



Event Planning Consultant – Request for Proposal
Issued by the Greater Downtown Glendale Association (GDGA)
May 31st, 2022 – Due Monday June 27th, 2022, 5:00 p.m.

DGA is seeking proposals for event planning and implementation services. The intent of the Request for Proposals (RFP) is to identify and select an experienced planning consultant, firm or team that will be responsible for support, coordination, planning, and execution of the 2022 and 2023 GDGA Special events, whose number is yet to be determined.

DGA is a 501(c)3 nonprofit organization. Founded in 2013, the GDGA was formed by a group of property owners to manage the Greater Downtown Glendale Community Benefit District and manage its assets and revenues towards this end.

1. Scope of Work

A consultant is being sought to provide the following services for the GDGA in 2022 and 2023:

- **Internal Support – Coordinate efforts amongst GDGA staff**
 - Develop and manage event planning timeline
 - Participate in staff meetings, approximately once a month and attend the GDGA District Identity Committee meetings each month they meet.
 - Coordinate with GDGA staff to assure event planning is progressing in a timely manner and all deadlines are met
 - Distribute all necessary information to event committee members

- **AV Support**
 - Identify all AV needs for the event/venue
 - Work with AV company on requirements for events
 - Coordinate with photographer and videographer if needed

Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Steven Sayers • Bradley Calvert

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- **Venue**

- Develop and provide necessary information regarding venue layout, AV, etc.
- Work with GDGA staff on event décor planning if an indoor event
- Work with the venue contacts to ensure all vendors
- Coordinate services with all selected vendors
- Work closely with the caterer and DGA staff on all food selections and service arrangements if applicable
- If an outdoor event, coordinate with the GDGA Maintenance contractor, District Maintenance Services

- **Event Registration**

- Build and manage attendee registration database in coordination with GDGA staff
- Coordinate event promotion through GDGA contracted management company, Mustang Marketing

- **Day-of Event support**

- Create show flow and script for staff, volunteers, AV support and others as needed
- Provide on-site supervision and show flow management during the event
- Manage event registration (with support from GDGA staff and volunteers) and distribution of materials (programs, handouts, etc.)
- Coordinate with vendors re: access, placement, timing, payment, etc.
- Coordinate with vendors to assure event venue is cleared of materials and debris, as per requirements provided by venue
- Other day-of tasks as necessary

- **Other Activities**

- Attend and help oversee walk-throughs and rehearsal

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II. Eligibility Requirements

The GDGA is seeking an experienced event planning consultant company with the following qualifications. Please address these points:

- Professional background of each administrative and/or project staff person that will be assigned to this project
- Proven capability to perform the work on schedule and with quality performance knowledge, skills, and experience relevant to the implementation of conference logistics
- Include at least 3 references who operate CBDs, BIDs or business organizations in Southern California

III. Responding to the RFP

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements set forth above
- A detailed budget including hourly cost of personnel and be prepared to give a quote for each event that is planned by the GDGA. Each event will have its own budget and the goal is to have the event revenue neutral, thereby covering the Event planners costs and netting revenues to the Association if possible.
- Projected timeline for key event planning activities for each planned event
- Pictures/videos of prior events
- Statement agreeing to sign a one year contract (2022) with an option to extend two years (2023-2024).

IV. Filing Deadline

- **Please submit your proposal by Monday, June 27th, 2022.** All proposals should be sent via email in PDF format to Marco Li Mandri, Executive Director of the Greater Downtown Glendale Association at marco@newcityamerica.com. If there are any questions prior to submission, please send via email. An interview may be required but is not required.

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