



Request for Proposals – Event Management Services

Harrisonburg Downtown Renaissance is seeking an Event Management Company to produce and manage a 15 Year Anniversary Celebration event for May 2018.

1. Overview

- a. This applicant will contract with Harrisonburg Downtown Renaissance (HDR) to plan an event that highlights the downtown district. Applicant will manage the execution of all aspects of the event to include concept development, planning, day of coordination, overall event management logistics, budget, programming, implementation, and analysis. For more detailed information see the Scope of Work section below.

2. Organization Information

- a. Harrisonburg Downtown Renaissance is an award-winning nonprofit organization created in 2003 by a coalition of community advocates, business leaders, and government officials. Our mission is to manage the historic district in downtown Harrisonburg through the Main Street Four Point Approach: Organization, Promotion, Economic Vitality, and Design.

3. Event Description

- a. The 15 Year Anniversary Celebration will take place on May 19, 2018. This is a first-year event. The vision is to celebrate downtown Harrisonburg's revitalization efforts with an outdoor event featuring food & drink from downtown eateries and breweries.

4. Applicant RFP Reception

- a. By responding to this RFP the applicant agrees to provide all services in the Scope of Work. HDR 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 HDR. Acceptance of any RFP should not indicate any commitment on the part of the HDR for any future partnerships. The RFP does not commit HDR 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.

5. Applicant Information

- a. 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 \$15,000. This does not include applicant fee but does include: marketing, promotions, entertainment and logistical costs.

- v. This event is considered a fundraiser for HDR. Include projected revenue.
- vi. Resume

6. Report to

- a. The event management company will report to the Director of Resources at HDR, Lauren Huber.

7. Status

- a. Contract

8. Scope of Work

- a. Develop, manage and execute master event logistical plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze and report results for the event.
- b. Work with the Director of Resources, Lauren Huber to ensure that invoices are paid and the event is produced on budget.
- c. Work with Chief Marketing Officer, Kim Kirk to implement the marketing plan.
- d. Responsible for leading/managing various event planning teams in the planning and implementation process for all aspects of the event; including attending regular HDR meetings.
- e. Deliver project deliverables on-time, on-budget and to client expectations
- f. Direct and manage volunteer committees, both pre-event and on-site.
- g. Manage relationships with event vendors.
- h. Direct and manage on-site event set up and clean-up.
- i. Manage and execute event debrief including analyzing surveys as well as recommended improvements/changes.

9. Project Schedule

- a. This schedule is based on our current guidelines but is subject to change:
- b. September 8, 2018: RFP Delivered
- c. September 22, 2018: Last day for written questions to be received on the RFP document intent.
- d. October 9, 2018: RFP Close Date
- e. October 12, 2018: Start Applicant Evaluations
- f. October 26, 2018: Award Contract

10. Qualifications

- a. Experience: Minimum 1-2 years of experience in all aspects of event planning including outdoor event experience
- b. Experience managing volunteer team
- c. Experience managing event budgets
- d. Excellent organization and project management skills.
- e. Energetic, innovative, creative self-starter
- f. Problem solver and results oriented
- g. Able to work well under pressure of event deadlines
- h. Ability to prioritize tasks in a fast-paced environment

11. Job Location

- a. Downtown Harrisonburg, VA

12. Selection

- a. 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.

13. Send Proposals To:

- a. Responses must be sealed and clearly marked with the following: "RFP Response – 15 Year Celebration". Submittals must be received no later than **5:00 pm on October 9, 2018**, and should be delivered to:

Harrisonburg Downtown Renaissance
212 S. Main Street
Harrisonburg, VA 22801

Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted via email (no phone calls) no later than September 22nd to:

Lauren Huber
Director of Resources
Lauren.huber@harrisonburgva.gov
540.432.8921