



## REQUEST FOR PROPOSAL

### Planning/Production 2022 'Give Me Liberty' Street Party

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**Invitation:** The **Liberty Village BIA** (LVBIA) invites qualified consultants to submit their proposals for the development/management and production of our Annual 'Give Me Liberty' Street Festival scheduled for June 23rd, 2022.

**Background:** Give Me Liberty is our Annual Street Party for our local community that celebrates all things Liberty Village. Each year in June, we close down Fraser Ave (North of Liberty St) and transform it into an outdoor patio with over 50 vendors, all of which are local businesses within our neighbourhood.

#### **The Successful Applicant Will:**

- Have a demonstrated ability to manage an event of about 3,000 to 5,000 people
- Have a demonstrated ability to manage a budget (discussed at interview process)
- Have the proven ability to develop an Emergency Action Plan
- Be in good standing with the City of Toronto and relevant City departments, including Transportation Services, Toronto Police Services and Street Events
- Be able to provide proof of general liability insurance of no less than \$5million
- Develop COVID-19 plan in consultation with Toronto Public Health
- Provide several references

#### **Overview of Services Required:**

- Ability to work in consultation with our BIA's BOM and sub-committees - including our Events Committee and Marketing Committee
- Sponsorship – Assist the LVBIA in sourcing potential local corporate sponsors with leads as well as corporations that would be appropriate for the 2022 Give Me Liberty Street Party
- Negotiating and booking talent within budget

# LIBERTY VILLAGE

- Coordination of programming operations, including the development of networking activities for the event
- Providing on-site event execution (with volunteers, staff and crew) including setup and tear-down
- Coordination of event logistics, including site inspections and assessments, site plans, production schedules and technical coordination
- Implementing infrastructure plans including power, appropriate licences, permits, road closures, traffic re-routing, equipment rentals, signage, barricades
- Securing all technical requirements including staging, lighting, audio, as well as negotiation with suppliers (recommend use of local suppliers wherever possible)
- Management of event operating budget
- Sourcing and onboarding of local vendors, with assistance from the LVBIA, including the management of beer and wine procurement and drink ticket sales prior to the event and on the day of
- Managing marketing (design and printing of deliverables)
- Managing all contracts between LVBIA and supplier (sign off on all contracts will be the responsibility of the LVBIA, but negotiations, management and evaluation will be under the consultant's scope of work)
- Attending planning meetings as necessary
- Previous experience working with a BIA is an asset, but not required.

## **Timeline:**

Deadline for submission is **4:00p.m. on Thursday, December 23rd, 2021**. Interviews of shortlisted candidates will commence in early January 2022, and it is our goal to award the contract by the end of January.

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Proposals can be submitted electronically to the Community Manager of Liberty Village BIA at [admin@libertyvillagebia.com](mailto:admin@libertyvillagebia.com) or mailed to the address below:

### **Julia Rigato, Community Manager**

Liberty Village Business Improvement Area

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