



Request for Proposal – Issued 1/22/2020
FOURTH OF JULY AND EVENT COORDINATION
Village of Shorewood

Proposal Requested

The Village of Shorewood is requesting proposals from qualified parties and individuals for Fourth of July and event coordination. The desired service agreement is for a 3-year term (2020-2022) with an option for renewal.

Project Background and Description

The Village of Shorewood is looking for an event planner / project manager to coordinate the Fourth of July celebration and other potential special events. Annually, the Village hosts a parade on Oakland Avenue as well as a firework celebration with food and music at Atwater Park. The contracted party takes the lead coordinating community groups, entertainers, bands, and sponsors for the parade. The Shorewood Foundation provides a significant donation every year to fund the firework display and naming rights for the parade celebration.

Estimated Timeline

Action items in the estimated timeline are at the discretion of the project manager and are meant to provide a clear understanding of the proposal steps; the schedule is subject to change.

Action Item	Date
RFP Issued	January 22, 2020
Deadline to Schedule Pre-Meeting (if needed)	February 5, 2020
Deadline to Conduct Pre-Meeting (if needed)	February 12, 2020
Proposals Due	February 14, 2020
Interviews and Review of Proposals (if needed)	February 17-21, 2020
Make Recommendation on Contractor	February 24, 2020
Finalize Service Agreement with Contractor	February 27, 2020
Village Board Considers Service Agreement	March 2 & 16, 2020

Project Scope

Task 1 Fourth of July Coordination

- A.) Reach out to groups associated with the Village of Shorewood, Shorewood School District, elected officials from local and state government agencies, representatives from local media and television organizations, and other community partners to seek interest to be in the parade. Keep list of commitments in a spreadsheet with group's name and contact information.
- B.) Recruit Shorewood businesses to be in the parade through sponsorships. Current sponsorship levels are either \$300 to be in the parade with a banner included or \$1,000 to be in the parade with a banner and directly sponsor one of the bands. Keep list of businesses and sponsor commitments in a spreadsheet with business's name and contact information. Ask business to fill out sponsorship agreement template provided by the Village and turn in to Assistant Village Manager.
- C.) Recruit entertainers, bands, and performers to be in the parade. All costs must be paid for by sponsorships. Use service agreement template form with the recruited performer and provide back to the Assistant Village Manager when completed. Keep list of performers in a spreadsheet with performer's name and contact information. Provide payment to performers on the day of the parade.
- D.) Create a parade lineup with the community groups and performers. Lineup takes place on the 4400 and 4500 blocks of N. Bartlett Ave. as well as the 1700 block of E. Kensington Blvd. Receive approval from

Village staff on the parade route at least one month prior to July 4. Send out information with details on the parade lineup to community groups and performers in the parade at least 3 weeks prior to July 4.

- E.) Provide a list of banners that need to be created for sponsorships to the Assistant Village Manager at least one month prior to July 4. Pick up banners prior to July 4 and distribute and collect on July 4. Drop banners off at DPW after July 4.
- F.) Contact Public Works and the Police Department at least one month prior to July 4 to discuss the parade route, proper barricades and intersections to block off, previously made banners, emergency management protocol, and the July 4 parade and celebration timeline. Reconnect with departments 2 weeks prior to assure all details are resolved and finalized.
- G.) Contact Milwaukee County early to get on Cedarcrest Ice Cream purchasing agreement for reduced rate. Ice cream is typically available for free to community members at River Park after the parade.
- H.) Recruit volunteers to help on the day of the parade. Volunteers help lineup the parade route and walk with the banners through the parade, ensuring acts around them stay on pace.
- I.) Coordinate a program at Atwater Park from 5:30 p.m. to 9:30 p.m. on the night of July 4. Program should entail musical entertainment and food/beverage vendor(s) with proper permitting from the Village. Work with the Shorewood Foundation and the fireworks vendor to confirm time to begin fireworks display as well as develop a plan for alternative days in case celebration is delayed or cancelled due to weather. Reach out to local officials and award recipients to coordinate a 15-30 minute presentation prior to the fireworks display. Work with Public Works on details such as turning on electricity for sound equipment and setting up the stage. Work with the Police Department and the State Transportation Department to close down Lake Drive.
- J.) Work with the Shorewood Foundation (or the premier sponsor) to finalize a sponsorship agreement for the Fourth of July and execute all language identified in the agreement.
- K.) Operate the parade and celebration in budget. The Shorewood Foundation in 2019 contributed funds for the entire fireworks display (\$12,200) and funds to serve as the premier sponsor (\$5,300). The Village of Shorewood has \$4,000 budgeted in 2020 to contribute to the parade and celebration. All other revenue is through sponsorships. In 2019, the Village had a total of \$26,561 in expenses. The 2019 breakdown of expenses includes \$12,200 for fireworks, \$9,510 for performers, \$3,200 for coordination labor, \$826 for ice cream at River Park, and \$825 for banners, posters, and other communication expenses.

Task 2 Welcome New Neighbors (Optional)

- A.) Coordinate quarterly two-hour sessions in Shorewood to offer community members a chance to network with others as well as learn about Shorewood.
- B.) Receive approval from Assistant Village Manager on syllabus and materials to share for each session.
- C.) Recruit a few Village officials to be present for each session.
- D.) Recruit businesses to sponsor each Welcome New Neighbors session. Develop a sponsorship guide with the Assistant Village Manager to pay for consultant's time as well as materials provided at each session.
- E.) Alternate locations of Welcome New Neighbors based on time of season and sponsorships.
- F.) Post schedule and information through multiple communication channels. Provide a list of communication and marketing strategies with Assistant Village Manager.
- G.) Track attendance and sponsorships through a spreadsheet. Provide spreadsheet to Assistant Village Manager after each session.

Task 3 Any other Village event (Optional)

- A.) Consultant has the opportunity to propose a community-wide event they feel would be most helpful for the Village. Outline in detail the scope of service, timeline, and involved parties.
- B.) Event must pay for itself. Identify a plan that helps pay for any costs related to the event.

Proposal Content

The proposal should not exceed ten (10) single-sided pages and should address the following:

A.) Transmittal Information.

1. Contractor's name, address, telephone number and contact person.
2. Contractor's confirmation of understanding of the program and commitment to provide the appropriate personnel and equipment to perform the scope of services as defined in this document.

B.) Approach.

1. Provide a description of the anticipated services.
2. Outline your proposed staffing levels and activities.
3. Specify how you will be recruiting volunteers.
4. Provide estimated hours for all tasks. All hours will need to be paid for through sponsorship dollars and other revenue.

C.) Contractor Experience.

1. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope.
2. Resources or access to community groups that would have interest in participating or volunteering.

D.) Cost.

1. The Village is proposing to enter into an agreement that would be covered through sponsorships and other revenue.
2. Please include communication strategies with community businesses and groups to seek sponsorship opportunities.

E.) Contract

1. Please attach a copy of your standard contract (if available) for these types of services in the proposal.

F.) Insurance

1. The proposal must include either a description of the firm's insurance or a certificate of insurance outlining the firm's insurance policies which evidence compliance with the requirements noted in the *Terms and Conditions* section of this RFP (if available).

G.) Examples of Work

1. Please provide up to three different examples of programs or services you've performed for other municipalities. The work should demonstrate a high quality service.

H.) References

1. Please provide references of current or previous clients you have worked with in the past.
2. It is recommended to include at least one municipality as a reference.

Terms and Conditions

Village Costs

The Village will pay the Service Provider for the services provided as described. Such payment shall be full compensation for all services rendered and for all supervision, labor, liability insurance, and other incidental costs.

Payment Terms

The Village will be responsible for following the payment schedule outlined by the selected Service Provider. Village will make payment as long as it receives invoice at least thirty days prior to outlined payment schedule and Service Provider successfully completed services as outlined. Scheduled invoice should include hours logged by both the supervisor and lifeguards.

Insurance

The successful firm shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or companies authorized to do business in the State of Wisconsin and satisfactory to the Village. Such insurance shall be primary. Prior to execution of the written contract, the successful firm shall furnish the Village with a Certificate of Insurance listing the Village as an additional insured and upon request, certified copies of the required insurance policies. The Certificate shall reference the contract and provide for thirty (30) days advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the Village's discretion. Additionally, the Firm shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by Village of Shorewood.

Nondiscrimination

In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

Assignment or Subcontract

The contract may not be assigned or subcontracted by the firm without the written consent of the Village. If all or a portion on the contract work is proposed to assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

Independent Contractor Status

The firm agrees that it is an independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

Amendments to Contract

This contract may be modified only by written amendment to the contract, signed by both parties.

Waiver

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

Indemnification and Defense of Suits

The firm agrees to indemnify, hold harmless, and defend the Village, its officers, agents and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the firm, its employees, agents or subcontractors.

Contract Period and Termination of Contract

The contract period will be for 3 years, pending finalization of the service agreement. The Village reserves the right to cancel this Agreement within (30) days written notice. If the Service Provider elects to cancel the Agreement, it must provide (30) days written notice and it must be mutual between the Village and the Service Provider. If the Service Provider cancels this Agreement after advance payment for services has been rendered per the terms, the Service Provider will only be compensated on a pro-rata basis for actual work performed, and any remaining advance payment will be returned to the Village.

Professional Services Contract

If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the firm's technical and price proposals, and any other written offers/clarifications made by the firm and accepted by the Village, will be incorporated into a contract between the Village and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Village Board, execution of the contract by the proper Village officials, and delivery of the fully-executed contract to the firm. Acceptance may be revoked at any time prior to delivery of the fully-executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the Village of Shorewood.

Selection Criteria

Village staff will consider the following in evaluation of the proposals:

1. Event coordination experience
2. Advertising and marketing experience
3. Quality of written proposal
4. Understanding of approach
5. Cost
6. Experience working with Shorewood community groups

Instructions to Firms

Submittal Instructions

1. Please provide (1) digital copy of the proposal via email only to:
Project Manager: Tyler Burkart, Assistant Village Manager, Village of Shorewood
Email: tburkart@villageofshorewood.org
Identify proposal name into subject line of the email: Fourth of July and Event Coordination RFP
Deadline: 4:30 p.m. CST, Thursday, February 14, 2020

2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.
3. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

This RFP does not commit the Village to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. The Village reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Village of Shorewood to do so.

Amendments

Amendment of proposals may be done as follows:

By Village: Proposals may be amended by the Village in response to need for further clarification, specifications and/or requirements changes, new opening date, etc. Copies of the amendment will be mailed to prospective vendors.

By Firm: Proposals may only be amended after receipt by the Village by submitting a later dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the opening date unless requested by the Village.

Proposals may be withdrawn only in total, and only by a written request to the Village prior to the time and date scheduled for opening of proposals.

Contract Administration

The staff member is the primary contact for contract administration of this proposal:

Tyler Burkart, Assistant Village Manager
tburkart@villageofshorewood.org
414-847-2705

In the absence of the primary contract, the secondary contract for contraction administration is:

Rebecca Ewald, Village Manager
rewald@villageofshorewood.org
414-847-2701