



**REQUEST FOR PROPOSAL**  
**Planning/Production 2023 Taste of Lawrence Festival**  
**Dates: July 7-9, 2023**  
**Wexford Heights Business Improvement Area**

**Invitation:**

The Wexford Heights BIA invites qualified consultants to submit their proposals for the development/management and production of our Annual Taste of Lawrence Festival scheduled for July 7, 8, and 9, 2023.

**The Successful Applicant will:**

- have a demonstrated ability to manage an event of substantial size;
- have a demonstrated ability to manage a budget of substantial size;
- 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 \$5 million;
- develop COVID-19 plan as required by Toronto Public Health
- provide several references

**Overview of Services Required:**

- Ability to work in consultation with the sub-committee for the Taste of Lawrence Festival including the Advertising/Communications sub-committee
- Ability to clearly outline fees, how the costs are paid, and a rough budget
- Sponsorship – To source potential corporate sponsors with leads provided by the WHBIA as well as corporations that would be appropriate for the 2023 Taste of Lawrence Festival. Preparation of sponsorship packages/contracts and follow-up
- Negotiating and booking talent within budget
- Coordination of programming operations, performer/attraction contracting systems
- Development of scripts and emcee services (with pre-arranged emcee)

**WEXFORD HEIGHTS BUSINESS IMPROVEMENT AREA**  
**1720 Lawrence Ave East Suit 102 Scarborough, Ontario M1R 2Y1 416-288-1718**  
[wexfordbia@wexfordbia.ca](mailto:wexfordbia@wexfordbia.ca) | [www.wexfordbia.ca](http://www.wexfordbia.ca) | [www.tasteoflawrence.com](http://www.tasteoflawrence.com)





- Providing on-site event execution(with volunteers, staff and crew) including set-up 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, special effects as well as negotiation with suppliers (recommend use of local suppliers wherever possible)
- Coordination external production personnel including stage managers, audio and lighting technicians, all labour crews and community volunteers
- Maintaining effective lines of communication with police, transit, emergency services and other city departments
- Management of event operating budget
- Knowledge/management of social media platforms, ie. Facebook, Instagram, Twitter
- Distribution and marketing of Vendor Packages (package to be provided with assistance from WHBIA, staff and key volunteers where possible)
- Developing and managing Critical Path
- Managing all contracts between WHBIA and supplier (N.B. – sign off on all contracts will be the responsibility of the WHBIA, but negotiations, management and evaluation will be under the consultant’s scope of work)
- Proposing, developing and managing a series of measurables and tracking systems with input from WHBIA, city staff and volunteers to ensure goals and targets are achieved
- Providing written updates and status reports, bi-monthly, sent electronically
- Attending planning meetings as necessary
- Provide a written evaluation wrap-up report to include copies of all media, photos, written comments/captions, etc. comprising a complete story of the event no later than two weeks after the close of the event
- Attending one post-event evaluation meeting
- Developing, implementing and managing best practices system for communication with key decision makers on a weekly basis to include, but not limited to: email, phone, conference calls, face-to-face meetings

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### **Not Withstanding**

Organizations and businesses with whom the BIA has entered into prior contracts are by no means precluded from submitting a proposal for the continued provision of business services however; the BIA offers no guarantee or preferential treatment to former or current suppliers based solely on previous or ongoing relationships. The winning submission will be determined to be the most advantageous to the Wexford Heights BIA considering compensation and other evaluation factors.

### **Timeline:**

The deadline for submission is **5:00 p.m. on February 17, 2023**. Interviews of short-listed candidates will commence in **February 27<sup>th</sup> to March 3<sup>rd</sup>** and it is our goal to award the contract by early **March**.

**Proposals can be submitted electronically to the Wexford Heights BIA at [wexfordbia@wexfordbia.ca](mailto:wexfordbia@wexfordbia.ca)**

