

**SMITH MOUNTAIN LAKE REGIONAL CHAMBER OF COMMERCE
REQUEST FOR PROPOSAL (RFP)**

EVENT COORDINATOR

Prepared March 1, 2023

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REQUEST FOR PROPOSAL (RFP): EVENT COORDINATOR**

INTRODUCTION AND BACKGROUND

The Smith Mountain Lake Regional Chamber of Commerce (SMLRCC) has hosted the annual Smith Mountain Lake Wine Festival since 1988. The festival is a two-day event held in September and has included live music, wineries, beer crafters, and artisan and food vendors.

PURPOSE

The purpose of the RFP is to solicit proposals from qualified Event Coordinators to provide event planning and management services for the Smith Mountain Lake Wine Festival as identified in the Scope of Services section.

OBJECTIVES

The main objective is to identify a provider or individual to provide the planning and management for the 2023 Smith Mountain Lake Wine Festival from conception to completion. The SMLRCC Event Committee, Board of Directors, and Executive Director will work with the provider/individual contracted to ensure the event aligns with the mission and vision of the SMLRCC. Refer to the Scope of Services and Deliverables section for specific details regarding expectations. Any questions regarding contractual terms and conditions, proposed format, or requirements should be directed to:

CONTACT INFORMATION

Laura Moritz, Chairman-Elect
Smith Mountain Regional Chamber of Commerce
Laura@PerrowCorp.com

SCHEDULE AND DEADLINES

Release of Request for Proposal:	March 3, 2023
Questions from applicants regarding the scope or approach due:	March 13, 2023
Proposal due:	March 27, 2023
Committee review completed:	April 3, 2023
Executive Board interview of finalists begins:	April 10, 2023
Interviews completed:	April 24, 2023
Contract completed:	May 1, 2023

EVENT OPTION DATES

September 16 and 17 or September 23 and 24, 2023. Date is contingent upon the contracted venue.

GUIDELINES FOR QUESTIONS, SUBMISSION, AND NOTIFICATION COMMUNICATION

All communication throughout the submission process will be conducted in writing through the email listed in the Contact Information section. The preferred proposal format is electronic and is to be emailed to the contact listed.

The applicant's proposal shall be submitted as outlined in the Proposal Submission Requirements and Format section. The applicant will confine the submission to those matters requested in the RFP. The applicant's proposal in response to this RFP will be incorporated into the final agreement between SMLRCC and the selected Event Coordinator. The detailed requirements of service are outlined in the Scope of Service and Deliverables section.

Applicant must be a member of the SMLRCC in good standing or be willing to commit to membership for a minimum of two years should the contract be awarded to the applicant.

SCOPE OF SERVICE AND DELIVERABLES

The expectations will include but will not be limited to the Scope of Service outline. These expectations will be incorporated into the final agreement between SMLRCC and the selected applicant.

A. Coordination

1. Manage collaboration between venue and SMLRCC representative.
2. Coordinate and manage weekly planning meetings with the SMLRCC representative and pertinent participating parties.
3. Gather necessary information for all permits and applications and manage the application process.

B. Marketing

1. Create marketing plan and submit for approval.
2. Adhere to strict marketing guidelines as outlined by the SMLRCC.

C. Event Planning

1. Collaborate with event venue to determine site map.
2. Permit Management
 - Obtain all required permits.

- Ensure the event adheres to all permit guidelines.
3. Entertainment Selection and Management
 - Submit live entertainment budget and schedule to SMLRCC Event Committee for approval.
 - Secure live entertainment as directed by the SMLRCC Event Committee.
 4. Budget Management
 - Develop event budget.
 - Provide regular updates to the SMLRCC Board of Directors.
 5. Ticket Sales
 - Develop, implement, and manage online registration through a secure server.
 - Respond to questions and inquiries.
 - Manage income and provide weekly updates to the SMLRCC Board of Directors.
 6. Winery, Retail, and Food Vendor Coordination
 - Create marketing material and applications for each vendor category.
 - Create and execute a marketing plan for each category.
 - Respond to inquiries and follow up with leads.
 - Manage registrations and payments; maintain database and provide SMLRCC with regular updates and financial summaries.
 7. Volunteer Coordination
 - Determine viable use of volunteers.
 - Create volunteer job descriptions.
 - Create a volunteer schedule and determine the required number of volunteers.
 - Submit descriptions, schedules, and required numbers to SMLRCC for fulfillment.
 - Review volunteer updates from SMLRCC weekly.
 8. Parking and Transportation
 - Create plan and mapping for attendee parking.
 - Anticipate and create plan for transportation issues.
 9. VIP
 - Create plan and mapping for VIP parking, gate entry, and lounge.

D. Event Execution

1. Set Up & Mapping
 - Execute approved site map.
2. Signage
 - Determine a signage plan for the event to include the production and placement of directional and information signs.

- Coordinate with SMLRCC representative regarding sponsor signage. Provide recommendations for visibility and consistency.
3. Gate Management
 - Ensure attendees enter in a timely and efficient manner.
 - Ensure 100% identification verification.
 - Develop and execute intoxicated guest management policy.
 4. Winery Management
 - Create and distribute participation information packets.
 - Manage arrival, set up, and departure.
 5. Vendor Management
 - Create and distribute participation information packets.
 - Manage arrival, set up, and departure.
 6. Perimeter Security
 - Develop and execute perimeter security plan.
 7. Emergency Responders
 - Coordinate with local and county agencies.
 8. Wine Purchase and Pick Up
 - Secure vineyard sales.
 - Ensure package pick up is executed in a timely and efficient manner.

PROPOSAL SUBMISSION REQUIREMENTS AND FORMAT

A. Statement of Assurance

Provide a statement of assurance that there is no conflict of interest in providing this service to SMLRCC; and that the process and related documents and all confidential and proprietary SMLRCC information obtained in this process shall remain confidential and the property of the SMLRCC.

B. Company Overview

1. Official registered name (Corporate, D.B.A., Partnership, fax numbers, website, and email address of all key contacts).
2. Key contact(s) name, title, address (if different from above address), direct telephone and fax numbers, and email address.
3. Person authorized to contractually bind the organization for any proposal against this RFP.
4. Brief history, including the year established and the number of years your company has been offering or providing this type of service.

5. A summary and supporting documentation of experience with similar events, including type and scope.

C. Deliverability

Provide a detailed timeline that includes event planning steps as identified in the Scope of Services section.

D. Cost Proposal

Provide the total fee for services. Include a detailed description of the cost basis and how it was calculated.

E. References

Provide three (3) current corporate references, including company name, contact name, title, address, telephone number, and client relationship synopsis.

F. Project Team Staffing

Include biographies and relevant experience of the key staff and management personnel. List the personnel who would provide services along with their qualifications and relevant experience. Affirm that no employees working on the engagement have ever been convicted of a felony.

EVALUATION FACTORS

Award of the contract resulting from this RFP will be based upon the most responsive applicant whose offer will be the most advantageous to SMLRCC in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

The following elements will be the primary considerations in evaluating all submitted:

- Completion of all required responses in the correct format.
- The extent to which the venue fulfills SMLRCC 's stated requirements as set out in this RFP.
- An assessment of the venue and staff's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
- The venue's stability, experiences, and record of past performance in executing similar events.
- Overall cost of the proposal.

DISCLAIMER

SMLRCC may, at its discretion and without explanation to the prospective applicants, at any time choose to discontinue this RFP without obligation to such prospective applicants, and further reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential applicant.
- Accept other than the lowest-priced offer.
- Award a contract based on initial offers received, without discussion or requests for best and final offers.