

REQUEST FOR PROPOSALS



Event Planning, Operation and Management:

Puyallup Farmers' Market

&

Meeker Days Festival

&

Santa Parade

Date Issued: January of 2019

I. Request

The City of Puyallup (City) requests proposals (RFP) from qualified organizations (Organizations) to plan, operate and manage three traditional events, which occur annually in the City of Puyallup. These events utilize City-owned property or facilities and are open to the public. An organization may submit a proposal for any or all of the three events. The three events are:

Puyallup Farmers' Market

Days: Saturdays (third Saturday in April through second Saturday in October)

Time: 9:00 a.m. through 2:00 p.m.

Location: Pioneer Park and Pavilion

Meeker Days Festival

Dates: Friday, Saturday, Sunday (second Friday in June)

Times: Friday: Noon through 9:00 p.m.

Saturday: 10:00 a.m. through 9:00 p.m.

Sunday: 10:00 a.m. through 5:00 p.m.

Location: Downtown Puyallup

Santa Parade

Date: First Saturday in December

Time: 5:00 p.m. through 6:30

Location: Downtown Puyallup

For questions related to this request, please contact the Office of the City Manager.

Office of the City Manager
City of Puyallup
333 S. Meridian, Puyallup, WA 98371
Telephone: (253) 841-5584
E-mail: jmjohnson@ci.puyallup.wa.us

II. Background

Historically, the Puyallup Main Street Association has planned, operated and managed the Farmers' Market, the Meeker Days Festival and the Santa Parade. In November of 2018, a majority of the City Council voted to implement an RFP process for these events. Under the RFP process, Organizations may submit proposals to operate any or all of the three events. Among Organizations that submit proposals, the Council will select the organization(s) who will operate one, some or all of the event(s) for a three year period beginning in 2020.

The RFP schedule is as follows:

RFP issued by the City	January of 2019
Deadline for RFP submission	February 28, 2019, 4:00 p.m.
Organizational presentation	March of 2019
Proposal selection	March of 2019

In response to this RFP, Organizations shall submit a proposal to the City of Puyallup to plan, operate and manage all, some or one of the three events. Proposals shall be enclosed in a sealed envelope or package and addressed to the City of Puyallup. The name and address of the Organization and the RFP Title(s) shall be noted on the outside of the package. All items required for a responsive proposal shall be included. It is the sole responsibility of the Organization to ensure that its RFP package is complete and received no later than the submission deadline at the proper location.

Proposals shall be delivered to the Office of the City Clerk and addressed to:

City of Puyallup
333 S. Meridian
Puyallup, WA 98371
Attn: Office of the City Manager

III. Proposal Content

A proposal may include other content, but shall include the following content:

A. Identification and Contact Information

1. Provide the name and contact information of the Organization;
2. Provide the name and contact information of members or associates of the Organization who are involved in the preparation and submission of a proposal.

B. Qualifications or Experience

Identify the persons or entities who will be responsible for the actual planning, operation and management of the events. For each person or entity, describe their relevant qualifications and demonstrated experience by:

- a. identifying specific event(s) in which the persons or entities were material participants, and

- b. describing the role(s) performed in such events, and
- c. describing the level of responsibility of the person or entity.
- d. For each such person or entity, please note whether the person or entity is a volunteer, employee, contractor or other similar status.

C. Event Information

For each event, provide the following information:

- a. The proposed dates and times—if different from the foregoing traditional dates and times;
- b. The expected or projected number of participants, including the public;
- c. Description and site map of the proposed location, site, area, route or other venue of the event;
- d. Route map of proposed ingress and egress by transport or haul vehicles;
- e. Known and likely transportation and parking impacts with associated transportation and parking plan;
- f. List(s) of vendors, performers, entertainers, crafts persons, or other participants who have committed to participation (if a participant is not readily identifiable by name or title, provide sufficient identifying information);
- g. Proposal for any temporary structures, including, for example, tables, seating, tents, booths, equipment or accoutrements;
- h. Proposal for any necessary public address equipment;
- i. Description of utility needs, including power and water;
- j. Security plan;
- k. Proposal for food or drink service;
- l. Analysis of expected sanitation needs with sanitation plan;
- m. Plan for signage, i.e., type or function, locations, placement and retrieval;
- n. An emergency plan;
- o. Plan for access to medical professionals;
- p. Description of type and amount of insurance;
- q. Waste and debris cleanup and disposal plan;
- r. Any other relevant information or documentation. (Upon request of the City, the Organization shall submit supplemental information or documentation to the City.)

D. Budget, Funding and Revenue

Budget. Provide a detailed budget for the event(s) with appropriate and realistic allocations for all aspects of the event(s).

Funding. If the Organization will be seeking funding from the City in the form of an LTAC award or other funding, describe the type and amount of funding that will be sought and the manner in which the funding will be used for the event(s).

Revenue. If the Organization generates revenue from the event(s), describe how the revenue will be used by the organization. If the revenue will be used to benefit the City of Puyallup, or its residents or businesses, or will be used in the local community, describe the benefits that will accrue to the City or the community.

E. Marketing and Advertising

Provide a marketing and advertising plan. Because these events are open to the public, describe how the Organization will engage the public and foster public participation.