of SSA#32 funds.

VII. STATUS

Single or Multi-year contract for the right organization.

VIII. SCOPE OF WORK

- a. Develop, manage, and execute master event logistical plan and timeline; manage databases; assign/delegate tasks to volunteer teams; collect/analyze evaluations and report results for event.
- b. Manage and reconcile event budget with invoices, checks, and databases. Adhere to project timelines and budgets. Attend meetings to review costs and monitor expenses.
- c. Oversee marketing campaign. Secure Title and other sponsors. Provide list of potential media outlets and a fees.

- d. Responsible for leading/managing various events related to the Festival (including setting planning meetings for committee members, crew chiefs, volunteers), sending out/tracking meeting notices and RSVPs, supervising the Summer Food Certification for food vendors and making sure they have all the documents necessary to complete the food vendor applications in a timely manner. Attend staff meetings (as needed) to update GADC staff on festival progress, obtain contracts from all paid entertainment vendors in a timely manner.
- e. Deliver project deliverables on time, on budget, and to client expectations.
- f. Direct and manage volunteer committees and activities before and during event.
- g. Manage relationships with existing vendors and recruit new, diverse, quality vendors.
- h. Direct and manage onsite event set-up and clean up before, during, and after event (i.e. complete and track all permits and paperwork, complete all relevant applications, complete site map, coordinate activities with dept of Streets and Sanitation, and clean-up crews. Confirm rerouting of buses and other traffic issues. Attend any required meeting for city departments. And develop a security plan).
- i. Have dedicated staff at the event during the entire duration from 5:00am to 11:00pm. Have a dedicated staff person at event set-up on the Friday night before the event to make sure stage/ banners/ tents/

security is in place. Have a dedicated staff person as liaison to act as Site Manager and/or Stage Manager throughout the process. This person will handle the flow of events for the Ren Fest including setup/breakdown, tents, stage, electrical, banners and signs, electrical, waste disposal, vendors, donors, sponsors, security and volunteers, attend required meetings for status updates, and manage main stage entertainment, park activities, performance schedule, entertainment recruitments and promotions, and emceeing with event host. You will also manage sound equipment and lighting and make sure that all equipment is returned to the owner appropriately.

- j. Manage and execute event debriefing and include survey analysis, recommended changes/improvements, and event highlights.

IX. PROJECT SCHEDULE

Schedule is based on our current timeline, but subject to change:

February 14, 2014 – RFP Released

March 5, 2014 – RFP Closed

March 15, 2014 – Applications Review

April 1, 2014 – Winning Contract Awarded

X. QUALIFICATIONS

A successful candidate will have the following:

- a. Bachelor's in Event Management or comparable experience
- b. Two or more years in comprehensive event planning and management including staging outdoor events
- c. Experience managing volunteers/teams
- d. Experience managing budgets
- e. Excellent organization and project management skills
- f. Self-starter, reliable, detail oriented nature
- g. Results oriented problem solver
- h. Works under pressure and changing deadlines and/or priorities as defined by event coordinator
- i. Ability to prioritize tasks

XI. JOB LOCATION / DURATION

Chicago, IL

April 1, 2014 thru September 14, 2014

XII. SELECTION

Successful applicants who demonstrate the capacity to meet our requirements will be notified via phone or email of our decision to move forward with the RFP process.

XIII. WHERE TO SUBMIT COMPLETED PROPOSALS

Send proposals clearly marked "79th Street Renaissance Festival 2014" no later than 5:00pm March 15, 2014 to:

Cheryl Johnson
SSA#32 Manager
c/o Greater Auburn Gresham Development Corp
7903 S. Racine
Chicago, IL 60620

For questions or clarifications regarding the RFP please email Cheryl Johnson no later than March 1, 2014. (Cheryl@cjohnsonandassociates.com). NO CALLS.