



HEALTHY EATING
ACTIVE LIVING
SANTA YNEZ VALLEY

REQUEST FOR PROPOSAL

Event Management Services

1st Annual Santa Ynez Valley Open Streets

Event Date: October 4, 2020

Request Summary

The Santa Ynez Valley (SYV) HEAL (Healthy Eating-Healthy Living) Coalition and Santa Ynez Valley People helping People (PHP), a 501 c-3 non-profit corporation, the administrative and fiscal administrator for SYV HEAL seeks a qualified and experienced business partner to organize, promote, and manage the 1st SYV Open Streets event. On an **Open Street**, people traffic replaces car traffic, and **streets** become places where people of all ages, abilities and background can come out, and find ways to improve their health. Community members gather, socialize, walk, run, bike, skate, dance or participate in other activities on selected local streets temporarily closed to motorized traffic. It is free and offers the community the opportunity to experience their city **streets** in a whole new way. It is anticipated that this will be an annual fall event in different/rotating locations within the SYV.

THIS REQUEST IS INTENDED TO BE INCLUSIVE AND THE OPEN STREETS COALITION WILL CONSIDER BOTH EXPERIENCED COMPANIES AS CONTRACTORS OR INDIVIDUALS AS TEMPORARY EMPLOYEES.

The selected vendor must have successful experience with events of the size and scope of the Open Streets which is expecting 500-1000 guests in a large secured area on Avenue of Flags in Buellton, CA. Vendor will be responsible for space planning, logistics, vendor recruitment & management, volunteer recruitment and scheduling, and marketing and promotion. Parking for guests will be provided on adjacent streets and designated parking areas. The selected vendor will work under the administrative direction of PHP's CEO and the Executive Director of the SYV YMCA. The HEAL Coalition will provide overall planning direction and take the lead in fundraising.

Event Overview and Site

This is the first Open Streets event for the SYV. However, over the past few years, there have been a number of successful Open Streets events held in S.B. County in Santa Maria, Guadalupe, Santa Barbara, and Carpinteria. These events provide templates for our local event. The event intended to be FAMILY FRIENDLY will occupy 3 median strips and roadway on Avenue of Flags in Buellton. See attached map showing boundaries. The City of Buellton has agreed to secure the area from and reroute traffic as necessary. Security will be supplied by the S.B. County Sheriff's Office and private security engaged by the HEAL Coalition.

Event Overview and Site (Continued)

The HEAL Coalition expects to obtain the participation of a wide range of healthy eating and living businesses and organizations promoting active lifestyles, recreation, foods and cooking, art, music, dance, and diverse cultures appealing to all ages, from young children to seniors, and abilities. Live music and other entertainment are anticipated.

Tentative schedule for Open Streets is 10 AM until 5 PM.

Overview of PHP

People Helping People (PHP) is the primary provider of human and social services in mid Santa Barbara County. Incorporated in 1992, PHP is “dedicated to improving the lives of men, women, and children in the Santa Ynez Valley, Los Alamos, and surrounding communities by addressing emergency and basic needs, furnishing comprehensive integrated family and individual support services, and acting as a catalyst for positive community change.”

PHP has grown from a single program, food and emergency services, into a unique highly effective and efficient multi-program organization with a comprehensive system of services promoting self-sufficiency. Overhead is extremely low at less than 10% while outcomes are extraordinary. Services for infants, children, and adults are integrated into a “one-stop” shop with multiple neighborhood access points (Family Resource Centers) located at schools throughout the Santa Ynez and Los Alamos Valleys.

Coalition Responsibilities

1. In consultation with Vendor, develop and manage event budget and accounting.
2. Approve Vendor’s work plan and timeline.
3. Work with Vendor to secure event site and permits.
4. Consult with Vendor to create Open Streets page(s) on Coalition member websites describing and promoting event. Coalition will have final approval of content and layout.
5. Consult with Vendor to establish content of social media pages such as Facebook. Coalition to have final approval and sole responsibility for implementation.
6. Consult with Vendor on all participant vendor invites and promotional material. Coalition to approve all materials and contractors/contracts for development, printing, and mailing. Coalition to pay for all printing and mailing costs.
7. Consult with contractor on volunteer needs. PHP shall recruit volunteers for assignments as mutually agreed upon in order to manage and operate event.
8. Consult with Vendor on parking and any transportation needs.
9. Provide staff support to complete accounting and billing for event, complete mailings, Save the Date Cards, e-vites, and thank you notes/letters., etc. Vendor to furnish lists as appropriate.
10. Leverage traditional marketing outlets, including Radio, TV and print. Review and approve advertising plan and media releases. Provide spokespersons as appropriate. Conduct press conferences. Pay advertising costs as approved.
11. Consult with Vendor to develop corporate and sponsorship package and lists of potential sponsors and in-kind donors. Coalition shall approve sponsorship levels and rates. Coalition shall pay for printing and mailing of Sponsor packets.
12. Consult with Vendor on event program and schedule of day.
13. Consult with Vendor to plan, organize, and execute participant booth/work-play area venues including food and beverage, and live entertainment.

Coalition Responsibilities (Continued)

14. Compensate the Vendor solely as mutually agreed upon in contract. Pay approved invoices from Contractor within 10 working days of presentation; provide Vendor with form of invoice.
15. Approve all event expenses and process and pay approved event expenses in accordance with the approved budget and in accordance with PHP procedures.
16. Schedule meetings to create timely flow of information and decision making.
17. Provide appropriate liability coverage for event.
18. Approve food, beverage, security, and other vendors and their contracts.

Vendor Scope of Work

1. Furnish, for Coalition approval, event work plan and timeline identifying all activities, due dates and responsible parties within 30 days of execution of a contract for services. Keep PHP apprised of variances from timelines and necessary changes to work plans.
2. Develop for Coalition approval a general facilities layout and plan. Plan is due within 90 days prior to event. Plan may be subject to changes based upon participant recruitment. A final plan is due within 45 days of event.
3. Participate in event budget development and management. Work within approved budget subject to Coalition approved amendments.
4. Consult with Coalition leadership on content for web, Facebook and other media pages including press releases, commercials, ads, e-vites, and brochures.
5. Consult with Coalition leaders regarding corporate and other sponsorship packages and help to identify potential targets. Solicit sponsors as mutually agreed.
6. Attend event committee meetings as requested. Meetings are not to exceed two per month from contract execution until July 31 and four per month from August 1 to event. Attend teleconferences as needed and requested as determined by event tasks and impending issues. Schedules will be as mutually agreed upon between Coalition leaders and Vendor.
7. Market event to potential participant vendors and secure participant vendors and obtain Coalition approved participation agreements.
8. Help to secure best cost/best qualified vendors (i.e., rentals, printing, mailing, food, beverages, etc.) in accordance with PHP financial policies (to be provided) and other items as stated in the approved budget. Vendor to work closely with Coalition to maximize donations to reduce costs.
9. Negotiate agreements, subject to Coalition and PHP approval, with contractors for services including music, security, sound, electric, emergency medical, photography, restroom, trash hauling, and food services and coordinate and oversee set-up, event day, and post event contractor tasks.
10. Develop and execute site plan, set-up, and day of schedule including event day entertainment, tear down/put away, and coordination and assignment of event day activities with volunteers. Consult with and coordinate, sound system, security, vendor participant registration and placement, and parking management.
11. Vendor will oversee total venue set-up and tear down to ensure all contractors and participants implement approved plan including time in and out.
12. Provide Coalition with volunteer needs list. Orient volunteers recruited by and oversee assignments.
13. Ensure event compliance with Fire Department regulation and city permits. Comply with CA ABC requirements as needed.
14. Meet with Coalition post event to discuss appropriate follow-up tasks and critique event. Create 2021 task list. Debrief contractors and sponsors as mutually agreed.

Vendor Qualifications

1. Please provide a full description of your company (or self) and qualifications to successfully complete the scope of work.
2. Furnish names, specific assignments, and qualifications of personnel to be assigned to the event.
3. List previous events/clients of similar scope and complexity. Describe the outcomes of the events and furnish references and their contact information.

The presentation of event photos is encouraged.

Insurance and Contractual Requirements

Selected vendor (contractor) must furnish PHP with a certificate of general and auto liability insurance in the minimum amount of \$1 Million Combined Single Limit. Certificate shall name PHP as an additional insured. Vendor shall include a clause holding PHP and Coalition harmless from acts of Vendor. Individuals must supply evidence of auto insurance.

Vendor Cost Proposal

Vendor's cost proposal shall be presented in sufficient detail in order that PHP can determine the individual costs of major scope of work items. Including functions such as planning, vendor recruitment and contracts, volunteer recruitment and oversight, contractor coordination, planning, site layout, set-up, tear down, etc.).

Proposal must include payment schedule and terms.

Proposal Due Date and Review

1 original of all proposals must be postmarked no later than Friday, November 22, 2019 and addressed to HEAL, P.O. Box 1478, Solvang, CA 93464 or hand delivered to 545 N. Alisal Road, Suite 102 on that same date. No late proposals will be accepted.

PHP and the Coalition, in their sole discretion, reserve the right to reject all proposals or select the most qualified bidder regardless of cost and may enter into negotiations with bidder(s) submitting proposals under this RFP or others regarding costs and scope of work.

Vendors submitting proposals may be requested to participate in an interview to further evaluate their proposals and qualifications.

Bidders are encouraged to tour the venue proposed for Open Streets.

Questions regarding this proposal shall solely be made in writing to dean@syvphp.org and must be submitted by 5 PM Wednesday, November 13. Responses will be posted on an ongoing basis until 5 PM Monday, November 18 on the Coalition website at <https://syvhealcoalition.com/> .

Proposals are submitted and interviews attended solely at the cost of Vendors. It is the intention of PHP and the Coalition to execute a contract for services under this proposal by December 13, 2019.