



## Peekskill Business Improvement District (BID)

### REQUEST FOR PROPOSAL (RFP)

### Peekskill Music Festival Event Management

February 4, 2015

#### SUMMARY

The Peekskill Business Improvement District (BID) is accepting proposals from qualified organizations and/or individuals for the operation, management and associated sponsorship/fundraising activities involved in presenting a one-day event, the 9<sup>th</sup> annual Peekskill Music Festival.

The purpose of this RFP is to provide all interested candidates with a clear idea of the project's objectives, work requirements and the evaluation criteria against which they will be judged.

#### PROPOSAL GUIDELINES

This is an open and competitive process. **Proposals received after 5pm, on Wednesday, March 4th, will not be considered and will be returned unopened.**

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal

#### CONTRACT TERMS

The Peekskill BID will negotiate contract terms upon selection. All contracts are subject to review by the BID's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, deadline and other necessary items. The BID reserves the right to extend the Jazz & Blues Festival Event Management contract for an additional period or periods of time based on satisfactory job performance if all parties agree that this contract can be extended under the same terms and conditions without having to re-issue the RFP.

#### PURPOSE & OBJECTIVES

As the BID's primary mission is to promote growth and commerce by attracting residents and visitors to downtown Peekskill, we organize and sponsor a number of events throughout the year with the goals of increasing downtown foot-traffic, promoting our city as a unique destination, and increasing commerce for local businesses and merchants.

The 9th Annual Peekskill Music Festival is the Peekskill BID's marquee event and takes place in the heart of our downtown on a main thoroughfare closed to vehicle traffic for the duration of the event. It is a one-day music festival (approximately 1pm-10pm) free to the public and will be held on **Saturday, July 25<sup>th</sup>, 2015**.

### ***Event Goals***

- Present a performance of leading artists that will reach a maximum audience in terms of both participants and public relations outreach.
- Create a positive event and a positive experience for participants that reflect the values, vision, and image of the BID.
- Create a fun, inviting, challenging, scenic, safe, professionally run event for the general public, BID members, and event supporters to enjoy.
- Create opportunities to increase commerce for downtown restaurants, pubs, and merchants through creative cross-promotions and partnerships.

### ***Responsibilities of the Event Manager:***

- Serve as **Event Manager**. A successful Event Manager will be available to regularly work on-site to organize the festival (1-2 times a month in the months leading up to the festival and weekly during the festival month).

### **Event Marketing**

- Coordinate event logo and promotional materials.
- Coordinate creative event marketing, including radio, print, online media, social marketing (facebook), eblasts, and storefront posters.

### **Event Talent**

- Identify and contract with leading Jazz & Blues artists that will reach a maximum audience in terms of both participants and public relations outreach.

### **Event logistics**

- Complete competitive contracting and supervise set-up/break-down for all necessary event rentals, including: stage and lighting, sound equipment, port-o-johns, and chairs.
- Organize a "food court" for downtown businesses and outside vendors, including vendor applications and payment, proper health permits, street placement, and electrical needs.

- Organize a “craft section” for downtown businesses and outside vendors, including vendor applications and payment, street placement, and electrical needs.
- Organize staging of event space, including strategies for keeping pedestrian pathways clear.
- Organize event welcome booth for participants, alerting attendees to event schedule and promotions with participating businesses.
- Develop signage, banners, and route marking as appropriate and needed.
- Organize and train event volunteers.
- Organize photography and other documentation of event and participants.
- Work with the BID to obtain necessary license and permits.
- Organize event cancellation insurance which will cover, at minimum, event expenses and the event management fee if the event is cancelled.
- Describe your plans to count event attendance.
- Describe your plans to manage crowd traffic and to maintain an orderly, safe environment.

### Event Sponsorship

- Locate, contact, and sign sponsors, both monetary and in-kind, in support of the event<sup>1</sup> (the BID encourages building in a sponsor “finder’s fee” in the Event Manager contract to supplement Event Manager base-line salary).

### ***In support of the event, the BID will provide:***

- Active support, problem-solving, and coordination with the BID’s Executive Director and Board.
- Assistance in coordinating necessary licenses and permits.
- Providing contact lists of local businesses, merchants, and craft artist groups to facilitate cross-event promotions.
- Help in locating local volunteers.

---

<sup>1</sup> “Finder’s fee” will apply to sponsorships that are identified and secured by the Event Manager.

- General oversight of event progress towards stated goals.
- Promotion of event through BID's own contacts, web site, and recruitment to businesses to display promotional materials.

## **BUDGET**

Please provide a detailed cost proposal to accomplish the scope outlined above. The budget must encompass all the event management costs necessary for the production of a high quality event that meets the event goals as stated above.

The BID has allocated a total of \$8,000 for the 9<sup>th</sup> Annual Peekskill Music Festival to the Event Manager. In addition, the BID dedicated approximately \$2,000 in radio ads to promote the event and an additional \$4,000 from regular event sponsors can be expected. We expect a successful Event Manager to raise significant additional sponsorship revenue.

## **TIMELINE**

- This RFP is dated February 4, 2015. Proposers may also request a copy be sent via email by contacting [bidpeekskill@gmail.com](mailto:bidpeekskill@gmail.com).
- Proposals are due before 5pm, on Wednesday, March 4<sup>th</sup>, 2015.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team. You will be notified if this is requested.

## **QUALIFICATIONS**

- List the events you or your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. Event promotional materials should be submitted.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational profile, including core competencies, staff, length of time in business, and firm location.
- Time frame for completion. The time frame for completion of the project for each phase of work will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.

## **EVALUATION CRITERIA**

Proposals will be evaluated based on the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs set forth in the RFP.
- Event Production & Management Capabilities – Prior work demonstrates professional, well-organized, safe events production that reach a maximum audience in terms of both participants and public relations outreach.
- Availability to work “on-site” when necessary
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure – The price is commensurate with the budget offered by the proposer.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Firm location – It should be noted that **all things being equal** regarding the quality and competitiveness of proposals, the BID values hiring firms located within the BID district.

## **PROPOSAL SUBMISSION**

If you have questions regarding the RFP. Please contact the BID office at 914-737-2780 on Mondays/Wednesdays.

Please deliver e-copies of your proposal no later than 5pm on Wednesday, March 4<sup>th</sup>, 2015 to:

Peekskill BID  
16 South Division Street  
Peekskill NY 10566  
(914) 737-2780  
[bidpeekskill@gmail.com](mailto:bidpeekskill@gmail.com)