



## **REQUEST FOR PROPOSALS FOR EVENT MANAGEMENT SERVICES FOR *CHALK THE BLOCK FESTIVAL***

### SECTION 1: OVERVIEW OF PROJECT

#### A. Scope

Rogers Park Business Alliance (RPBA) is seeking proposals from event organizers to produce, manage and operate the Howard Street Chalk the Block Festival. This event is one of several initiatives aimed at enriching and revitalizing Howard Street in Rogers Park. The Howard Street Special Service Area #19 (SSA #19) will review proposals and choose a company based on their history and application submitted.

The purpose of this RFP is to provide fair evaluation for all candidates and to provide candidates with the evaluation criteria.

- **About the Rogers Park Business Alliance:** RPBA's mission is to cultivate and sustain a thriving economic environment in Rogers Park, serving businesses and residents. Rogers Park will be a destination for people who seek a harmoniously diverse neighborhood, rich in arts and culture, in which to live, work, play and raise a family. Located on the far north side of Chicago, Rogers Park offers complete access to mass transit, top educational institutions, Lake Michigan beaches, full recreational amenities and a diversity of businesses and people. RPBA is the Sole Service Provider of SSA #19 which has funding approval for this project.

#### B. Event Description

Chalk the Block Festival is tentatively scheduled for either a one day or two day event on Saturday, July 19, 2019 and/or Sunday, July 20, 2019 from 9am-5 pm along Howard Street between Greenview Ave and Ashland Blvd. The street will be blocked off and chalk drawings will be done on the street pavement. We are interested in having this event visible to riders on the Red Line/Howard Street stop. It will be the 1<sup>st</sup> year for this event with the plans to grow it into a bigger event going forward.

The vision is to showcase the unique Howard Street experience along with chalk artists, local food, liquor and live music. It will feature two 3D chalk artists along with three professional chalk artists, five to seven local chalk artists, amateur chalk artists and space for children to draw chalk drawings. The event will have a musical component with local bands playing at one location. Food booths and/or food trucks will be set up in one section and highlight local restaurants who want to participate. RPBA staff will work closely with event organizers to have this run smoothly.

Other cities in the United States have successful chalk festivals, such as Santa Barbara, CA; Pasadena, CA; Denver, CO; Museum of Wisconsin, West Bend, IL; Nashville, TN; San Antonio, TX; Sarasota, FL; Houston, TX; Palm Beach, FL to name a few. Chicago needs a chalk festival!

### C. Event Goals

- Promote Howard Street commercial corridor in Rogers Park
- Highlight the culinary experiences on Howard Street
- Increase customer base of businesses on Howard Street
- Position Howard Street as an artist community

### D. Services Requested

- Contract with two 3D chalk artists @\$2500 each through the International Street Painting Society organization, arrange airfare, local hotel stay, car rental, \$75 per diem per day
- Locate and contract with three local professional chalk artists @\$750-\$1,000 each only
- Locate and contract with five to seven local chalk artists- free entrance/no pay
- Arrange for food & water for chalk artists during the event
- Provide washable temperate paint 24-48 sets for artists
- Manage the restaurants participating and communicate with them regarding the event
- Identify and arrange for food trucks
- Create layout of the event
- Block off with tape 15 x 25 square space for 3D artists and block 10 x 25 for other artists, block off sections for children artists
- Hire & manage entertainment: local bands at one location
- Create a voting mechanism and have a People's Choice award for best chalk drawing
- Create marketing plan and marketing materials for festival, festival program, banner design, posters, flyers, ads for newspapers and distribution utilizing Howard Street marketing and brand guidelines.
- Attend pre-event planning meetings and/or conference calls to keep event moving forward
- Logistics during the day of the event
- Staffing during the event if necessary
- Hire and manage rental equipment – stage and porta potties
- Hire overnight security if applicable
- Staying within budget
- Secure sponsorships
- Submit all permits to City of Chicago required by law
- Hire, manage and coordinate a photographer

## SECTION 2: PROPOSAL GUIDELINES

### A. Required Components of Your Proposal

Proposal must include:

1. Overview of your approach to producing the event and marketing strategy, including a detailed summary of the work to be completed
2. Please provide costs for a one day and a two-day event
3. List of deliverables you agree to provide
4. Time frame needed to organize the event
5. Budget for producing & printing the marketing materials
6. Creative staff with ideas to make the event a success
7. Anticipated costs of implementing the event

8. Qualifications (see below)
9. List of subcontractors (optional)
10. Any terms or conditions you require

#### **B. Consultant Qualifications**

The proposal shall contain sufficient detail to convey the event organizer's knowledge, skill, experience and ability to satisfy RPBA's requirements. The following must be provided:

- All contact information (including cell phone numbers)
- A summary of the organization's or individual's history, experience, and capabilities, with an emphasis on experience your company has in marketing and producing events in neighborhoods
- List of clients and relevant events you have organized, including contact information for at least three client references
- Anything else you feel is important for us to consider in evaluating your proposal

### **SECTION 3: SELECTION CRITERIA**

- Compliance with this RFP
- Submitting all the required documents and materials
- Detail of services to be provided
- Qualifications and track record of success in producing events
- Quality of past events and submitted proposal
- Ability to launch the event successfully
- Overall value based on price, experience and deliverables
- Competitive fees and overall budget
- Anticipated costs to implement the marketing plan
- Experience in neighborhood marketing and event planning

### **SECTION 4: CONTACT INFORMATION**

Proposals may be emailed to Cynthia Ryan, [cryan@rpba.org](mailto:cryan@rpba.org) or delivered by mail:

Cynthia Ryan  
Howard Street SSA #19 Program Manager  
Rogers Park Business Alliance  
1448 W Morse Ave.  
Chicago, IL 60626

**Proposals must be received no later than 5:00 p.m. Monday, November 5, 2018**  
Questions - Contact Cynthia at 773.508.5885 or [cryan@rpba.org](mailto:cryan@rpba.org).