

CITY OF ST. HELENS, OREGON
REQUEST FOR PROPOSALS
Special Event Coordination & Management

The City of St. Helens is requesting proposals from qualified professionals to coordinate and manage special events in St. Helens.

SUBMITTAL:

- All proposals shall be clearly marked with the following:
 “Special Events RFP for the City of St. Helens”
- All questions should be directed to City Administrator, John Walsh.
- RFP should also be mailed or emailed to the City Administrator.

Mailing Address:

City of St. Helens
Attn: John Walsh, City Administrator
P.O. Box 278
265 Strand Street
St. Helens, OR 97051
Email Address: jwalsh@ci.st-helens.or.us

PROJECTED SCHEDULE: *(subject to change)*

April 14, 2017	:	RFP opens
May 5, 2017	:	Last day for written questions on RFP intent
May 15, 2017	:	RFP close date
May 19, 2017	:	Start applicant evaluations/Interviews
June 7, 2017	:	Award contract

JOB QUALIFICATIONS:

- Education: Bachelor's degree in Events Management preferred but not required
- Experience: Minimum 5-10 years' experience in event planning, including outdoor events
- Experience managing events budgets
- Excellent organizational and project management skills
- Innovative, creative, self-starter
- Problem solver, results oriented
- Able to work well under the pressure of event deadlines
- Able to prioritize tasks in a fast-paced environment
- Government event experience preferred

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SECTION I: CONDITIONS AND STIPULATIONS

The City of St. Helens is seeking proposals from qualified professionals to work with the City in the coordination and management of the City's special events.

The City reserves the right to reject any or all proposals, or any parts thereof and to select the consultant and service options that best meet the needs of the City of St. Helens. The City's objective is to provide quality special events for the best value to the City. The successful applicant must ensure the welfare of the City's citizens, utilizing local resources where possible, while demonstrating fiscal responsibility for the City.

The City expects that all vendors will be able to furnish satisfactory evidence that they have the ability, experience, and capital to enable them to complete this project. The City of St. Helens is not obligated to award the contract based on cost alone.

Within thirty (30) days of the approval by City Council of a successful candidate, the consultant awarded the business shall submit to the City of St. Helens an action plan and timetable for events in 2017. The City reserves the right to accept, reject, or modify the action plan.

SECTION II: BACKGROUND INFORMATION

The City of St. Helens is located on the Columbia River approximately 30 miles north of Portland, in the northwest corner of Oregon. The County Seat of Columbia County, St. Helens has a population of just over 13,000. The City is currently engaged in a major waterfront redevelopment project of two recently acquired former mill site properties situated along the river. This waterfront redevelopment, along with other economic development initiatives, including tourism events and activities have drawn increased interest in the St. Helens community. St. Helens has received national media attention in recent years for our month long annual celebration "Spirit of Halloweentown."

For many years the City contracted with a Tourism Director to work with a now disbanded Tourism Committee and make recommendations to the City Council on the City's events, activities and other tourism based investments. For the past two years the City has contracted with a local event management firm to focus on community events and activities. Due to great success with contracting out this service the City has decided to continue working with a qualified event management firm to oversee the community's special events.

SECTION III: EVENT DESCRIPTION PROGRAM BUDGET

For the past two years the City has focused its tourism investments into four major event programs. It is the City's desire to continue these four events at the current level of investment to sustain and improve the events. These events include the following:

- **Spirit of Halloweentown** – This event has grown into a media sensation attracting 10 of thousands of visitors to see place where Disney's Halloweentown was filmed in the late 1990's. The event has expanded to a month long program (weekends) where the City transforms and embraces the Spirit of Halloweentown. Past activities have included celebrity visitors, character actors, music performances, meet and greet events, tractor rides, parking management, vendor management, haunted tours and more.

Total Budget (excluding management fee) is approximately \$100,000 with expectation of \$70,000 in sponsorships and event revenue.

- **Christmas Tree Lighting**
The Christmas Tree Lighting Event occurs the evening the Christmas ships visit in December. This event oversees the decorating and take down of the Court House Plaza and activities the night of the event. Typically there is a Santa and Mrs. Claus, amplified or live music, free hot chocolate, warming barrels and a bon fire.

Total Budget (excluding management fee) is approximately \$4,000.

- **4th of July**
The St Helens community has hosted a 4th of July fireworks celebration on the waterfront for many years. In the past, various community organizations have sponsored the event and the City's role was limited to traffic control and other event support services. In recent years securing a willing community organization has become increasingly difficult and the City has stepped in to ensure the event success. It is the City's continued desire to partner with a community services organization or major sponsor to ensure the Fourth of July celebration continues. The successful applicant should expect to collaborate with community organizations in order to foster positive relationships and a good event minimizing the impact on City's financial resources.

Total Budget (excluding management fee) is approximately \$20,000 with expectation of \$15,000 in sponsorships and event revenue.

- **13 Nights on the River**

This season will be the 13th year of 13 Nights on the River. This popular summer concert series has been a collaboration between the City of St. Helens and the St. Helens Community Foundation. This season the City is anticipated to play an increased management role to coordinate events and ensure fiscal sustainability. Concerts have traditionally occurred Thursday nights in Columbia View Park June through Labor Day though an alternative schedule is currently being considered.

Total Budget (excluding management fee) is approximately \$60,000 of which there is an expectation of \$60,000 in sponsorships and event revenue.

SECTION IV: SCOPE OF SERVICES

Event Coordination & Management

The successful candidate will be responsible for coordinating all events from inception to completion. Duties will include, but are not limited to:

- developing, managing and executing master event logistical plan and timeline for each gathering;
- advertising, promoting and marketing events, including management of existing social media accounts and event website;
- creating, managing and reconciling event budgets, expenses and timelines;
- soliciting sponsorship for events;
- creating and/or coordinating informational brochures for visitors to events;
- administering and managing the events once event days arrive;
- coordinating all aspects of the events;
- recruiting musical talent when appropriate;
- coordinating with appropriately licensed vendors and Columbia River Fire & Rescue. (The cost of the fireworks is a separate expense and will be paid separately. Thus any cost of fireworks should not be included in any proposers bid);
- organizing and coordinating event clean-up before, during and after event with the City of St. Helens Department of Public Works;
- coordinating with other City departments, as necessary;
- utilizing community volunteers for events whenever possible;

- providing expertise and consult on various community run events, helping with planning and implementation, attending related community meetings;
- ensuring deliverables are on time, on budget and meet City expectations;
- reporting regularly to the City Council and staff.

During the event day the successful candidate will ensure they have an adequate number of representatives on site to manage all event preparation, address questions and issues along with managing the event set-up. Once the event begins the successful candidate will ensure continuity of the event and manage any issues that materialize during the event. Once the event is concluded for the day the selected firm will ensure the event site is secured (for multi-day events) and the event area is cleaned and garbage is picked up and placed in an appropriate location; daily for multi-day events, and at the conclusion of daily or evening events. The successful candidate is expected to work closely with City staff throughout the contract period, with all outgoing media information to be reviewed by the City's Communications Officer before release, to assure consistency with City policy.

The City's policy is for all events to obtain event insurance. The City procures its own special event insurance and proposers need not include such costs with their proposals.

SECTION V: APPLICANT INFORMATION

Successful candidate will be offered a contract.

A cover letter must be submitted with the proposal. The letter must include:

1. A statement of interest and why the applicant is best qualified to be selected.
2. The name of the person or persons authorized to make representations on behalf of the firm.
3. A statement of agreement that the offer submitted is binding on the applicant for (90) calendar days following the RFP due date.

Proposal Title Page. The Title Page should include:

1. The RFP subject.
2. Name of the firm or individual responding, including mailing address, telephone number, email address, and contact person.

Proposal:

1. History:
 - a. Brief overview of history, primary line of business as well as specialty areas.
 - b. Principal business location that will service the City.
 - c. Length of time providing services as described herein.
2. Qualifications: Applicant is requested to provide a description of the number of proposed staff, qualifications, experience and credentials:

- a. Description of service philosophy and what sets your company apart from others.
 - b. Indicate current responsibilities of person designated to serve as lead contact.
 - c. Indicate backup support capability.
3. Scope of Services: Please include a detailed explanation of services offered, as they relate to the City's Scope of Services provided, and your recommended approach to addressing the City's needs. Include any services offered by you that may be above and beyond the Scope of Services indicated by the City including proposed compensation plan for the event services.
4. Customer and event references: A list of references and a resume should be provided with the RFP:
 - a. Provide the contact names and telephone numbers of three (3) references;
 - b. List similar events in scope and industry,
5. Provide a sample PowerPoint Festival/Event example, on a USB drive, that demonstrates Applicant's experience in all facets of an event.

SECTION VI: GENERAL TERMS AND CONDITIONS:

By responding to this RFP the applicant agrees to be fully responsible for understanding the requirements of the RFP and to ask any questions necessary. The City of St. Helens reserves the right to reject any or all responses to the RFP, to advertise for new responses or to accept any response deemed to be in the best interests of the City.

Acceptance of any RFP should not be construed as a contract nor shall indicate any commitment on the part of the City for any future action. The RFP does not commit the City of St. Helens to pay any costs incurred in the submission of a response to this RFP or for any cost incurred prior to the execution of a final contract.