



REQUEST FOR PROPOSAL FOR FESTIVAL MANAGEMENT SERVICES FOR Fairbank Summerfest

RFP Distribution Date: November 15, 2024

Issued by:

Fairbank Village BIA, 1988 Eglinton Ave. West, Toronto, ON M6E 2J9

Proposals Accepted Until: December 16, 2024 @ 5:00pm Via Email

NOTICES

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The submission of responses to this RFP does not create a legal binding relationship between the FVBIA and the recipient, nor is it intended to create such a relationship, other than with respect to the agreement as to confidentiality set out above. There are no representations, warranties, or conditions of any kind in connection with this RFP made by FVBIA.

The FVBIA is not responsible for any expenses incurred by any recipients in the preparation, submission, or presentation of a response to this RFP, nor for the costs incurred during any further discussions following receipt of the response.

DEADLINE FOR PROPOSALS: December 16, 2024

QUESTIONS

Address your questions by email to info@fairbankvillagebia.ca no later than December 13, 2024

PROPOSAL CONTACT:

Please submit electronically to:

Deborah Annibalini
info@fairbankvillagebia.ca
416 646 0661

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1 OVERVIEW OF RFP

1.1 DEFINITION OF TERMS

In this Request for Proposal, the following words and phrases shall have the following meanings:

- a) **“Proponent”** means the individual or agency that submits a response to the RFP
- b) **“Client”** means the Fairbank Village Business Improvement Area (FVBIA)
- c) **“Response”** means a supplier’s Proposal submitted to the FVBIA for consideration and evaluation in response to this RFP.
- d) **“RFP”** means this Request for Proposal, including attachments
- e) The **“FESTIVAL MANAGER”** refers to the supplier of Event Management Services to be selected.
- f) **“Management Services”** means the management and consulting services to be provided to the FVBIA by the “FESTIVAL MANAGER” selected in respect of the EVENT, as more particularly outlined hereunder.
- g) **“Members”** of the FVBIA are those Businesses operating in a Commercial Property in Fairbank Village which pay the BIA levy to the City of Toronto collected on behalf of the FVBIA
- h) **“Net Sales”** means all sales (including cash and the cash value of all contras) made by the FESTIVAL MANAGER less applicable taxes.
- i) **“Commissions”** means the percentage of Net Sales generated for the EVENT by the FESTIVAL MANAGER to be paid by the FVBIA to the FESTIVAL MANAGER in respect to the sale of the Rights outlined in the Terms of Reference for the Vendors and Exhibitors.
- j) **“The FESTIVAL MANAGER Expenses”** means all expenses pertaining to the holding of the EVENT incurred by the FESTIVAL MANAGER in performing its services hereunder, including but not limited to reasonable operational expenses, promotional expenses, sales expenses, travel, businesses, and entertainment costs.
- k) **“On-Site”** means the areas used for the EVENT on Eglinton Ave. West and surrounding areas as laid out in the authorized and approved site plan.

1.2 OBJECTIVES

This RFP is issued to assist the FVBIA in selecting one or more service providers who will:

1. Provide Event Management Services for the Fairbank Summerfest
2. Provide supporting Graphic Design, Marketing and Summerfest Outreach services for the festival

1.3 PROPOSAL REQUIREMENTS

At a minimum, all Proposals must comply with the following requirements:

1. A description and confirmation of the Proponent’s understanding of the assignment described in this RFP and the services being requested.
2. A high-level project timeframe showing significant activities, checkpoints, milestones, timelines, and client responsibilities.
3. A brief description of the Proponent’s direct experience as it relates to this project, including a list of applicable assignments with current and former clients on similar projects, a brief summary of work done in each engagement, and experience with the technical solution proposed.
4. A summary of the Proponent’s preferred reporting/project management and customer service approach.



5. List the name of the person who will have overall responsibility for the Project and other key persons who will be assigned to work on all phases of the Event if the Proponent is selected. Include resumes containing work history, some specific projects worked on, relevant education and experience and responsibilities. The responsibility of staff as they relate to different project tasks must also be included. If any of the people listed above are not employees of the Proponent (e.g., contractors, third party service providers, joint ventures), they must be separately identified.
6. Overall cost for products and services quoted in Canadian dollars. Design, website content management and related marketing and outreach services to be broken out separately. Ontario Provincial Sales Tax and/or Goods and Services Tax shall not be included in the quoted cost.
7. Provide a company profile including years in business.
8. The Proponent must provide three [3] references for contracts of a similar scope. For each reference includes the company name, address, telephone number, and the name and position of the person who has knowledge of the services and procedures undertaken. The FVBIA reserves the right to check all references provided.
9. Provide budget breakdown.

1.4 INSTRUCTIONS FOR SUBMITTING PROPOSALS

Companies that intend to submit a Proposal must familiarize themselves with this document as soon as possible. Report any errors, omissions or ambiguities discovered therein as soon as possible and at least five [5] business days prior to the closing date set, as indicated below. No alterations or variations of the terms of this document shall be valid or binding upon the FVBIA unless authorized in writing.

It will be the Proponent's responsibility to clarify any necessary details before submitting their Proposal.

1.5 SELECTION PROCESS AND TIMELINE FOR DECISION-MAKING

RFP issued	November 16, 2024
Questions about RFP due by	December 13, 2024
Proposal due	December 16, 2024
Board Approval	TBD
Contract awarded	TBD
Start date	TBD

1.6 EVALUATION OF PROPOSAL

The FVBIA will evaluate the Proposals received and may contact one or more Proponents for additional information, for clarification.

2 Fairbank Summerfest

Fairbank Summerfest has grown from a small festival of approx. 1500 in a small section of the Green P Parking Lot on Shortt St. to a major 3-day festival that involves a full street closure on Eglinton Ave. West attracting close to 100K attendees over the Summerfest weekend.

Fairbank Summerfest is a **FREE** event offering **FREE** entertainment and rides to the midtown Toronto community. The Fairbank Village BIA provides 3-days of **FREE** entertainment with more than 15 live acts.

Fairbank Village BIA

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We provide mechanical rides, inflatables, full line up of entertainment on the main stage at Dufferin and Eglinton West. We also contract with external food vendors and engage our local businesses to participate in the festival. Please visit our website for more information about [Fairbank Summerfest](#) street festival.

2.1 Event Management Objectives

1. To deliver a turnkey event that requires significantly less time invested by our FVBIA staff and FVBIA Board.
2. To drive the planning and implementation of the event to ensure that tasks and activities are undertaken with sufficient time to meet stated deadlines.
3. Work to obtain additional sponsorship to offset festival costs.
4. To track and manage the stated budget and make recommendations aimed at reducing costs and generating income.
5. To manage operations logistics including permits, delivering requirements, and problem solving.
6. Contract with external event management suppliers which include, but is not limited to, the following: barricades, paramedics, waster removal, port-o-lets, entertainment, food vendors, security, midway rides and games. (As agreed, upon by the FVBIA).
7. To provide recommendations and services to help the FVBIA meet its marketing objectives.

2.2 Marketing Objectives

1. To increase awareness of Fairbank Village as a destination for shopping and dining in midtown Toronto.
2. To build on the profile of the Fairbank Summerfest Festival and continue to draw visitors to our main street and surrounding areas for the benefit of our members.
3. To motivate visits by individuals and groups beyond the local community living 40 km + away with the objective of increasing revenue to FVBIA Members from return visits.
4. To attract tourists from Ontario and Canada.



3 Background on the Fairbank Village BIA

The FVBIA is one of over 80 Business Improvement Areas (BIAs) in Toronto. Like other BIAs, we are an extension of the City of Toronto and exist to improve business conditions for FVBIA Members, consisting of commercial property and business owners, through street beautification, property maintenance, and marketing, while spurring economic development and community building.

The FVBIA represents over 100 businesses along Eglinton Avenue West, from Dufferin Street to Chamberlain Avenue, and along Dufferin Street from Hunter Avenue to the CNR rail North of Schell Avenue. The BIA is dedicated to improving our midtown Toronto neighbourhood as a welcoming and safe place to live, do business and visit.

The FVBIA works hard to engage the community and attract new visitors to the neighbourhood from other parts of Toronto and beyond, by promoting and showcasing our unique mix of culture and traditions. Since 2007, we have completed a wide range of initiatives to attract new businesses to the area, beautify the neighbourhood, bring residents together and attracted new visitors through annual and serial events, strategic partnerships, streetscaping and other innovative activities. Our priority is to build and sustain growth in the area.

3.1 Event Details

The next Fairbank Summerfest street festival will take place in June 2025, over three days (historically the third weekend of the month). The event runs from 5:00 – 11:00 p.m. on Friday, Noon - 11:00 p.m. on Saturday and Noon - 9:00 p.m. on Sunday.

Typically, Eglinton Avenue West is closed off with barricades from Dufferin St. to Ronald Avenue. with east west through way access only at XXX. All cars must be removed along the XXX km length of Eglinton Ave. West and on the east and west sides of all side streets in between the length of the enclosure to the first laneway on the north and south sides of Eglinton Ave. West. Festival delivery vehicles are allowed on Eglinton Ave West until 10am, after which time they must be removed. The north side lane is reserved for emergency vehicles; therefore, no assets or vendors may be located there.

4.1 Festival Features

The main features of our main event include:

1. Main stage with curated music line-up from 5-11 p.m. on Friday, Noon – 11 p.m. on Saturday, and Noon – 9:00 p.m. on Sunday.
2. The Event Management partner will be responsible for hiring the entertainment acts to be vetted by the Festival Committee. The FESTIVAL MANAGER will be responsible for any band rider requirements associated with the bookings. This will not be the responsibility of the FVBIA.
3. VIP Meet and Greet. Reception area for participating in VIPs including sponsors. TBD.
4. A street wide sidewalk sale for the days of the festival ensures that FVBIA Members can use the sidewalk in front of their shops, or they can book a 10'X10' tent space at an agreed upon location within the festival boundaries.
5. Vendor and Sponsor activations run the full length of the street, along with some information booths by local dignitaries and other community groups. Attention to prioritizing FVBIA members and community groups over outside vendors is critical. The FVBIA will vet the proposed vendors.



6. Provide a midway that includes both mechanical rides, inflatables, and pay per play games along the route.
7. Our Festival Volunteer and Event Management headquarters are in the BIA Office at 1988 Eglinton Ave. West.

4 FESTIVAL MANAGER Responsibilities

To supply the FVBIA with a turnkey event, an event management company or agency would be required to:

1. Plan and manage the logistics of the festival's operations, and drive the project including event planning and management – by providing workback schedules, agendas and minutes for regular festival meetings and coordinating deliverables; See Appendix C.
2. Manage and execute FVBIA approved contracts for performers, vendors, contractors, and equipment.
3. Identify human resources needed to implement our base event including deliverables for sponsors, funders, vendors, partners and the FVBIA.
4. Inform the Festival Committee as to the required number of volunteers throughout the festival weekend and provide volunteer job descriptions for each volunteer position.
5. Promote the sale of space along the festival route, prioritizing FVBIA Members, festival vendors and exhibitors; register them, collect payment, and coordinate their needs and participation.
6. Marketing services for graphic design to produce signage, advertising, and other print pieces. Please separate these costs within the proposal. To be further discussed.
7. Ad placement and coordination services, website content management to be broken out separately within the proposal.
8. Track and report on the festival budget monthly to the FVBIA Manager, revising estimates and providing actuals once copies of the bills are made available by the FVBIA.
9. Notify the Manager and Festival Committee Executive of costs that are not included in the budget or that are running over budget and propose solutions for adjusting the budget.

The FESTIVAL MANAGER will report directly to the Festival Committee Executive which includes the Chair of the Fairbank Summerfest Committee, the FVBIA Board of Management Chair, Vice-Chair, Treasurer and FVBIA Manager.

5.1 Additional Services

Sponsorship Management: Please include a quote for sponsorship services as well as commission expectations if this is an available service which can be provided.

Social Media Management: Please include a quote for social media management for the festival as well as commission expectation if this is an available service which can be provided.

5 FVBIA Responsibilities

1. Provide the FVBIA Board of Management with an approved budget to the FESTIVAL MANAGER.
2. Provide contracts for the Event Management Company, Grant Writer, Sponsorship Manager(s), and social media, if applicable.
3. Approve grant application proposals and assist grant writers in facilitating specific organizational documents as required.
4. Approve new vendors proposed for onsite vending at the festival.

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5. Review provided monthly budget report, advise on questions, and liaise with board as needed.
6. Assist in boosting searches for volunteers through our social networks.
7. Promote the Festival to our Members and provide tips on ways to engage.
8. Provide ongoing support with the required documentation and contacts as needed.
9. Contract media and marketing services not covered by the FESTIVAL MANAGER.
10. Accounts Payable: Coordinate with the FESTIVAL MANAGER and the FVBIA bookkeeper to stay on top of approved related festival expenses.

6 Cost Estimates and Budget

Through its Executive Director, Treasurer and Festival Committee Chair, the FVBIA Board of Management has set the budget for 2025. The budget for the Event budget is \$XXX, **not including** the FESTIVAL MANAGER 'S fees, sales commission or additional services outlined in section 5.1 above.

Included in the net amount of \$XXX are the total Sponsorship Managers fees targeted to raise \$XXX in sponsorship dollars for the base event.

The FESTIVAL MANAGER will work directly with the Sponsorship Manager to support them in meeting sponsorship and funding targets. They will also advise the agency on planning and implementation questions bearing in mind what will benefit the BIA's mission, objectives, and its members.

APPENDIX A: Festival Map

Can be found here: XXX

APPENDIX B: Festival Management Services

The FVBIA requires general event management and consulting services as outlined below:

General EVENT planning:

1. Meet with the BIA to review General Requirements and Budget stated in case there are any changes known or anticipated prior to the creation of the site plan and workback schedule.
2. Create a Workback Schedule to meet anticipated deadlines
3. Draft agenda's for reviewing details of requirements to be considered in time to meet the workback schedule timelines
4. Record action items from meetings and assign who does what.
5. Distribute the Action Notes within 1 week of the meeting held
6. Assess requirements prior to finalizing plan and budget and make recommendations.
7. Develop site plan and operational footprint.
8. Obtain new drawing of the site (cost to be billed to the FVBIA).
9. Track, monitor and recommend adjustments to the EVENT budget, to align with progress on sponsorship goals during monthly reports.
10. Provide a post assessment following the EVENT.

General EVENT operations:

1. The FESTIVAL MANAGER will manage the EVENT infrastructure. The FESTIVAL MANAGER will provide on-site management, coordinate, and manage all suppliers, exhibitors, vendors, staff, etc. as it relates to management of the EVENT operations.

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2. The FESTIVAL MANAGER is responsible for suppliers, exhibitors, vendors, and their staff executing their contractual obligations and performance during the EVENT.
3. The FESTIVAL MANAGER will stage all logistics and any rentals of any kind required by the EVENT to be included in the overall budget cost.
4. Address the needs of all partners and sponsors as it relates to set-up on site (as communicated by the RVBIA).
5. The FESTIVAL MANAGER will also liaise/coordinate with the FVBIA coordinator, entertainment production staff, stage managers and volunteer coordinator(s).
6. Detail all major EVENT activities and prepare master schedule.
7. The FESTIVAL MANAGER will work with all relevant City of Toronto services (i.e., police, fire, health, by-laws, TTC, etc.) to achieve the EVENT objectives.
8. The FESTIVAL MANAGER shall contract security services on behalf of the FVBIA as may be required for the EVENT safety and any other legal requirements in consultation with the FVBIA.
9. The FESTIVAL MANAGER will organize planning meetings according to the approved schedule, with additional meetings when deemed necessary by either party.

Exhibitor and Vendor Sales

The FESTIVAL MANAGER will act as exclusive sales agent for food and non-food exhibitors and vendors which includes:

- i. Design, develop and execute the Display and Vending sales plan including all rates and fees. Display and Vending rates and fees to be mutually agreed upon by the FESTIVAL MANAGER and the FVBIA.
- ii. Develop, produce, and distribute all Display and Vending sales and reference materials including agreements, rules and regulations and order forms. Cost of all materials to be billed to the FVBIA.
- iii. Receive, and respond to all display and vending related enquiries. The FESTIVAL MANAGER will follow up with previous, concessions, exhibitors, and identify new opportunities.
- iv. Print, issue, receive, process, and execute all Display and Vending agreements and invoices and collect all amounts due from the Exhibitors and Vendors on behalf of the FVBIA.
- v. Make changes to current forms as required by the FVBIA provided that:
 - a. The FESTIVAL MANAGER is still fully covered from a liability perspective.
 - b. It does not create additional work for the FESTIVAL MANAGER.
- vi. Work with the FVBIA Festival Committee Executive as required to achieve optimal member satisfaction and encourage member participation. The FVBIA's input will be required in order to assist all the FVBIA members.
- vii. Ensure that all Exhibitors and Vendors provide a proof of insurance with a minimum of two million dollars in general liability insurance unless waived by the FVBIA in writing.
- viii. Shall notify the FVBIA of the commercial activity of unauthorized exhibitors and vendors and liaise with the appropriate authorities.

APPENDIX C: Design and Marketing Services

Graphic Design Service Requirement Examples

1. Prepare an advertising schedule for approval by the FVBIA.
2. Coordinate the design and all graphic work needed for festival advertising, including posters, flyers, banners, pamphlets etc.
3. Collect, file, and ensure the safe transfer of all Sponsor logos, used in marketing, promotions, and Advertising.
4. Review all Sponsor's materials that are placed in media and graphic medium to ensure proper placement.
5. Ensure conformity with approved sponsorship agreements provided by Sponsorship Managers.



6. Assume responsibilities for media purchase and placement according to advertising schedule. *Cost of Advertisement is to be paid directly by FVBIA.*
11. Ensure advertising timelines are strictly adhered to.
12. Obtain copies of published ads and submit to FVBIA Festival Committee Executive.
13. Supply graphic designer for production of Festival flyers, advertisements, posters, banners, etc. (time estimated: 60 hrs.)
14. Track hours for graphic design to be presented to the FVBIA Festival Committee Executive monthly with budget review.

Website Management Support

- Provide the BIA with the following to update on-line content pre and post event. Including ongoing monitoring to ensure up-to-date information is displayed:
 - Lineup and schedules
 - Description and promotion of key programming features
 - Festival Map
 - Photos
 - Dates/Times
 - Links
 - Sponsor Logos & Content

Advertising Service Requirements

- Book ad placements for both English and Latin Jam Advertising in media identified below
 - Posters: TTC Bus Shelter, Streetcar Posters, Subway Posters,
 - TV: CP24
 - Radio: Indie 88
 - Print: Now, Toronto Star, Toronto Tourism
- Coordinate content and graphic design to meet deadlines
- Contact Ad standards to approve commercial content and acquire telecaster number
- Place event notices on multiple free event listing websites (approx. 15)
- Coordinate creative update and installation of bridge banner and other banners
- Coordinate distribution of Shop Poster through volunteer coordinator

Cost of Advertising to be discussed and billed directly to the FVBIA.

PROPOSAL CONTACT:

Please submit electronically to:
Deborah Annibalini, Manager
Fairbank Village BIA
info@fairbankvillagebia.ca

SELECTION PROCESS AND TIMELINE FOR DECISION-MAKING

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