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## **Request for Proposal (RFP) for Market Manager**

### **Introduction and Background:**

The Queen Street West BIA (QSWBIA) is a City of Toronto BIA, representing a combined 300+ group of businesses and property owners along Queen Street West from Bathurst St to Simcoe St. We are seeking proposals from experienced Events and/or Market Managers or consultants to develop and execute a comprehensive market plan for the public space near Denison Parkette. One of the goals of the BIA is to host and create free, vibrant and positive engagements at this parkette throughout the milder months from May-October.

### **Job Title:** Market Manager

*\*\*note that we will accept proposals from small collectives, agencies, organizations as well*

**Location of Market Activations:** Denison Parkette, Queen Street West BIA (beside 486 Queen St W) with the option to also include a small road closure on Denison Ave as required.

**Contract Duration:** Mid-April to Mid-November (Seasonal)

### **Reports to:**

- BIA Community Manager
- Events Committee
- Board of Management

### **Overview:**

The Market Manager will play a crucial role in organizing, setting up, executing, and marketing a series of 6-8 markets located near the Denison Parkette within the Queen Street West BIA. The Market Manager will be responsible for ensuring the success of the markets and creating a vibrant and engaging experience for both vendors and attendees.

### **Key Responsibilities:**



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#### Market Planning and Organization:

- Develop a comprehensive plan for each market, including layout, logistics, theme and vendor selection.
  - Help develop themes to attract interest and keep it diverse (i.e. flower market, artisan market, vintage market, artisan markets providing opportunity to under-represented groups, farmer's market, etc.)
- Coordinate with relevant stakeholders, such as vendors, local businesses, and city authorities, to ensure smooth execution.
- Secure all necessary permits and approvals for each market in partnership with the BIA Community Manager

#### Vendor Management:

- Recruit and curate a diverse range of vendors to participate in the markets.
- Maintain ongoing communication with vendors, addressing inquiries, and providing necessary information.
- Ensure adherence to market guidelines and standards.

#### Marketing and Promotion:

- Develop and implement marketing strategies to promote the markets and increase attendance.
- Utilize social media, local publications, and other channels to create awareness.
- Collaborate with the BIA Community Manager on promotional materials and campaigns.

#### Event Execution:

- Oversee the setup and breakdown of market infrastructure and vendor booths.
- Manage on-site logistics, including parking, security, and waste disposal.
- Address any issues or emergencies that may arise during the markets.

#### Community Engagement:

- Foster positive relationships with the local community, businesses, and residents.



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- Seek feedback from stakeholders to continuously improve market operations.
- Implement initiatives to enhance community involvement and support.

**Financial Management:**

- Develop and manage the budget for each market, ensuring cost-effectiveness.
- Collect vendor fees, track expenses, and provide regular financial reports to the Events Committee.

**Qualifications:**

- Previous experience in event management, market organization, or a related field.
- Strong organizational and project management skills.
- Excellent communication and interpersonal abilities.
- Familiarity with local regulations and permit processes.
- Creative thinking and problem-solving skills.
- Ability to work independently and collaboratively with a diverse group of stakeholders.

**Compensation:**

- to be discussed and negotiated
- We are open to an hourly rate (we estimate 20-25 hours for each market inclusive of administration, organization and day-of on-site presence) OR a flat rate per market date

**How to Apply:**

Interested candidates or agencies should submit their resume, a cover letter outlining their relevant experience, and a proposal detailing their approach to market organization and promotion. Submissions can be sent to [queenstreetto@gmail.com](mailto:queenstreetto@gmail.com) with the subject line: MARKET MANAGER.

Application Deadline: ongoing until the position is filled.



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The Queen Street West BIA is an equal opportunity employer. We encourage individuals from diverse backgrounds to apply.

***Note: This job description is intended to convey information essential to understanding the scope of the position and is not an exhaustive list of skills, efforts, duties, responsibilities, or working conditions associated with it.***