

REQUEST FOR PROPOSALS

EVENT PLANNING AND MANAGEMENT TO PRODUCE AND MANAGE THE
LEON VALLEY 4TH OF JULY PARADE, CELEBRATION AND FIREWORKS
SPECTACULAR AND THE LEON VALLEY FALL MUSIC FESTIVAL

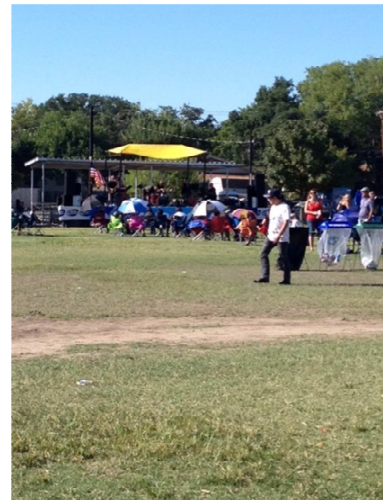


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I. OVERVIEW

The Event Manager/Management Company will contract with the City of Leon Valley to plan two (2) large-scale events. The Event Manager/Management Company will execute all aspects of 1) the Leon Valley 4th of July Parade, Celebration, and Fireworks Spectacular, and 2) the Leon Valley Fall Music Festival to include: planning, coordination, overall event management, logistics, marketing and promotion, sponsorships, and working within the City's Special Event Budget.

II. CITY BACKGROUND

The City was incorporated in 1952. The City is approximately 3.5 square miles. Legend has it that Leon Valley was the location of the first settlers in the 1800's and was once a Stagecoach Stop between Bandera and San Antonio. The tales say that Leon Valley was considered dangerous for wagons and stagecoaches because of the once continuously running creeks and the harsh life of the Hill Country which was shared with roaming mountain lions and native Tonkawa Indians. Leon Valley is now a City of 10,000+ residents which has rebranded itself as a community of "Deep Roots and Big Ideas."

III. EVENT DESCRIPTIONS

4TH OF JULY - Saturday, July 4, 2015

The 4th in Leon Valley begins with a Patriotic Parade at 10am that travels from Huebner to Evers Road and concludes at the site of the 4th Celebration at Raymond Rimkus Park (6440 Evers Road). The Parade includes 60-70 entries including City Officials, Dignitaries, and other local participants. The continuous Celebration begins in the Park at 12pm with a welcome and proclamation by the Mayor and continues throughout the day with various entertainment, food/drink booths and vendors. The evening 6pm to 9:30pm features spotlighted musical talent/bands. The fireworks begin promptly at 9:30p.m. and are fired for approximately 15 minutes. The event concludes by 10pm. This will be the 21st year for the 4th Parade and Celebration.

FALL MUSIC FESTIVAL– Saturday, October 3, 2014

This Leon Valley Fall Music Festival celebrates all varieties of music with musical talent and/or bands that generate excitement and musical followers to the Leon Valley area. The event takes place in Raymond Rimkus Park (6440 Evers Road) from 12pm to 10pm, features musical talent, food/drink booths, vendors and exhibitions.

IV. UNDERSTANDING OF RESPONSIBILITIES

By responding to this RFP the Event Manager/Event Management Company agrees to be responsible for fully understanding the requirements of the RFP and will ask any questions to make sure that all requirements of the RFP and Contract are understood. The City of Leon Valley, Texas 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 interest of the City.

Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of the City for any future action. The RFP does not commit the City of Leon Valley to pay for any costs incurred in the submission of a response to this RFP or for any cost incurred prior to execution of a final contract.

The selected person or company will need to work and collaborate with all City Staff and the Community Events Committee (CEC). Periodic reports should be made to the CEC.

V. APPLICANT INFORMATION

All interested Event Managers or Event Management Companies must submit the following information:

- 1. Name and Overview:** Name and number of employees
- 2. Services:** Description of services offered and proposed fee.
- 3. Events Managed:** List of similar events in the scope and industry.
- 4. References:** Provide a minimum of three (3) references from events managed.

5. **Written Draft of the Event Description** which specifies theme, budget, marketing plan and timeline. The description should define the overall concept of the event and a budget for the event.
6. **Sample Festival/Event Power Point Presentation** from an event that the applicant has planned and executed to concisely demonstrates experience in every facet of event management and coordination (research, design, planning, timeline/calendar, logistical needs, and budget and event evaluation). This presentation should be saved on a labeled USB drive.

VI. REPORT TO:

The Event Manager will report to the Leon Valley Community Development Director.

VII. EVENT MANAGEMENT AGREEMENT:

By *Contract* between said Event Manager and the City of Leon Valley.

VIII. SCOPE OF WORK

1. Develop, manage, and execute master event logistical plan and timeline; assign/delegate tasks to volunteer teams; evaluate, analyze and report results for the event.
2. Secure sponsorships for the events.
3. Create, manage and reconcile event budget, expenses and timelines.
4. Adhere to project timelines and budget guidelines.
5. Oversee the implementation of a marketing campaign.
6. Responsible for leading/managing various events planning teams in the planning and implementation process for all aspects of the event; including attending Leon Valley Committee/Council meetings and meeting follow-up.
7. Complete project deliverable on time, on budget and to the City's expectations.
8. Direct and manage volunteers pre-event and on site.
9. Manage relationships with event vendors and exhibitors.
10. Direct and manage on site event set-up and break-down.

11. Execute event debriefing including analyzing event commentary, as well as recommend improvements/changes.
12. Coordinate with City Staff (Development, Fire, Police, Public Works, etc...) regarding venue, logistics, set-up, safety plan, security and other similar needs.

IX. PROJECT SCHEDULE:

November 20, 2014: RFP Released

December 1, 2014: RFP Submitted 5pm

December 2, 2014: RFP Reviewed & Evaluated

December 8, 2015: Award Contract

X. JOB QUALIFICATIONS:

1. Education: Bachelor's degree in Event Management, Communications, Marketing, Hospitality, or other similar field preferred.
2. Experience: 1-2 years' experience in event planning including outdoor event experience.
3. Experience managing a volunteer team.
4. Experience coordinating and planning logistics with City team.
5. Experience managing events budgets.
6. Excellent organization and project management.
7. Problem-solving skills and results-oriented.
8. Energetic, innovative, and creative self-starter.
9. Works well under pressure and deadlines.
10. Prioritize and work in a fast-paced environment.

XI. JOB LOCATION:

6440 Evers Road – Raymond Rimkus Park – City of Leon Valley, Texas

A large 23-acre park centrally located in the City of Leon Valley, with ample space, pavilions, amenities and parking.

XII. SELECTION CRITERIA & POINT SYSTEM

<u>SELECTION CRITERIA - 100 points</u>	<u>Maximum Points Awarded</u>
1. Experience in Event Management	35 points
2. Fee	25 points
3. Reference Checks	20 points
4. Overall Package & Presentation	10 points
5. Professional/Media/Entertainment Contacts	10 points

XIII. SEND PROPOSALS TO:

Responses to this RFP must be sealed and clearly marked with the following: "RFP RESPONSE - CITY OF LEON VALLEY EVENTS MANAGEMENT." Submittals must be received no later than 5:00p.m. on Monday, December 1, 2014 and should be delivered to:

KRISTIE M. FLORES
Community Development Director
Leon Valley City Hall
6400 El Verde Road
Leon Valley, TX 78238

Any questions or clarifications regarding definitions or interpretations of this RFP must be submitted via email (no phone calls) prior to the submittal deadline to: k.flores@leonvalleytexas.gov