



2300 Rhode Island Ave, Ste 202    Washington, DC 20018    202-808-9050    [www.riamainstreet.org](http://www.riamainstreet.org)

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## **Request for Proposals for Event Planner/Event Management Services for Rhode Island Avenue NE Main Street's Fall Fest 2018**

### **ORGANIZATION INFORMATION**

Rhode Island Avenue NE Main Street is one of sixteen Main Street programs across the District of Columbia – each working toward the positive redevelopment of our city's traditional business districts.

Rhode Island Avenue NE Main Street focuses on

- Revitalizing Rhode Island Avenue NE between 3rd St. NE & Eastern Avenue
- Improving commercial properties and streetscapes
- Promoting local businesses through special events and festivals
- Creating new jobs and attracting new locally-owned businesses

### **EVENT DESCRIPTION**

RIAMS' signature event, **Fall Fest**, showcases our beautiful tree-lined commercial district in one of the hottest real estate markets in DC and attracts thousands of visitors for a day full of shopping, food, and entertainment for the whole family. Fall Fest 2018 will take place Saturday, October 6 from 10am-4pm.

### **SCOPE OF WORK**

- Develop, manage and execute master event logistical plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze and report results for the event
- Create, manage and reconcile event budgets, expenses and timelines
- Adhere to project timelines and budget guidelines
- Oversee the implementation of the marketing campaign
- Deliver project deliverables on-time, on-budget and to client expectations
- Direct and manage volunteer committees, both pre-event and on-site
- Manage relationships with event vendors
- Direct and manage on-site event set up and clean-up
- Manage and execute event debrief including analyzing surveys as well as recommended improvements/changes

### **PROJECT SCHEDULE**

Please note, this schedule is based on our current guidelines but is subject to change.

May 28, 2018 - RFP Submission Deadline



Rhode Island Ave NE Main Street is a designated DC Main Streets commercial district, and is funded in part by the Department of Small and Local Business Development.



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June 11, 2018 - All candidates will be notified of decision

June 18, 2018 - Contract begins

October 6, 2018 - Fall Fest

## **JOB REQUIREMENTS**

Bachelor's degree in Event Management or similar, or equivalent experience

Minimum 1-2 years experience in all aspects of event planning including outdoor events

Experience managing volunteer teams

Experience managing event budgets

Excellent organization and project management skills

Energetic, innovative, creative self-starter

Problem solver and results oriented

Able to work well under pressure of event deadlines

Ability to prioritize tasks in a fast paced environment

Preference will be given to DC [Certified Business Enterprise \(CBE\)](#)

## **JOB LOCATION**

Washington, DC

## **APPLICANT INFORMATION**

- All applicants must submit the following information:
- Name and # of employees
- Description of services offered
- Two (2) professional references, including contact information
- Two (2) event references (including a description) for events of similar size/type that the event planner has coordinated
- Resumes for all relevant staff members
- Quote for Event Management Fee (includes 16 weeks of planning plus the event date)
- 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 \$12,000. This includes applicant/contractor fee, marketing, promotions, entertainment, and logistical costs
- Please reference the [RIAMS Fall Fest Page](#) for previous event details

## **SELECTION**

Applicants who have demonstrated the capacity to meet our requirements will be notified via email of our selection to move forward with the RFP Process.



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## **SEND PROPOSALS TO**

Responses must be submitted via email to [events@riamainstreet.org](mailto:events@riamainstreet.org), ATTN Kyle Todd no later than May 28, 2018. All submission materials should be combined into one PDF. Please include “RFP Response – RIAMS Event Planning” in the subject line. Submissions must be received no later than 5:00 pm on May 28, 2018.

## **APPLICANT RFP RECEPTION**

By responding to this RFP the applicant agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that understanding is gained. Rhode Island Avenue Main Street (RIAMS) 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 RIAMS.

Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of RIAMS for any future action. The RFP does not commit RIAMS 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



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