



Request For Proposal

RE: FIRST SUNDAY ARTS FESTIVAL EVENT

MANAGEMENT Post Date: 1/18/2022

Contract Length: May - November with renewal option

Submission Deadline: 1/31/2022 @ 5pm

Background

Inner West Street Association (IWSA) endeavors to develop, promote and support a diverse and vibrant economy within the City of Annapolis' historic West Street and the surrounding Annapolis Arts and Entertainment District. Through planning, organizing, and executing festivals, events, and other initiatives within Annapolis' West Street, we seek to foster economic and neighborhood revitalization.

Project Objectives

- Annual programming of the First Sunday Arts Festivals, May through November
- Create a fun community atmosphere to attract visitors to Historic West Street and support local businesses
- Promote, manage, and support the Artists that rent space during the events
- Increase county awareness of the events through media

Scope

- Manage all components of the First Sunday Arts Festival events, including but not limited to:
 - Book and manage entertainment, vendors, and partnerships with local organizations and other event companies
 - Review and negotiate contracts
 - event timeline and logistics
 - Equipment rentals (when applicable)
 - Janitorial and Security plans
 - Photographer/Videographer
 - Event signage
 - Coordinate marketing with the City and IWSA social media
 - Promote events to media agencies
 - Obtain permits and ensure events abide by City regulations

Evaluation & Metrics

Key metrics to evaluate the events and the management's success will include but is not limited to:

- Event attendance
- Post-event feedback from businesses, residents, and visitors
- Revenue generation
- Media coverage

Evaluation of Proposals

A selection committee will review submittals according to the following evaluation criteria, and select the firm believed to be the most qualified. Evaluation criteria includes:

- Qualifications of the firm and primary personnel who would be assigned to these events.
- Relevant experience working with municipal entities or similar organizations planning and executing large-scale events
- Track record of identifying, evaluating, and achieving performance goals
- Ability to manage deadline-driven project workload, especially with regard to vendors

Submission Requirements

- Agency background and qualifications
- Proposal and cost for work as described within this Request for Proposals
- Three examples of relevant work, including written day-of event plan
- Three references
- All submissions must be emailed to IWSA by Monday, Jan 31st @ 5pm
- Submit all materials in a single PDF file to [Hello@InnerWestStreetAnnapolis.com](mailto>Hello@InnerWestStreetAnnapolis.com), email subject line must read "RFP – First Sunday"
- All submissions must be electronic and include your name, address, telephone number, and email address.

RFP Decision

All notifications, updates and addenda will be emailed directly to the selected applicant.

Proposals submitted are offers only, and the decision to accept or reject is a function of quality, reliability, capability, reputation, and expertise of the firms submitting proposals. Issuance of this RFP does not obligate Inner West Street Association to pay any costs incurred by a proposer in its submission of a proposal. A proposer may withdraw its proposal by written request, at any time prior to the deadline for submittals. IWSA reserves the right to accept the proposal that is, in its judgment, the best and most favorable to the interests of Historic West Street, the City and to the public. The rejection of a firm's submission for this proposal or others, should not dissuade them from applying for other future opportunities with Inner West Street Association.