

REQUEST FOR PROPOSAL FOR SPECIAL EVENT COORDINATOR

DOWNTOWN DOVER PARTNERSHIP

September 11, 2024 (*Deadline for responses extended to October 3, 2024*)

1. OVERVIEW

The Downtown Dover Partnership (DDP) seeks to secure a limited-time contract with a qualified, experienced Event Coordinator (“**Coordinator**”) to manage and execute a proposed Special Event (Fire and Ice Festival - “**Festival**”) targeting the event to be held on Friday- Saturday, January 10-11, 2025, with set-up/breakdown on Thursday, January 9 & Sunday, January 12, 2025.

The Coordinator’s services will follow the lead of the DDP Event Team (“**Team**”) and will include overall event management coordination, but not limited to: assistance with concept development, planning, sponsorship engagement, securing food vendors/trucks and use of Eventbrite for same, event production, budget management, programming, and implementation of the proposed event. For more detailed information, see **Section 4, Scope of Work**, of this Request for Proposal (“**RFP**”).

2. ORGANIZATIONAL INFORMATION

The DDP is a 501(c)(6) nonprofit organization and the DDP Event Team is an ad hoc working group within the Marketing and Promotions Committee.

For more about the DDP, visit: <https://www.downtowndoverpartnership.com/>

The Team is comprised of the DDP Executive Director/staff and a variety of public/private/non-profit community partners jointly responsible for the execution of the Festival. The DDP Executive Director and select Team members/volunteers as assigned by the Executive Director will be the only individuals authorized to directly work with the Coordinator. The Coordinator will attend bi-weekly Team meetings, as well as any additional meetings leading up to/directly after the event, to provide verbal and written status reports, evaluations, discussions, etc.

3. EVENT DESCRIPTION

The proposed Fire and Ice Festival highlights Dover’s downtown business community and landscape within the Capital of the First State, and is being proposed to celebrate visible indicators of progress of two catalyst, large-scale, priority redevelopment projects within the *Capital City 2030: Transforming Downtown Dover!* master plan. <https://www.downtowndoverpartnership.com/>

Food vendors, music programming, and entertainment are anticipated to be part of the event, and will supplement fire and ice. Ice sculptors will be brought in through separate contract to bring, set up and carve the ice. Fire will be determined in concert with local restaurateurs and event Team in concert with the Dover Fire Department. The Festival seeks to attract 8,000-10,000 regional visitors, including those who will stay overnight within Kent County.

This Festival is being proposed as a pilot event for Dover. The event is envisioned to formally begin on/about 3 p.m. Friday and conclude “when the ice melts,” though programming is anticipated to be Friday 3 – 9 p.m. and Saturday 10 a.m. – 9 p.m.

For more information about similar kinds of ice festivals – and keeping in mind that this proposed 2025 Dover initial festival will be a much smaller scale (geographically and programmatically), than

similar festivals in Lititz, PA (<https://lititzpa.com/event/fire-ice-festival/>) and Chambersburg, PA (<https://www.icefestpa.com/>).

4. SCOPE OF WORK

The Coordinator will be expected to coordinate all services necessary and appropriate to manage and execute The Festival, including but not limited to the services (“**Services**”) detailed herein.

The Services outlined herein are not intended to be exhaustive. The Team seeks a Coordinator that is organized; detail-oriented; flexible; an effective verbal and written communicator; calm under pressure; and a negotiator in the best interest of the Festival. The ideal candidate has a proven record of working well with and coordinating a team of people for similar events.

A. EVENT MANAGEMENT

NOTE: The Executive Director may designate another person (designee) for aspects of coordination/liaison with the Event Coordinator role, to be determined as Festival planning is finalized.

- Establish regular, ongoing communication with the Executive Director and work closely with the Team to determine details of the Festival, including the layout and flow of the festival, programming, and to ensure effective internal communications, effective written and verbal reporting, and a collaborative and cooperative process;
- Identify potential challenges and recommend solutions;
- Serve as liaison with vendors, venues, sponsors, and other Festival stakeholders (“**Third Parties**”) and upon the Executive Director’s written request, serve as proxy for certain matters;
- Ensure the Festival complies with applicable laws and regulations;
- Ensure all authorized agents and/or staff recommended for use in the Event by the Coordinator are qualified to perform services in accordance with best industry standards. (Coordinator will not subcontract any tasks to third parties unless they first obtain Executive Director’s prior written consent); and
- Exercise duty of loyalty and good faith in favor of the Team when negotiating with third parties.
- Coordinator will present all contracts to the Executive Director for final approval.

B. DELIVERABLES

- Develop, in concert with the Team, and regularly update a detailed Festival plan for meetings at upon request of the Executive Director, within an agreed-upon budget (to be determined), which details anticipated tasks and required expenses;
- Maintain a detailed budget spreadsheet of vendor, program, performer, and any other costs related to the Festival, including using Eventbrite (or similar, as determined by Team) as a platform for fee collection for vendors;
- Secure the best possible pricing for all expenditures relating to the Festival, providing documentation (unless waived by the Executive Director) showing that a competitive, fair and transparent Request for Quotations process was used and followed for expenses over \$1,500, and where at least three vendors were

considered, unless sole-sourced or for other Team-approved reasons. Details supporting the reasoning as to why the selected vendors are ultimately recommended must be made available upon request by the Team. The Team understands that three vendors may not be available for all bids;

- Oversee and manage all approved vendor relationships and ensure vendor deliverables are delivered on-time, at appropriate locations; maintain a vendor list as vendors are confirmed through Eventbrite;
- Work with DDP social media liaison(s) for posting, marketing, advertising Event;
- Manage all paying vendors, including, but not limited to:
 - Promoting and advertising to potential vendors;
 - Collecting vendor fees;
 - Managing proper vendor paperwork, including insurance requirements for food vendors;
 - Mapping vendor spaces and distributing to vendors at least days in advance of the event;
 - Handling vendor questions and requests;
 - Using Eventbrite as a platform for fee collection and vendor and participant management.
- Manage submission of all invoices to Executive Director (or designee) ensure payments will be made in a timely manner;
- Meet with, and act as primary point of contact for, related vendors including but not limited to the following:
 - Ice vendor;
 - Food & beverage vendors;
 - Performers;
 - Production to include the following, where applicable:
 - Audio and Visual;
 - Lighting;
 - Staging;
 - Branding and Design, to include printing (Sponsor signage, banners, program book, etc.) using DDP social media liaison(s)
- Liaise with any security details as needed;
- Provide the Executive Director with bi-monthly updates in writing to share with Team members at least five (5) days prior to each Team meeting;
- Attend the monthly Team meetings that are anticipated to be held on the first and third Friday of each month at 10:30 at the Cendel Building, 101 W. Loockerman St. and occasional additional meetings (or conference calls through any electronic means) and/or calls, or reasonably requested by the Executive Director (or designee), including “walk-throughs”;
- Draft, manage, and distribute a complete day-of timeline for each day of the Festival including days for load in, setup, festival times, break down, and traffic flow, to all parties, including but not limited to the Executive Director and Team members, vendors, City of Dover, performers, and production;
- Prepare a post-event evaluation report with recommendations to the Team within 10 calendar days of the event and prepare to present it to the Team by the first meeting held after the event takes place;
- Prepare a final expense report for budget reconciliation;

- Other duties as assigned.

C. GENERAL MANAGEMENT

- Provide general administration, management, days-of execution;
- Ensure all required insurance certificates are obtained. Work with Public Affairs and Emergency Management Coordinator of the City of Dover to coordinate same;
- Ensure all required permit applications are submitted and secured;
- Work with volunteers engaged for the event to ensure duties are understood;
- Oversee and manage any audio and visual needs for the Festival;
- Adhere to strict budgetary guidelines set by the Team. Any additional budgeting needs or concerns must be submitted in writing (electronically) to the Executive Director (or designee);
- Coordinate efforts with the DDP social media liaison(s) to ensure up to date information is communicated through the Festival online channels (IE., Official website, Facebook, Twitter, etc.)

D. SPONSORSHIP FULLFILLMENT

- Work with the Team to ensure sponsorship packages are fulfilled appropriately at the Festival, to include signage and online acknowledgements when appropriate;
- Assist with sponsorship strategy; and
- Assist with sponsorship fulfillment benefits.

E. ON-SITE MANAGEMENT

- Oversee the load-in and -out of vendors, including food vendors;
- Oversee setup of any equipment, audio, visual, and rentals;
- Supervise volunteer and paid staff for the Event;
- Execute the Festival logistics;
- Determine any additional processes needed.

F. HISTORICAL INTERPERTERS AND PERFORMERS MANAGEMENT

- Draft, update, and finalize run of program documents including times;
- Oversee (or provide designee to oversee) the execution of performances;
- Secure and manage any needed ground logistics for the performers and sculptures (locations, electric, pedestals for ice sculpture, etc.);
- Secure and manage any approved hotel accommodations;
- Draft and provide any needed briefings information and confirmations;
- Procure any necessary backline rentals.

5. MASTER SERVICES AGREEMENT

This RFP does not constitute a contract. The Team will negotiate a Master Services Agreement with the selected Event Coordinator.

The Team will include customary representations warranties.

In addition, the selected Event Coordinator will perform the duties requested as an independent contractor and not an agent, partner, joint venturer, nor employee of the Team or the Downtown Dover Partnership or the City of Dover. Coordinator shall have no authority to bind or otherwise

obligate the Team in any manner nor shall Coordinator represent to anyone that it has a right to do so. Coordinator shall be responsible for his/her own income taxes, worker's compensation and other employment taxes. A W-9 must be provided by vendor to the Executive Director upon signature of the Master Services Agreement.

Coordinator agrees to purchase and maintain insurance complying with the limits described below, endorsements and conditions. The Coordinator agrees to provide both the City of Dover and the Executive Director each with a Certificate of Insurance naming the City of Dover and The Downtown Dover Partnership as additional insured.

Specific insurance limits required:

- General Liability with limits of \$1M per occurrence/\$2M aggregate; and
- Professional Liability with limits of \$1M per occurrence/\$2M aggregate; and
- Worker's Compensation at statutory limits (if applicable); and
- Umbrella policy with limits of \$3M

Once the Master Services Agreement is fully executed, the Coordinator agrees that it will not accrue additional expenses and will remain on budget. The selected Coordinator does not have the authority to incur expenses on the Team's behalf without the Executive Director's prior written approval.

6. RFP FORMAT & GUIDELINES

A. FORMAT

Proposals are sought no later than 11:59 p.m. ET on October 3, 2025 (sooner is recommended) or until a hire is made via email at Diane@DowntownDoverPartnership.com with SUBJECT LINE: "RFP Event Coordinator Proposal." Include a single electronic PDF attachment, to include a maximum of 15 pages, plus a cover sheet. (ATTACHMENT A).

NOTE: All submissions must be made electronically as detailed in FORMAT as above/below:

B. GUIDELINES

The proposal shall include the following sections:

1. Cover Sheet
2. Executive Summary: One-page summary of the Event Coordinator's background, past actual experiences in event planning and coordination similar to the Services expected for the Festival, and convey an understanding of the Services required, as well as reasons why the Respondent should be selected.
3. Fees: Provide one (1) project-based fixed fee, including description of all costs/expenses and fees the Coordinator proposes to charge in response to this RFP. **NOTE**: The Team has a modest budget for this Coordinator position.
4. References – Include three to five references that are relevant to the Coordinator position (I.e.; similar event planning and execution experience and similar outdoor kinds of event)
5. Other Information – Any additional information that the Event Coordinator believes will be relevant to the RFP and support that the Event Coordinator is capable to provide a high level of service.
6. Signature – The proposal must be signed and dated by the Event Coordinator.

7. PROPOSAL EVALUATION

The Team anticipates making a decision regarding the RFP responses on/about September 30, 2024.

The Team reserves the right to accept or reject any and all proposals, without prior discussions, and grant final acceptance to the proposal that best meets the needs and interest of the Festival and Team, in its sole discretion, or to not proceed with a hire at all. The Executive Director/Team will be the sole judge of whether a proposal meets the required RFP criteria.

8. ACKNOWLEDGEMENT

By submitting a proposal, the Coordinator acknowledges that it has read this RFP, understands it, and agrees to be bound by its requirements.

If selected, Event Coordinator understands and agrees that they are solely responsible for their own business expenses, except for pre-approved, reasonable business expenses related to the Festival.

If selected, Event Coordinator agrees to keep their fixed fee and other terms of their engagement open for at least sixty (60) days past the submission deadline and until an Agreement is executed.

Once the Coordinator is selected, the Team and the selected Event Coordinator must execute a Master Services Agreement prior to the selected Coordinator commencing services. The Coordinator agrees that the Master Services Agreement will be a complete and exclusive agreement and will supersede all prior communications between the parties.

Should the Team and the selected Coordinator be unable to agree on the terms of a Master Services Agreement within a reasonable time, the Team reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another Event Coordinator. Any suspension or termination of negotiations shall be without liability to the Team or the selected Coordinator.

The Team may terminate this process (in its sole discretion) and issue a new RFP for the requested services, or not proceed with the Event at all.

Each Respondent shall assume all fees and costs (including, but not limited to legal fees) incurred in responding to this RFP and negotiating the Master Services Agreement with the Team. The Team shall bear no liability for any costs, fees, or liability incurred in connection with this RFP or any responses thereto.

If selected, Coordinator agrees that it shall not directly contact any DDP Board or Event Team Members (other than the Executive Director/designee who will be taking questions/communications electronically) in connection with responding to this RFP. Respondents who do not abide by this requirement may be disqualified from the RFP process.

9. QUESTIONS

Phone calls will not be accepted.

Questions about this RFP should be directed to

Diane Laird: Diane@DowntownDoverPartnership.com

ATTACHMENT A
Cover Sheet for RFP Submission

Name: _____ Date: _____

Business Name: _____

Address of Vendor:

Street /Apt.: _____

City: _____ State: _____ Zip: _____

Phone/Cell: _____ Other Phone: _____

Email Address: _____

The ABOVE is a: ___business ___home address ___ both business and home

Total proposed fee for the Festival as outlined in this RFP:

\$ _____

Similar events or activities that I have coordinated and that show my ability are:

1.

2.

3.

Comments (Optional):

The RFP Submission herein is being provided in response to the Request for Proposal for Special Event Coordinator, Downtown Dover Partnership, Inc., dated September/October 2024.

I have provided information in this application and related documentation that is true and correct, to the best of my knowledge.

Respondent signature

Date of submission

Proposals must be received no later than the time stated in 6.A. or until a hire is made via email provided herein. The Response must be in a single electronic PDF attachment, with a maximum of 15 pages, plus this Cover Sheet. All responses will be considered.