

Request for Proposals for Event Coordinator for 6th Poudre RiverFest in June 2020



OVERVIEW

This request for proposal (RFP) is issued by five non-profit collaborators (hereinafter “organizing committee”). The purpose of this RFP is to establish a contract with a qualified event coordinator beginning in summer 2019 to execute a successful 2020 Poudre RiverFest event, likely to be held Saturday, June 6th, and ensure the sustainability of future events. A successful candidate will be an organized, out-going, and motivated individual who will secure sponsorships, plan, manage, promote, implement and analyze overall event logistics, including day-of-event coordination, and manage the budget. For more detailed information see the Scope of Work section below.

EVENT DESCRIPTION

The mission of the event is to provide a platform to celebrate the Poudre River, educate people about its importance to our communities, and inspire them to action. Our approach is to provide fun, educational activities to broaden participants’ knowledge about the river and its importance for clean water, wildlife, plants, industry, agriculture, and recreation. Activities may include bird banding, nature hikes, scavenger hunts, a kids’ activity area, river-focused exhibitors and displays, hands-on restoration projects, and workshops—all of which are surrounded by the celebration of the River with live music, dancing, and refreshments. Please visit www.poudreriverfest.org for more information.

In 2018, the organizing committee hosted the 5th annual Poudre RiverFest (PRF). Attendance at the event has hovered at 1,500-3,000 from 2015-2018. From 2014-2016, the festival was held at Legacy Park in Fort Collins. In 2017, the event was relocated to the Poudre River oxbow directly across from New Belgium Brewing in Fort Collins. The event attracts, on average, 40-60 exhibitors as well as several food trucks. New Belgium Brewing is the signature sponsor and provides the beer garden, as well as financial and logistical support. Additional event sponsors have included Bohemian Foundation, FortFund, Action Signs, Otterbox/Ottercares, KUNC, Colorado Sound, Town Square Media, NoCo HotSpots, Colorado Life Magazine, Wild Birds Unlimited, Fort Collins Nursery, Rocky Mountain Adventures, Poudre Heritage Alliance, KGNU, KRFC, The Coloradoan, Go West T-Shirts, and Downtown Development Authority.

The organizing committee for the festival includes Bird Conservancy of the Rockies, National Association for Interpretation, Coalition for the Poudre River Watershed, Wildlands Restoration Volunteers, and Cache la Poudre River National Heritage Area. Staff from each organization serves as the decision-making body for the event. Organizers also contribute staff time and other resources to deliver the event, including programming support, planning, etc. The organizing committee began a strategic planning process in fall 2017 (draft plan available upon request). A scaled-down version of the RiverFest at New Belgium Brewing is planned for Friday July 26, 2019. This smaller event will allow time for planning, improving our education and restoration goals, and working towards building our capacity to sustain the festival into the future. Community support is needed for the event to continue to grow. We are looking for strong community partners that align with our vision for the festival and to help us grow to its best potential while maintaining our core values which include:

1. The event is about the River – activities and exhibitors are connected with the River in some way.
2. Profits go back to a river-based restoration or education project.
3. The whole community is welcome – it’s free to attendees and is family-friendly.
4. The event takes place along or near the River.
5. The event is managed and delivered with a commitment to “green” event standards.

Goals as lined out by our latest strategic planning include:

1. Attendance of 5,000+ people, with 10% of attendees taking an event survey, and at least 300 people attending the various workshops and activities offered
2. Generate a \$5,000 - \$15,000 profit each year to maintain our reserve fund and build a riparian “action” fund for future restoration or education projects
3. Generate over 100,000 impressions across all media platforms

SCOPE OF WORK

To realize the above, we seek an innovative event coordinator to fully understand the mission, goals, and values of the PRF to provide the following services:

General Management and Financial Operations

- Develop a timeline and work plan
- Help develop an event budget
- Effectively and regularly communicate with the organizing committee to provide updates on progress, issues, resources and budget matters
- Lead monthly or bi-monthly organizing committee meetings
- Assist with vendor identification, negotiating, and contracting
- Serve as the point of contact for all inquiries related to the event
- Strive to meet “green” event planning standards

Event Marketing

- Develop and oversee implementation of a marketing and publicity plan
- Ensure timely execution and distribution of all marketing and promotional communications media associated with the event including: event posters and flyers, event website, social media, paid and media-sponsored advertising, news releases, e-marketing, free advertising, etc.
- Provide post-event analysis of marketing implementations, recommendations for future

Sponsorship & Exhibitors

- Help develop sponsorship strategy
- Serve as liaison with sponsors and track fulfillment of their benefits
- Acquire appropriate exhibitors
- Develop exhibitor registration process and provide all necessary communication
- Facilitate exhibitor placement at/during event

Event Management

- Manage and coordinate general event logistics such as venue coordination, contracts, food & beverage, trash/recycling, staging, entertainment, event layout, volunteers & staffing, technical equipment, emcee, protocol management of exhibitors/sponsors/entertainment, and any other relevant tasks as required
- Ensure all applicable licenses and appropriate insurance coverage is acquired and on record
- Create and execute volunteer duty program, and coordinate volunteer meetings and trainings
- Submit a post-event evaluation report with recommendations to the organizing committee
- Other duties as agreed upon

Day of Event

- Supervise all aspects of the event (from set-up to take-down) and manage the logistics and onsite supervision of the event – as mentioned in the event management above

PROPOSAL BUDGET

The maximum allotted budget for the Poudre RiverFest 2020 Event Coordinator role is \$10,000, paid in installments as agreed upon in the final contract. This fee covers services outlined through the RFP as defined in the contract, and does not include festival-incurred expenses such as licensing and rental fees, advertising, equipment/supply purchases, etc. The Event Coordinator will be responsible for adhering to an agreed-upon budget to cover such expenses (\$10,000 - \$15,000 in previous years, not including event coordinator compensation), with any changes subject to approval by the organizing committee.

REQUEST FOR PROPOSAL PROCESS

This RFP represents the opportunity to be involved in the improved 2020 Poudre RiverFest event.

The contract is not full-time, however it will last over a period of 12 months, beginning summer 2019. The organizing committee will negotiate a contractual agreement with the preferred applicant. By responding to the RFP the applicant understands s/he will be fully responsible for meeting the requirements of the RFP and will ask and execute the necessary tasks to make sure the event is successfully completed. The organizing committee reserves the right to accept or reject, in whole or in part, any and all submissions/responses to this RFP.

Note that the information in this RFP represents the vision of the Poudre RiverFest at this time and is subject to change as the project moves forward.

Questions: Participants may ask questions about the RFP by sending them in writing via email to coordinator@poudreriverfest.org

All applicants must submit the following information:

1. Name and number of employees
2. Address and contact information
3. Short description of work history in planning of fundraising events; include samples of relevant work
4. Description of event planning services offered; demonstrate you have the workload capacity to make the job happen
5. Description of your system for event organization
6. Two (2) professional references, including contact information
7. Two (2) event references (including description) for similar size/type events that applicant has coordinated
8. Explanation and listing of all costs and fees applicant proposes to charge the PRF organizing committee for event planning purposes
9. If coordinating other northern Colorado events, please address any conflict of interest related to those

RFP SCHEDULE

The deadline for RFP responses is no later than 12:00 pm, June 15, 2019. No proposals will be accepted after that time. Proposals may be provided in electronic format (PDF preferred) to coordinator@poudreriverfest.org.

This schedule of events represents the organizing committee's best estimate of the schedule that will be followed for this RFP.

Proposals due: June 15, 2019

Review of Proposals: late June

Intent to Award Contract: mid-July

The organizing committee may choose to meet with finalists for an interview prior to final selection.