



REQUEST FOR PROPOSAL FOR EVENT PLANNING CONSULTANT/AGENCY

Released Monday, October 2, 2023
Response Due by 5:00pm on Wednesday, October 18, 2023

East Village Association (EVA) 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, agency or team that will be responsible for support, coordination, planning, and execution of the East Village Opening Weekend Block Party.

Founded in 2008, EVA, a 501c3 nonprofit corporation, was created to manage the East Village Business Improvement District whose primary goal is to represent the various businesses while promoting the neighborhood as a destination via special events and marketing. Today, EVA represents over 700 businesses and hosts over six (6) major events held on the City of San Diego streets and right-of-way.

With several major events slotted for 2024, the EVA is looking to secure a consultant/agency to develop, execute and manage the East Village Opening Weekend Block Party on Saturday, March 30, 2024, with the possibility to manage more EVA hosted events.

EVENT FOOTPRINT & ACTIVITIES

Event footprint on minimal side is J Street between 7th and 10th Avenues with a maximum footprint of J Street between 6th to 10th Avenues and 7th Avenue between Island Avenue to K Street. Footprint fully fenced in with mixed ages and NO pets.

- 1-3 Stages of Entertainment
- Multiple Bars (Revenue Source)
- Food & Retail Vendor Booths
- Car Show
- VIP Tent
- Activations Consistent to the Theme of the Event
- Photo Ops
- Seating with Shade

SCOPE OF WORK

A consultant/agency is being sought to provide the following services for the EVA:

- **Internal Support – Coordinate efforts amongst EVA staff**

EAST VILLAGE ASSOCIATION OF SAN DIEGO

845 15th Street ▪ San Diego, CA 92101 ▪ Phone 619-546-5636
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Facebook / Twitter / Instagram: [@EastVillageSD](https://www.facebook.com/EastVillageSD) ▪ [#EastVillageSD](https://www.instagram.com/EastVillageSD)

- Develop and manage event planning timeline.
 - Create detailed event maps.
 - Prepare and update event P&L reports and distribute to EVA staff.
 - Participate in committee meetings, approximately once a month
 - Coordinate with EVA staff to assure event planning is progressing in a timely manner, that all deadlines are met, and event is staying within approved budget.
 - Distribute all necessary information to event task force members via EVA staff.
 - Secure volunteers for day-of support.
 - Participate in production meetings with EVA staff to review event logistics. Meetings to occur on a sliding scale with frequency increasing as the event date approaches.
 - Secure insurance from all vendors (service and booth) listing EVA, New City America, Inc., The City of San Diego and your agency.
 - Hold Pre-production and Post-production meetings with EVA staff. Pre-production meetings to be held on schedule set by EVA staff and will increase to a weekly basis as the event nears.
- **AV & Photographer Support**
 - Identify all AV needs for the event/venue.
 - Work with AV company on requirements for events.
 - Secure and coordinate with photographer and/or videographer.
- **Venue (City ROW)**
 - Develop and provide necessary information regarding event layout, AV, etc.
 - Work with EVA staff on event décor and activations.
 - Work with the City of San Diego Special Events Department and other required agencies to secure adequate permits needed to close street down and put the event on.
 - Ensure all service vendors (caterers, production company, musicians, etc.) have access to the venue for walk-through, as needed.
 - Solicit 3-5 bids and manage selection/contracting process for potential service vendors from each of the following categories: local licensed caterers (food and drink), valet (if needed), event décor, production, AV, and others, as needed.
 - Coordinate Services with all selected service vendors.
- **Sponsorship Acquisition**
 - Solicit sponsors to participate at event.
 - Collect fees from event sponsors and prepare accounting of all revenues received to offset expense of event.
 - Acquire vector (.ai or .eps) logos and provide to EVA Staff for marketing materials.
 - Build and manage sponsorship registration database in coordination with EVA staff.
- **Event Vendors & Registration**
 - Solicit event vendors to participate at event.
 - Verify all event vendors County Health Permits (if applicable), general liability insurance, and all other State, County, City permits required are current before event.
 - Collect fees from event vendors and prepare accounting of all revenues received to offset expense of event.
 - Build and manage event vendor registration database in coordination with EVA staff and provide copy to EVA at end of event.

- **Day-of Event Support**
 - Create logistics, program, and contact list for service vendors for staff, volunteers, AV support and others as needed.
 - Provide on-site supervision and event flow management and event vendors during the event.
 - Manage event registration (with support from EVA volunteers) and distribution of materials (programs, handouts, etc.)
 - Coordinate with event and service vendors re: access, placement, timing, payment, etc.
 - Coordinate with event and service vendors to assure event footprint is cleared of materials and debris, as per requirements provided by City of San Diego.
 - Other day-of tasks as necessary.

- **Other Activities**
 - Attend and help oversee walk-throughs and rehearsal.

ELIGIBILITY REQUIREMENTS

EVA is seeking an experienced event planning consultant/agency 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.
- Knowledge, skills, and experience relevant to the implementation of event logistics.
- Creative meeting/event planning experience, specifically events in this City ROW.
- Sponsorship acquisition and stewardship experience.
- Applicant must hold and provide proof of insurance (\$2M-\$4M)

RESPONDING TO THE RFP

Each response to the RFP must include the following information:

- A response to the Eligibility Requirements set forth above.
- A biography about your agency and list of small bio on what staff will be working on the event.
- A detailed budget with a net profit of \$10,000-\$20,000. The budget should show a breakdown of costs for the vendor (e.g. the costs for each staff person, the cost of supplies, etc.)
- Projected timeline for key event planning activities.
- Provide a list of at least two (2) references from clients worked with in the last three (3) years. If available, provide two (2) references for contractors, sub-contractors. The list must include contact names, phone numbers, address, email addresses, and the name of project. Indicate the length of time worked with each reference and in what capacity.
- Pictures/videos of prior events.

FILING DEADLINE

Please submit your proposal by 5:00pm on Wednesday, October 18, 2023. All proposals should be sent via email in PDF format to Dominic Li Mandri, District Manager, at info@eastvillagesandiego.com. If there are any questions prior to submission, please send via email or call Chris Gomez at (619) 454-1596.

Interviews will be a required once a shortlist of candidates is made. Interviews will take place

between **Monday, October 23, 2023 to Friday, October 27, 2023.**

EVA anticipates selecting the consultant/agency by **Friday, November 3, 2023**, with the project beginning upon contract execution.