



Twin Cities Pride

a minnesota nonprofit corporation

Request for Proposal 2012 Festival Manager

Purpose

GLBT Pride Twin Cities (Pride) is issuing this Request for Proposal from event management companies and individuals to produce the 2012 GLBT Pride Twin Cities Festival. In requesting proposals, it is Pride's intent to contract with an event management company or individual to provide Festival Management Services.

Overview

Twin Cities Pride is a 501(c)(3) nonprofit Minnesota corporation, with a mission to "commemorate and celebrate our diverse heritage, inspire the achievement of equality and challenge discrimination." To achieve this, we provide events that are open and inviting to everyone in the community by providing a safe environment in which individuals feel free to celebrate their relationships.

Attendance at our Pride Celebration has doubled in the last ten years, with over 400,000 guests attending the events in 2012. As one of the largest GLBT Pride Celebrations in the United States, and the largest in the upper Midwest, our Celebration is comprised of several annual events, the biggest two being the Pride Festival and the Ashley Rukes GLBT Pride Parade. Each year, Twin Cities Pride also produces three other events and promotes numerous community-produced events.

The 2012 Pride Festival will again be held outdoors in the picturesque Loring Park (Minneapolis), where guests from the Midwest and points around the globe come together to celebrate the 40th Anniversary of this spectacular event. Beginning in 1972 as a small picnic in the park, the event has grown to become the premier social and celebratory event of the year in the local Gay-Lesbian-Bisexual-Transgender community.

Wide-ranging attractions attest to the diversity of the festival. There are three stages of live entertainment, a beer garden, a coffee house, Commitment Ceremony Pavilion, GLBT History Pavilion, a Children's & Family Area, Teen Scene, 400+ vendors and exhibitors from nearly every industry, three food courts and a fabulous fireworks display.

The Festival Manager's primary function includes planning, implementation and management of all details related to the GLBT Pride Festival taking place June 23 and 24, 2012.

Term

The term of any contract resulting from this RFP will run from the date of execution of the contract until July 31, 2012, with the possibility of extension through July 31, 2013.

Adherence to Specifications

It is not the intent of these specifications to rule out or eliminate any prospective bidder. If the services you intend to bid do not comply with the specifications as written, you should attach to your proposal an itemization and explanation for each deviation or variation from the specifications. Pride may, at its sole discretion, consider or deny any deviation and contract for the services that best suit its intended objectives.

Method of Selection/Award

Pride will evaluate each proposal submitted in response to this RFP to determine the most responsive and appropriate proposal(s). Pride seeks proposal(s) offering the best value, while maintaining a high standard and best meeting Pride's objectives, as described above. However, Pride retains the sole discretion to choose one proposal, more than one proposal, or to reject all proposals as unacceptable.

Condition of Award

If Pride chooses one or more proposals, Pride will award a contract to the successful bidder(s) on the condition that the selected contractor(s) sign a mutually agreeable contract, a statement of support of Pride's mission, a Work for Hire Agreement, and a Confidentiality Agreement.

2021 East Hennepin Avenue, Suite 460 Minneapolis, MN 55413
612-305-6900 tcpride.org



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Specifications

The selected contractor shall provide the following related to the operation of the Festival:

Planning: The selected contractor agrees to provide sufficient qualified staffing to do:

- i. Develop, present and execute a plan for the layout and operation of the Festival.
- ii. Secure necessary government permits for the execution of the various aspects of the Festival.
- iii. Coordinate all aspects of event with appropriate manager including entertainment, safety, and volunteers.
- iv. Coordinate ticket sales, locations of ticket booths, other ticket-related logistics and logistics regarding food/beverage vendor checkout with the Treasurer.
- v. Monitor budgets and ensure compliance in all areas.

Managing Vendor and Exhibitor Communication:

- i. Festival Manager and his/her designee are the primary contacts for all vendors/exhibitors.
- ii. Respond to all vendor and exhibitor telephone and electronic inquiries in a professional and timely manner.
Specifically, calls and emails must be returned within 24 hours.

On-site Requirements:

- i. Provide staffing for event set up and tear down.
- ii. Provide staffing for vendor/exhibitor check-in, check-out and troubleshooting.
- iii. Inspect event grounds to ensure they conform to requirements.
- iv. Monitor event activities in order to ensure compliance with applicable regulations and laws, satisfaction of participants, and resolution of any problems that arise.

Event Follow-up:

- i. Review all invoices for accuracy, approve payment and submit to Executive Director for payment within 30 days of the conclusion of the Festival.
- ii. Manage post-event logistics including correspondence, evaluation and final reports, including recommendations for improvement, within 30 days of the conclusion of the Festival.

Other:

- i. Participate in activities that build relationships within the organization and the greater community.
- ii. Secure necessary government permits for the execution of the various aspects of the Ashley Rukes GLBT Pride Parade.
- iii. This is a six-month contract position (February – July) requiring the ability to work a flexible schedule, particularly during the period immediately prior to the Festival. Some planning and/or recap meetings may be required outside of this timeframe.
- iv. Prior to April and during July, this position is approximately 25 hours per week including daytime, evening and weekend hours, primarily communicating with vendors and exhibitors and planning the layout of the Festival.
- v. April through June, this position is at least 40 hours per week including daytime, evening and weekend hours.
- vi. Timely telephone and email communication with vendors and exhibitors is of utmost importance. **Specifically, calls and emails must be returned within 24 hours.**
- vii. Work relating to the actual execution of the Festival will be primarily outdoors in variable weather conditions and will require heavy time dedication, including early mornings and late evenings, requiring more than 40 hours per week mid-through-late June.
- viii. Position also requires ability to lift boxes often over 20 pounds, bend, sit, stand, walk, drive, and communicate effectively both verbally and electronically.

GLBT Pride/Twin Cities agrees to provide the following items including, but not limited to:

- i. Database system for all vendor tracking and electronic communication.
- ii. Use of office, phone and computer.
- iii. Volunteers to assist on the Festival grounds as needed, coordinated through the Volunteer Manager.

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Each bidder, by submitting a proposal, represents that the bidder has:

- i. Read and completely understands the RFP document.
- ii. Is familiar with the conditions under which the Festival would be produced, including availability, cost of materials, and labor.
- iii. Agrees that the offer shall be valid and irrevocable until April 15, 2012.
- iv. Understands that the bidder may be asked to discuss their written proposal to the RFP on dates mutually agreed upon by the bidder and Pride.

Contractor's Qualifications: Proposal Elements

- i. Proposals will be considered from individuals or event companies with five or more years of large-scale event planning experience.
- ii. Bidders should provide evidence of the following:
 - a. Experience, performance ability and/or resources that would establish capability of producing the Event.
 - b. Commitment to the mission of Twin Cities Pride.
 - c. Ability and commitment to work collaboratively with staff, volunteers and community members.
 - d. Effective interpersonal and delegation skills that develop and encourage supportive working relationships.
 - e. Strong detail-orientation, planning and organizational skills to accomplish specific goals.
 - f. Competent computer knowledge and ability to use database management, word-processing and report generation programs.
 - g. Self-starter with excellent verbal and written communication skills.
 - h. Ability to read and interpret accounting and financial reports.
 - i. Ability to conduct oneself in a professional manner with exhibitors, vendors and the general public.
 - j. Experience in nonprofit and volunteer operations and management.
- iii. Bidders should specifically identify the following in their proposals:
 - a. All contractor anticipated expenses.
- iv. Pride will reject the proposal of any bidder and void any contract resulting from this RFP with any contractor who makes any material misrepresentations in their proposal.

Timeline

Proposals will be accepted until Friday, January 20, 2012 at 5:00 p.m. Proposals must be addressed to: Twin Cities Pride, Attn: Dot Belstler, 2021 East Hennepin Ave, Suite 460, Minneapolis MN 55413 or by email to execdirector@tcpride.org. Proposals will be reviewed and taken to the Twin Cities Pride Board of Directors for their initial approval at the February 20, 2012 Board Meeting. All event management companies and individuals submitting RFPs will be contacted within ten days following that meeting.

Please email execdirector@tcpride.org or call 612-305-6990 to discuss the Event and/or any aspects of this RFP.

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