

Airdrie Parades and Fireworks

Request for Quote – Event Coordinator Canada Day Festival 2019

1.0 Background to the Requirement

- 1.1 The Airdrie Parade Committee has been hosting a family friendly Canada Day Festival for the past 5 years and would like to grow and continue this event. This past year the event was hosted downtown in front of City Hall, immediately following the Canada Day Parade, to encourage residents to stay after the parade and enjoy a full day of activities. The festival included live stage performers, the Stampede Outrider Band, bouncy castles, face painters, balloon artists and food trucks. All activities were free for those attending. The evening culminates with a fireworks display paid for by the City of Airdrie.

2.0 Project overview

- 2.1 The Airdrie Parade committee is looking for a well-organized, professional event planner that will work with the committee to oversee the Canada Day Festival portion of our Canada Day activities. The event coordinator will be responsible to source entertainment, activities and to organize vendors in liaison with the committee. This will be a close collaboration in which the event coordinator will be required to attend monthly, and closer to the event, weekly meetings.

3.0 Consultation Process for Chosen Event Planner

- 3.1 The chosen event planner will have an initial meeting with the committee to discuss guidelines and budget to facilitate planning the Canada Day Festival.
- 3.2 The committee will expect the event planner to source and have secured most of the event entertainment and performers by May 1, 2019.
- 3.3 The event planner will be required to give the previous years performers, vendors and service clubs first right of refusal.
- 3.4 We require the event planner have a local first approach when available.
- 3.5 Event planner will be required to stay within the outlined budget.

4.0 Reporting and Service Requirements for chosen Event Planner

- 4.1 After the Canada Day Festival the event planner will submit a review with recommendations on how the event went and what improvements could be made to the Chair within 14 days.
- 4.2 The event planner will be required to attend meetings monthly and one month prior to Canada Day they will need to attend weekly meetings.

- 4.3 The chosen event planner will be required to provide a certificate of insurance for their own business and add Airdrie Parades and City of Airdrie to their insurance.
- 4.4 We would like free and open communication between the committee Chair and event planner, with responses between parties within 24 hours.
- 4.5 The committee will work to ensure that the event planner has reasonable resources at their disposal to meet event requirements.

5.0 Evaluation criteria for RFQ, **submitted by January 28, 2019** to committee Chair, Lynn Kehoe at creamltd@telus.net , review of completed applications will be by a minimum of 3 committee members. (Please note importance of detail based on points out of 100)

- 5.1 Provide 3 examples of similar events that you have planned in the past (15 points)
- 5.2 Provide examples on how you will know if you provided a successful event (15 points)
- 5.3 Detailed timeline from start to finish (30 points)

5.4 A detailed example plan of how you would implement and what will be included in your plan for the parades committee with an estimated budget of \$10-15,000 for entertainment and free family events. Include (40 points)

- 5.4.1 Maps based on using the City Hall and Mainstreet Square parking lots and Main Street in front of City Hall.
- 5.4.2 Entertainment catering to a variety of citizens including families
- 5.4.3 Detailed budget for the event, including Event Planners fee
- 5.4.4 Revenues from the event
- 5.4.5 Who will be involved
- 5.4.6 How many potential booths
- 5.4.7 Marketing and advertising implementation plan that would coordinate with the Canada Day Parade marketing committee
- 5.4.8 Event Brite will be used for vendor booth registrations, do you have a general knowledge of this system that enables you to work with the registration coordinator?

5.5 3 references with contact numbers

5.6 The successful applicant will be notified by February 4, 2019

