Request for Proposals
Event Planning and Management Services
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OVERVIEW

The City of Leon Valley is currently soliciting a **Request for Proposal for Event Planning and Management Services** to plan and execute the Leon Valley Music in the Park Fall Event on October 26, 2019. Sealed proposals are due no later than **2:00 p.m., Tuesday, June 11, 2019** in the Office of the Purchasing Agent of the City of Leon Valley, TX, 6400 El Verde Road, Leon Valley, TX 78238. Late submissions will be rejected and returned unopened.

Details are free and only available electronically. Please visit the City of Leon Valley website at [www.leonvalleytexas.gov/government/finance/purchasing.php](http://www.leonvalleytexas.gov/government/finance/purchasing.php) or Public Purchase at [www.publicpurchase.com](http://www.publicpurchase.com). There will be no public opening. For assistance, call (210) 684-1391, ext. 222.

Proposals must be submitted in a sealed opaque envelope, box, or container and clearly endorsed on the outside with **“REQUEST FOR PROPOSALS - EVENT PLANNING AND MANAGEMENT SERVICES.”**

The City of Leon Valley reserves the right to reject any and all proposals, to award the contract in what it deems its best interest and to waive any informality or technicality in the proposal. The City agrees to take action within sixty (60) days after the closing date.

The successful proposer will enter into a contract with the City of Leon Valley to plan one (1) event and will execute all aspects of the Leon Valley Music in the Park Fall Event including but not limited to planning, coordination, overall event management, logistics, marketing and promotion, sponsorships, and working within the City’s Special Event Budget.

CITY BACKGROUND

The City was incorporated in 1952 and 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.”

EVENT DESCRIPTION

The Leon Valley Music in the Park Fall Event will occur on Saturday, October 26, 2019 in Raymond Rimkus Park, 6440 Evers Road, 78238 from 6:00 p.m. to 10:00 p.m. Raymond Rimkus Park is a large 23-acre park centrally located in the City of Leon Valley, with ample space, pavilions, amenities, and parking. The event celebrates all varieties of music and generates followers to the Leon Valley area. The event features an assortment of musical talent, food/drink booths, vendors and exhibitions.
SUBMITTAL INSTRUCTIONS & INFORMATION

Proposer shall submit two (2) complete and identical copies of its entire proposal. One shall be marked "original" and bear an original signature and the other shall be marked "copy." Proposals shall be submitted in a sealed, opaque envelope or container and the outside must be clearly marked with the Respondent’s name and "RFP - Event Planning and Management Services." Submissions are due no later than 2:00 p.m. on Tuesday, June 11, 2019 and shall be delivered to the City of Leon Valley, c/o Purchasing Agent, 6400 El Verde Road, Leon Valley, TX 78238. Proposals received after the deadline will be rejected and returned unopened. The City of Leon Valley reserves the right to reject any and all proposals and to waive any informality or technicality in the submission.

Proposals will remain secret during negotiations. All submissions to the City of Leon Valley shall be open for public inspection after Contract award. Clearly marked and identified trade secrets and confidential information shall not be opened for public inspection upon request under the Public Information Act. If a third party challenges the trade secret or confidentiality of the information, it will be the responsibility of the proposer to incur all liabilities for that challenge.

For consideration, the RFP submission shall have the following information:

- **Cover/Introduction Letter:** Signed letter of interest
- **Name and Overview:** Name and number of employees
- **Services:** Description of services offered and proposed fee
- **Events Managed:** List of similar events in the scope and industry
- **References:** Provide a minimum of three (3) references from events managed. A point of contact with a valid phone number, mailing address and email is required for each reference.
- **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.
- **Sample Festival/Event Power Point Presentation** from an event that the applicant has planned and executed to concisely demonstrate 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.

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.
- Secure sponsorships for the events.
- Create, manage and reconcile event budget, expenses and timelines.
• Adhere to project timelines and budget guidelines.
• Oversee the implementation of a marketing campaign.
• 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.
• Complete project deliverable on time, on budget and to the City’s expectations.
• Direct and manage volunteers pre-event and on site.
• Manage relationships with event vendors and exhibitors.
• Direct and manage on site event set-up and break-down.
• Execute event debriefing including analyzing event commentary, as well as recommend improvements/changes.
• Coordinate with City Staff (Development, Fire, Police, Public Works, etc...) regarding venue, logistics, set-up, safety plan, security and other similar needs.
• Report to the Leon Valley Special Events Coordinator.

QUALIFICATIONS

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

EVALUATION CRITERIA

• 35 points Experience in Event Management
• 25 points Fee/Proposed Cost
• 20 points Reference Checks
• 10 points Overall Package & Presentation
• 10 points Professional/Media/Entertainment Contacts

QUESTIONS & ADDENDA

Any questions or requests for clarification regarding definitions or interpretations of this RFP must be submitted in writing via email to r.hewitt@eonvalleytexas.gov with "RFP - Event Planning and Management Services" in the subject line. Once the email is received, a read response will be provided to the sender. It is the sender’s responsibility to verify receipt of
email. Interpretations or clarifications considered necessary by OWNER in response to such questions will be issued as an Addendum and posted on the City of Leon Valley website at: www.leonvalleytexas.gov/government/finance/purchasing.php and on Public Purchase at www.publicpurchase.com. For questions unrelated to meaning or intent, you may call Rhonda Hewitt at (210) 684-1391, ext. 222. Proposer shall acknowledge receipt of all Addenda and submit with their proposal.

ADDITIONAL INSTRUCTIONS, NOTIFICATIONS, AND INFORMATION

- **ALL INFORMATION TRUE** – Respondent represents and warrants to the City of Leon Valley that all information provided in the response shall be true, correct and complete. Respondents who provide false, misleading, or incomplete information, whether intentional or not, in any of the documents presented to the City of Leon Valley for consideration in the selection process shall be excluded.

- **INQUIRES** – Contact with the City of Leon Valley during the selection process to make inquiries about the progress of this selection process is prohibited. Such contact may result in disqualification. Respondents will be contacted when it is appropriate.

- **COST OF RESPONSES** – the City of Leon Valley will not be responsible for the costs incurred by anyone in the submittal of responses.

- **CONTRACT NEGOTIATIONS** – This RFP is not to be construed as a contract or as a commitment of any kind. If this RFP results in a contract offer by the City of Leon Valley, the specific scope of work, associated fees, and other contractual matters will be determined during contract negotiations.

- **NO OBLIGATION** – the City of Leon Valley reserves the sole right to (1) evaluate the responses submitted; (2) waive any irregularities therein; (3) select a proposal that provides the best value to the City of Leon Valley; (4) reject any or all proposals; or (5) cancel the entire process.

**CONFLICT OF INTEREST QUESTIONNAIRE (CIQ)**

This form must be completed and submitted with your proposal. This form is available online at https://www.ethics.state.tx.us/forms/CIQ.pdf.

**FORM 1295**

The successful vendor, upon award of contract by City Council, shall file Form 1295 with the Texas Ethics Commission (TEC). This form must be executed online at https://www.ethics.state.tx.us/forms/1295.pdf. Once a Certificate Number is issued by the TEC, a completed copy shall be submitted to the Purchasing Agent within one (1) week.