



CHAMBER OF COMMERCE
ECONOMIC DEVELOPMENT
TOURISM

REQUEST FOR PROPOSALS (RFP) FOR EVENT PLANNING SERVICES

Greater Muscatine Chamber of Commerce & Industry (GMCCI) requests a proposal from you/your organization to produce 2021 events geared towards attracting visitors. We are seeking events in the following areas: Performing and Visual Arts Events, Food, Wine and Beer Festivals Cultural Events and Recreational Events.

Based on the responses provided, it is the intent of GMCCI to select, at its sole discretion, an individual or firm to provide event planning and production services for the above-referenced events.

WHO WE ARE

MISSION: The Greater Muscatine Chamber of Commerce & Industry is a catalyst for advancing our region's economy, improving our quality of life, and enhancing our members' success.

HISTORY: Founded in 1944, the Greater Muscatine Chamber of Commerce & Industry (GMCCI) stands 340 members strong with a staff of five. The Chamber is involved in an aggressive program of work designed to create a prosperous economic and business climate throughout Muscatine County. Both today and in the future, the Chamber will strive to provide value, meet our members' needs, be innovative and offer a wide range of professional and business development programs for enterprises of all sizes.

We are an action-oriented association of businesses and individuals working together to meet the needs of our membership, the Muscatine community, and surrounding communities. Whether you are interested in moving a business to Muscatine, starting a new business, or growing or maintaining an existing business, GMCCI is here to provide solutions to share in your vision. Muscatine has terrific business opportunities and thriving industry. Home to a rich history and booming business, Muscatine is truly the Pearl of the Mississippi.

WHAT WE DO: GMCCI works exclusively to improve the business climate and community quality of life by educating, facilitating, and partnering with businesses and organizations of many kinds. We desire to provide a cooperative atmosphere so businesses in the Greater Muscatine area can work together in a mutually beneficial way. Our goal is to assist current businesses, while advocating for business and community growth in Muscatine County. We provide information to attract, grow and retain commercial business in the region.

DESCRIPTION OF EVENTS

GMCCI, through tourism and related marketing efforts seeks to increase visibility, foot-traffic, and to create a vibrant community. Based on the responses provided, it is the intent of GMCCI to select, at its sole discretion, an individual or firm to provide event planning and production services for desired themes such as those outlined below:

Performing and Visual Arts Events

Examples include: Art Walks, Juried Art Festivals, Art-Centric Street Festivals, Art in the Park, Vintage Markets, Craft Fairs, Film Festivals, Outdoor Music Festivals, Jazz, Blues and Ragtime Festivals, Music in the Park Series, Ballet in the Park.

Food, Wine and Beer Festivals

Examples include: Food Trucks Festivals showcasing local, regional, and national food truck culinary creations. Farm-to-Table Dinners, Wine Festivals, includes events that showcase wine and culinary pairings.

Recreational Events

Examples include; Fun Runs, Cycling Events, Fishing Tournaments, Boat Shows, Eco-Tourism Events, Canoe and Kayaking Events.

Other Cultural Events

Any festival or cultural event that is not classified above.

PROJECT DELIVERABLES

The selected individuals or firms will be expected to furnish all services necessary and appropriate to produce each of the event, including all of the deliverables stated in Appendix A – Scope of Services.

DOCUMENTATION REQUESTED

1. INDIVIDUAL/COMPANY BACKGROUND AND QUALIFICATIONS

- a. Respondents are requested to provide an overview of your organizational chart, areas of specialization, number of years in operation, etc. Include an overview of similar services provided on a regional and local basis.
- b. Individuals are requested to provide an overview of educational background, specialized training, areas of specialization, years of experience. Note that a comprehensive resume will be acceptable documentation.
- c. Provide a minimum of two recent examples of success in large-scale event planning.
- d. Respondents should include any special circumstances or capabilities that you would like GMCCI to know about you, your company/team.
- e. Include a brief statement about any key relationships, business or personal, that you, your company/team has that they believe might bring value (sponsorships, media exposure, access or otherwise) to achieving the objectives of event.

2. PROPOSED FEES FOR YOUR SERVICES

- a. Please include a budget that includes all anticipated costs and fees associated with planning and executing the event.
- b. All actions and anticipated expenses should be itemized with all hourly rates for services included.

INSTRUCTIONS FOR PROPOSALS

Please provide a written response to each of the above requested documents including (i) full name of the company or individual respondent, (ii) names and titles of each principal of a company, (iii) contact information for each such person (address, phone, email), (iv) proposed project team who will manage and work on this assignment, and (v) licensures (if applicable).

GMCCI reserves the right to accept or reject any and/or all proposals, and to grant final acceptance to the proposal that best meets the needs and interests of GMCCI, as determined by GMCCI in its sole discretion. GMCCI will be the sole judge of whether a proposal meets the required criteria and review by the Tourism & Hospitality Committee.

DEADLINE

The first round of submissions are due by May 14, 2021. Additional rounds may open dependent upon funding.

NEXT STEPS

Responding companies or individuals must agree to keep their proposed project budget and the other terms of their engagement open for a period of at least 60 days past the submission deadline.

Once a company or individual is selected, GMCCI and the selected respondent or company will enter a written contract for the event. Each respondent shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating a contract with GMCCI. GMCCI shall bear no liability to any respondent for any costs, fees or liability incurred in connection with this RFP or any response thereto.

QUESTIONS

Questions about this RFP should be directed by email to Jodi Hansen, Director of Strategic Initiatives at jhansen@muscatine.com. Please note that phone calls will not be accepted. All questions and GMCCI's answers will be made available to all potential RFP respondents, upon request.

IMPORTANT

The selected individual or organization will perform the duties requested as an independent contractor and not as an employee of GMCCI.

We look forward to working with the successful candidates to promote Muscatine and the wonderful event that will bring happiness to residents and visitors.

APPENDIX A – SCOPE OF SERVICES

Supplier/Sponsor/Volunteer Procurement: Bid out (if required) or contract with (via invoice or written contract approved by GMCCI) and award all necessary vendors for each individual activity forming a part of the event and recruit all necessary volunteers, including but not limited to:

- Print Advertising
- Signage
- Activity Sponsors
- Prizes to be purchased
- Prizes to be volunteered
- Volunteers for individual activities
- Entertainers

Supplier/Sponsor/Volunteer Management: Once vendors or volunteers have been selected, reach out to:

- Each vendor or sponsor, to confirm the scope work and the finalize the costs/sponsorship commitment.
- Each volunteer, to confirm each of the activities and responsibilities agreed upon.
- Create a detailed Contact List for vendors, sponsors and volunteers and keep updated.
- Produce a Production Timeline for each component of each of the event and oversee load-in and load out activities.
- A master timeline to include all entertainment and interactive elements happening throughout the day.
- A working site plan.
- Meet with vendors, sponsors, volunteers, and GMCCI appointees, as necessary.
- Once marketing plans have been finalized, provide the designated volunteer(s) with visual and copy suitable for inclusion on the website and all social media platforms.

Volunteer Support: Provide the planning committee with a key list of volunteer positions to cover the components of event.

- It is the responsibility of the planning committee to provide the volunteers.
- Provide a Volunteer Coordinator/Manager day of event to assist in managing all on-site volunteers and their individual areas of responsibility.
- Meet with the Volunteer Coordinator prior to event to ensure that both parties have a clear understanding of volunteer resources and allocation.

Budget: Maintain a budget spreadsheet of vendor costs and sponsorship commitments for event including:

- Maintaining and managing, an electronic operational budget.
- Providing updated and timely accounting to GMCCI on all expenditures.

Permits, Licensure, City Interaction: Work with GMCCI to interface with the City of Muscatine.

- Securing any necessary permits and to coordinate with all such city departments to make sure the permit process moves smoothly. Manage any on-site inspections on event day.

- Work with City of Muscatine to address any parking, street closure and/or other safety concerns related to event.

Professional Staffing: Provide a Project Manager to oversee all event logistics. Provide management staff for day of the event for to manage vendor set and breakdown and management of overall event logistics.

On-Site Communication Plan: For staged/stationary entertainment, coordinate with selected entertainers and create a production schedule related to the staged entertainment (all such entertainers will be responsible for their sound needs as well as all necessary equipment).

Entertainment: Entertainment for each of the events can include artists, musicians, and/or performers.

- For staged/stationary entertainment, coordinate with selected entertainers and create a production schedule related to the staged entertainment (all such entertainers will be responsible for their sound needs as well as all necessary equipment).
- For “roaming” entertainment, create a schedule including times and areas of appearance.

Sponsor Fulfillment: Manage all on-site sponsor fulfillment including but not limited to banner/signage placement, load-in of special supplies to sponsor areas/tents. GMCCI will provide an initial list of sponsors secured along with their contact details. Respondent will be responsible for updating such list.

Marketing: Develop a marketing plan for event including:

- Creation of one or more press releases for event and distribution of the same on a timely basis.
- Develop print, radio and/or tv marketing plan including appearances and/or public interest stories.
- Create a social marketing plan.
- Once the marketing plans have been finalized, provide the designated volunteer(s) with visual assets and approved copy suitable for inclusion on the website, local event calendars, newsletters, and all social media platforms.
- Develop analytics to assist with evaluation of the impact of the components of event.

Post Event Support: Provide for and/or prepare:

- Committee, vendor, sponsor evaluation.
- Final event expense budget to include in-kind donations, discounts, and actual costs.
- Prepare final wrap-up report and meeting.