



REQUEST FOR QUOTE & PROPOSAL EVENT MANAGEMENT FOR 20th ANNIVERSARY CELEBRATION

The Newark Downtown District (NDD) is issuing a Request for Proposal for an experienced Event Planning Firm. The scope of work shall include pre-event coordination, day of event coordination, and post-event wrap up of the NDD's 20th Anniversary celebratory events.

ORGANIZATION INTRODUCTION:

The Newark Downtown District (NDD), Newark's special improvement district of the central business area, is a privately funded 501 (c) (3) non-profit organization, dedicated to revitalizing downtown Newark by improving the economic viability of the central business district. The NDD is overseen by a Board of Trustees consisting of business and residential property owners within the District, representatives of non-profit organizations, as well as municipal officials and staff.

Over the past 20 years, the NDD has gone above and beyond that of a clean & safe program. With the expansion of its borders of operation, the NDD has introduced annual events, a community farmers market, pedestrian mall, granite curb cuts, historic-style light poles, street-pole banners, parklets, and planters to its community. In addition, the NDD has continued to diversify its ambassadors program, which now consists of teams including Clean and Safe, Quality of Life, Horticulture, and Special Projects—all caretakers of 110 downtown blocks of business and residential properties.

ABOUT THE PROJECT:

The Newark Downtown District (NDD) is seeking an event management firm to manage all aspects of two (2) anchor celebratory events, one being an outside concert/festival (Summer 2018) and the other a community event which should incorporate night time fireworks (Fall 2018). Firms will be asked to manage the planning, coordination, overall event logistics, budget, implementation, and analysis. For more detailed information, please see the Scope of Work section below.

SCOPE OF WORK:

This RFP has three (3) parts. Some of the firm's responsibilities listed below may run concurrently. Other projects and tasks not listed below, but related to the categories, may be required of the firm.

PART A: Pre-Event(s) Coordination

- Responsible for leading/managing the planning and implementation process for all aspects of the event(s)
- Managing all of event(s) production aspects of the individual events: Site planning, budgeting, signage plans, City service requests & approvals, and set-up logistics
- Vendor research, selection, and coordination (utilizing as many downtown Newark vendors as possible)
- Utilize socio-economic data and community feedback when developing plans for event(s)
- Develop, manage, and execute logistical plans and timelines
- Responsible for securing vendors and submitting them for approval to the Newark Downtown District
- Completing and submitting all expenditure requests, and other related vendor contracts to the NDD for approval
- Regularly reporting to the NDD staff the project milestones and progress
- Develop strategy to collect, analyze/evaluate, and report results of event(s)

PART B: Day of Event(s) Coordination

- Direct and manage on-site event set up and clean up
- Responsible for providing properly trained staff for the duties performed on the day of event(s)
- Registration of attendees, vendors, media, and VIPs

PART C: Post Event(s) Wrap Up

- Manage and execute event debrief including but not limited to: analyzing surveys, event traffic, as well as recommended improvements/changes
- Responsible for post-event publicity outreach
- Follow-up thank you letters and acknowledgement letters to: community, VIPs, participating vendors, and the media

PROJECT TIMELINE:

The project timeline listed below is an estimate only. (The NDD reserves the right to revise any project dates as needed.)

RFP Released: **April 25, 2018**

Information Session (Q&A): **May 9, 2018**

Proposals Due: **May 16, 2018**

Interviews with Firms: **May 30, 2018**

Selection of Winner: **June 13, 2018**

OWNERSHIP OF WORK:

Upon completion of project and payment, all work shall be under full ownership of the Newark Downtown District Management Contractor.

TERM OF CONTRACT AND PAYMENT FOR SERVICES:

This is a one-time contract that would provide event management and public relation services with the possibility of continuing partnership for management of additional events. The Contractor shall be paid for services rendered in terms agreed upon between the Newark Downtown District and the Contractor.

SELECTION CRITERIA:

When completing the proposal, Contractors should address specifics including:

- Overall capacity to meet goals
- Ability to deliver creative and innovative ideas and solutions
- Understanding of the Newark community
- Metrics used for client satisfaction

The NDD will select the Contractor based on the contents of the proposal and the following criteria:

- Proposed project and approach
- Qualifications and technical ability of the firm
- Similar experience with past projects
- Ability to comply with the proposed schedule
- Cost

During the evaluation process, the NDD may request additional information or clarifications from the proposers. The NDD reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether the proposal was selected.

RESPONSE FORMAT:

All submittals shall include the following information:

1. Introduction Letter with Price Estimate for parts A, B, and C
 - A. Please include a cover letter summarizing your firm's background, resources and relevant experience. This letter should also include a cost estimate for the project, listing the costs for Part A, Part B, and Part C (Three pages max).
2. Examples of Three Relevant Past Projects: Please include a summary describing three relevant past projects. These examples should include a brief summary of

each project and your firm's specific involvement in it, as well as any supporting creative or writing collateral.

3. Provide list of References and Past Projects/Clients.

DEADLINE AND DELIVERY:

The digital proposal shall be sent to **Tokz Gabriel** at **Tokz@downtownnewark.com** no later than **5pm EST, Wednesday May 16, 2018**. Submittals received after the deadline will not be accepted.

Any questions about this Request for Proposals (RFP) shall be directed to **Tokz Gabriel, Marketing Associate / Newark Downtown District** at **Tokz@downtownnewark.com**.