

Corporation of the City of White Rock

REQUEST FOR PROPOSALS

2010 COMMUNITY FESTIVAL

Summary

The City of White Rock is soliciting proposals from a community event organizer to host a 2010 Community Festival during the August long weekend. The objective of this request for proposal is to provide the City with a qualified, experienced proponent capable of meeting deliverables by the dates defined herein.

The Festival is an important community event that has a 60 year history. Locals and visitors enjoy the live music, children's events and the Torchlight Parade. It is important that the City takes a key role in ensuring that the event is organized in a timely manner and that safety of the public is a priority. In October 2009, Mayor and Council recommended that an RFP be prepared to seek a community organizer for the Festival. By going to RFP, interviewing, selecting and awarding the contract to an event organizer, the City will guarantee that the organizer understands and commits to the deliverables that are outlined in the RFP.

Event Background

The Festival is an annual weekend long celebration in White Rock, BC. A variety of events span more than 2 kilometers along the waterfront overlooking Semiahmoo Bay. The Festival is a family oriented celebration of the water, land and life of the Semiahmoo Peninsula. Events include a children's carnival, parade, beach games, races, fireworks and musical entertainment.

Funding Commitment

The City of White Rock will commit resources in 2010 of in-kind sponsorship towards this special event. The event organizer will actively display cost reduction strategies primarily through traffic management planning and volunteer training.

Anticipated Outcomes

The Festival event is in keeping with the Leisure Service Master Plan and meets the following:

- **Goal #1:** To foster a healthy community through activities that creates a sense of community identity, belonging, pride and spirit.
- **Strategic Direction #1:** Sense of community: Continue to foster a sense of community pride, belonging through special events, volunteerism, cultural endeavors, social spaces, activities and neighbourhood outreach.

ELIGIBILITY

To be eligible, the APPLICANT must be an event organizer that:

- Has proven experience in event planning and coordinating, who has achieved substantial skill and experience in this discipline and whose accomplishments are recognized by other event organizers;
- Can communicate effectively, balance the priorities of all stakeholders including Semiahmoo First Nation, White Rock BIA, Community groups, local businesses, etc.
- Be an event organizer who has proven experience in traffic management planning and implementation and volunteer training;
- Can demonstrate their ability to provide culturally relevant, safe and reliable activities during a festival in the community of White Rock during the August long weekend,
- Available to begin work on the project immediately following the award of the RFP.

To be ELIGIBLE, the proposed PROJECT must follow the stated deliverables listed below and adhere to the timeline.

Deliverable	Deadline	Anticipated Outcomes / Rationale
<p>1. Identification of the event organizers/society and critical planning roles of members/volunteers (i.e Director, Volunteer Coordinator, Logistics Coordinator, Traffic Management Coordinator, Entertainment Coordinator, Parade Coordinator and any other key positions)</p> <p>2. The <i>Grant in Aid</i> application must also outline sponsorship benefits to the City based on cash and in-kind sponsorship.</p>	<p>February: to be included in the <i>Grant in Aid</i> Application to the City of White Rock.</p> <p>The applicant will <u>not</u> be eligible for the Grant in Aid funding if this information is not included.</p>	<p>a) Ensure quality and appropriate governance of festival.</p> <p>b) Outline the benefits and value to the City for their contribution.</p>
<p>Complete Operational and Logistics Plan:</p> <ol style="list-style-type: none"> 1. Final event itinerary for the Festival. 2. Complete Operational Plan including: Traffic Management, Signage, Communications Protocol, Safety (Risk Management Plan) 3. Right of Way application 4. Volunteer Training Plan 5. Any significant change requests from previous year 6. Facility Rental Agreement for City venues 7. Letter of Agreement finalized and signed off 	<p>April/May: All deliverables will be complete prior to the release of Grant in Aid funds.</p>	<ol style="list-style-type: none"> a) Determine and communicate event scope so the City can plan and resource support accordingly. b) Ensure Risk Management is of paramount concern and all risks and mitigation plans have been contemplated. c) Work with RCMP and confirm a traffic management plan approved by the RCMP. d) Notify Public Works and Emergency Services of all required road closures. e) Provide quality training of volunteers to ensure public safety and representation of the City's customer service values. f) Identify event plans that include: <ul style="list-style-type: none"> ▪ stakeholder consultation required ▪ impact on city resources and / or funding g) Negotiate and confirm commitments, expectations, decisions and conditions of use. h) Allow for timely consideration of minimal RCMP resources required.
<p>Change Requests</p>	<p>June: Prior to release of ROW Permit, Any change requests to any of the above noted deliverables.</p>	<p>Identify event plans that represent significant changes from the deliverables described above (due April/May) to determine:</p> <ul style="list-style-type: none"> ▪ stakeholder consultation required ▪ impact on city resources and / or funding
<p>Insurance</p>	<p>July (2 weeks prior to event) – All insurance</p>	<p>The City requires all event organizers to hold a minimum \$5 million liability insurance naming the City of White Rock as an additionally insured,</p>

	documents and final permits need to be provided prior to the release of keys and other rental assets.	indemnify and save harmless the City of White Rock, its employees and agents from and against any and all losses, claims, damages, actions, causes of action, costs and expenses that the City of White Rock may sustain, incur, suffer.
Final Face to Face Meeting and sign off of all deliverables	July (2 weeks prior to event) – a face to face meeting to sign off all deliverables prior to the release of assets and keys.	A final opportunity to review and confirm all festival plans. Outstanding items or concerns will be identified at this time.
Final Report	Aug/Sept: Debrief Report will be provided prior to the respondent being considered to host the 2011 Festival.	Openly engage in a discussion with stakeholders about what went well, and what should be improved for the subsequent year. Actively seek cost reduction strategies for 2011.

Role of City of White Rock

The City will commit a Special Event Coordinator to facilitate internal City communication and work on behalf of the event organizer. The City will commit a RCMP resource to support the development of a traffic safety management plan. The Special Events Coordinator (SEC) will provide feedback and direction to event organizer at each critical milestone/deliverable.

Policy Compliance

The event organizer agrees to adhere to all City policies and bylaws. Of particular note: Special Events for the City of White Rock are supported by the Special Event Policy #405. This policy ensures that quality planning and implementation is maintained in the delivery of special events. The City's model is designed to have a single point of contact (Leisure Services) for all external event organizers.

- The staff person coordinates and communicates with all internal departments to facilitate event.
- The event organizers are required to meet internal deadlines for emergency notifications, liability insurance, permits, risk management, resource scheduling and work requests.
- The City also has equipment and assets that have various precedents for rentals, loans and deposits. The equipment is loaned to assist the event organizer.

Proposal Submission guidelines

In order to facilitate the evaluation of proposals, each respondent is instructed to follow the outline below. Failure to follow the outline will result in a proponent's response being deemed incomplete.

Proposal shall include:

Understanding of the request:

Provide a statement of understanding of the City's request for event organizer considering the following:

- What are the key competencies of a good event organizer?
- What are the elements of a well organized, quality and successful community event?
- What methods would you employ to meet City, community and stakeholder needs?

- Describe the approach and examples of event planning and meeting deliverables on time and on budget.

Personnel / Board of Directors

Identify key members of the event organization. Specify each team members focus, their qualifications and relevant accomplishments and experience pertaining to their area of expertise.

References:

Provide three references from organizations that are similar to the scope of services requested in the RFP. Reference information should include:

Name, address and telephone number of contracting organization which will be contacted for verification of all data submitted.

- Contract duration, including dates
- Services performed
- Major outcomes.

Workplan:

A workplan will be submitted that includes all the desired deliverables described in the timeline.

Risk Management:

Risk Management is of paramount concern to the City of White Rock. Provide a statement of the respondents understanding of the key risks to safety as well as their proposed mitigation strategies.

Proposal Format:

The submission should not exceed 5 pages. Proposals may be withdrawn prior to the opening date and time upon written request of the respondent. Proposals received after the time so indicated shall be returned unopened. No modifications may be made to the proposals after the time so indicated. No exception to these requirements will be permitted. The respondent shall not divulge, discuss or compare his/her proposal with other respondents and shall not collude with any other respondents or parties whatsoever.

Evaluation

1. The City of White Rock will evaluate proposals based on best overall value

Criteria:

- Demonstrate an understanding of the project objectives and requirements.
- Completeness and demonstrate ability to host large scale community events.
- Experience in engaging community stakeholders, developing relationships to leverage opportunities, plans, facilitating meetings, relationships with Tourism White Rock, Semiahmoo First Nation and White Rock Business Improvement Association etc.
- Experience in engaging corporate sponsorship.
- Ideas for long term cost reduction strategies
- Individual and collective experience in undertaking events and providing practical recommendations with identified stakeholders.
- Knowledge of City Events and Stakeholders
- Demonstration of knowledge of the breadth of the events and its unique particularities.
- Financial and Timeline Proposal
- Proponents are encouraged to provide their own innovative ideas and additional benefits that will provide added value to the Festival.

2. Identify any areas where value-added services or support can be provided by your organization.

Acceptance of Proposal

1. The proposal will be irrevocable for ninety (90) days from the closing date and time.

2. The completed proposal document, terms, conditions, instructions, specifications, and any attachments shall become part of any contract entered into between the successful event organizer and the City of White Rock.

3. The right is reserved to reject any or all proposals and to waive any minor informalities or irregularities in proposals received. Failure to complete the proposal document may result in rejection of proposals submitted.

4. Criteria for award or rejection of this proposal may include but not be limited to the following: product quality, references, past performance and the demonstrated ability and personnel to fulfill the requirements of the proposal.

Assignability of Contract

Any contract entered into as a result of this proposal is not assignable by the successful event organizer to another party.

Contract No. 2009-RFP

Issue Date: December 7, 2009

Closing Time: Proposal must be received before 4:00pm Pacific Time on January 5th, 2010

City Contact Person: All enquiries related to this Proposal (RFP), including any requests for information and clarification, are to be directed, via email, to the following person who will respond if time permits. Information obtained from any other source is not official and should not be relied upon. Enquiries and any responses will be recorded and may be distributed to all Proponents.

Amy Baumann, Special Events Coordinator

Email: abaumann@city.whiterock.bc.ca

Delivery of Proposals: Proposals must not be sent by mail, fax or email. Proposal envelopes should be clearly marked with the name and address of the Proponent, the RFP Name and the project title.

Four (4) hard copies of the proposal must be submitted to:

White Rock Leisure Services
c/o Kent Street Activity Centre
1475 Kent St.
White Rock, BC
V4B 5A2
Attention: Amy Baumann