

EVENT MANAGEMENT SERVICES REQUEST FOR PROPOSAL

Event / Date(s): DO WEST FEST – June 9 – 11, 2023
Prepared by: Little Portugal Toronto Business Improvement Area

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1.0 **Company Overview**

1.1 BIA Overview

A unique blend of historic and contemporary, Little Portugal Toronto BIA is a small and independent business collective situated on Dundas Street West, just west of Lansdowne Avenue and east to Shaw Street. The combination of public murals, boutique stores, bars, restaurants, music venues, professional services, galleries and convenience stores make for a quirky and culturally distinct community spirit. Swing by and experience a sense of belonging, in the heart of Little Portugal. Check out our socials!

BIA Website: littleportugaltorontobia.com

Facebook: facebook.com/lptbia

Instagram: instagram.com/lptbia

Twitter: twitter.com/lptbia

1.2 Event Overview

Do West Fest is a free annual celebration of music, arts and community covering 14 blocks along Dundas Street West from Ossington Street to Lansdowne Avenue. Positioned as a kick-off to summer in Toronto, in past years, this three-day festival has become a tourist event of notable significance on Toronto's cultural events calendar, drawing over 500,000 people, some from as far away as Portugal and Brazil. In 2023, Do West Fest will be celebrating its 10th Year! Check our socials for the festival below.

DWF Website: DoWestFest.ca

Facebook: facebook.com/DoWestFest

Instagram: instagram.com/dowestfest

Twitter: twitter.com/dundaswestfest

2.0 **Statement of Work**

2.1 Purpose

The purpose of this request for proposal process is to invite event management vendors to submit their proposal to manage Do West Fest in 2023. This document contains the requirements necessary for a successful event.



2.2 Scope

The BIA will have internal staff as resources to support some aspects of the event such as development of theme, budget, plus event promotions. We will require the management vendor to manage pre-event planning, budgeting, logistics and on-site event management. Refer to Section 4.0 Scope of Work and Business Requirements for more detail.

2.3 Project Schedule

This schedule is based on our current timelines, but is subject to change.

Project Milestone	Deadline
RFP Delivered to Vendors	Thursday, November 10, 2022
RFP Close Date	Monday, December 5, 2022
Vendor Evaluations Complete	Monday, December 19, 2022
Award Contract to Vendor	Wednesday, December 21, 2022

3.0 Proposal Submission Procedure

3.1 Vendor RFP Reception

By responding to this RFP, the vendor agrees to be responsible for fully understanding the requirements or other details of the RFP, and will ask any questions to ensure such understanding is gained. The BIA retains the right to disqualify vendors who do not demonstrate a clear understanding of our needs. Furthermore, the right to disqualify a vendor extends past the contract award period and the BIA will be at no fault, cost or liability.

3.2 Good Faith Statement

All information provided by the BIA is offered in good faith. Specific items are subject to change at any time based on business circumstances.

The BIA does not guarantee that any particular item is without error.

3.3 Communication and Proposal Submission Guidelines

Communications shall not be effective, unless a specified procurement executive who is responsible for managing the RFP process formally confirms these communications in writing. In no case shall verbal communications govern over written communications.

Please submit your proposal on or before **Monday, December 5, 2022.**



Please send questions related to this RFP and vendor proposals to:
Cathy Quinton, BIA Coordinator
Little Portugal Toronto Business Improvement Area
Email: littleportugalondundasbia@gmail.com
Phone: 416-540-6750

3.4 Evaluation Criteria

All proposals will be evaluated systematically, based on the following criteria.

- Capabilities demonstrated with past events
- Budget management
- Depth of capabilities
- Partners
- Quality of event
- Demonstration of the understanding of key demographics
- Some knowledge of / existing relationship with the businesses within our BIA

3.5 Short-list Selection

Vendors who have demonstrated their capacity to meet our needs will be contacted via phone and/or email to be notified of their selection to move forward in the RFP process. Vendors who have not been selected will not be contacted.

4.0 Scope of Work and Business Requirements

The BIA will require the event management vendor to manage the following aspects of the event.

Refer to Exhibit A for detail.

5.0 Vendor Information

All vendors must also submit the following information:

- Corporate Overview – legal name, year of incorporation, number of employees
- Services – description of all services and products supplied
- Markets Served – description of industry markets served
- Partners – list of current event-related vendors and partners

6.0 Resources Required

All vendors must provide a budget and breakdown of costs related to management of the event as outlined in 4.0 Scope of Work. Vendor must agree to keep the quoted pricing in their proposals for a minimum of 90 days after proposal submission. Finally, all proposals must include a project schedule and work breakdown structure, which identifies timelines, key milestones, project phases, or other project plan information.



EXHIBIT A – Scope of Work

Administration:

- Pre-Event Schedule: Create a project schedule with deadlines and key milestones for the event.
- Budget management, including working with our bookkeeper pre-event to ensure smooth financial workflow
- Festival staff and volunteer management
- Liaise with BIA Communications Coordinator, sending programming and other website material in a timely fashion
- Liaise with festival and marketing committee
- Liaise with local BIA members
- Report to Board of Directors

Production:

- Planning, coordination, and execution of street closure
- Contracting and scheduling third party service providers including: Waste Services, Paid Duty Officers, Private Security, Portable Toilets, Paramedic Services, Water Services, Street Furniture, Fencing
- Ensuring all parties meet City of Toronto By-Law requirements
- Liaise with City of Toronto agencies including Transportation, Public Health, Solid Waste
- Liaise with BIA member businesses around required fencing, order fencing for their patio extensions and collect payments pre-festival

Vendors:

- Survey BIA members and identify where vendors can be placed along Dundas St. W. in the BIA
- Work closely with BIA Communications Coordinator to coordinate CaféTO curbside closures and BIA member and 3rd party vendor placements
- Creation and management of vendor sign-up form
- Curate vendors and manage payments
- Coordinate vendor placement and mitigate any vendor problems

Development:

- Work with the BIA marketing committee to create sponsor deck
- Pitch to past sponsors
- Create community call for new sponsors



Marketing:

- Work with marketing committee and BIA Communications Coordinator to construct strategy
- Work with publicist and provide assets for campaign
- Manage social media strategy and produce content
- Manage social media contributors
- Identify influencers and have them create original content
- Work with past material to create original promo video
- Manage all festival social outlets leading up to and during the festival
- Manage video and photography during festival
- Manage creation of post-festival video

Programming:

- Work with Transmit Presents and Lula Music and Arts' respective stage productions
- Engage with member businesses, community organizations and stakeholders to encourage participation in festival programming and gather that info to be listed on the website
- Create Community Stage program
- Create Busker program
- Create Kids Zone
- Portuguese program – program folklore stage(s) and liaise with BIA on official Portugal Day themed activities

