

# REQUEST FOR PROPOSALS FOR EVENT MANAGEMENT SERVICES FOR CHALK HOWARD STREET 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 2022 [Chalk Howard Street Festival](#). This event is one of several initiatives intended to support Howard Street businesses and honor the diversity and entrepreneurial spirit of the Howard Street corridor. 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 to use in developing proposals.

- **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 Howard is a one-day event tentatively scheduled for Saturday, August 6 OR Saturday August 13, 2022 from 9am-5pm along Howard Street between Greenview Ave. and Ashland Ave. The street will be blocked off and chalk drawings will be done on the street pavement. We are interested in having this event be visible to riders on the Red Line/Howard Street stop. It will be the 2nd year for this event with plans to grow it into a bigger event going forward.

The vision is to showcase and celebrate the diversity of Howard Street and the surrounding community along with chalk artists, local food, drinks and live music. It will feature a mix of professional 3D and 2D chalk artists along with local amateur chalk artists and space for children to draw chalk drawings. The event will include musical performances by local bands playing on one stage. Food vendors 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 the selected event management company to have this run smoothly.

### C. Event Goals

- Promote the Howard Street commercial corridor in Rogers Park
- Highlight Howard Street and Rogers Park businesses, particularly Black-owned businesses
- Increase customer base of businesses on Howard Street
- Celebrate the diversity and talent of Howard Street and Rogers Park

#### **D. Scope of Services Requested**

- Project management
  - Staying within budget
  - Attend pre-event planning meetings and/or conference calls to keep event moving forward
  - Create event layout
  - Submit all permits to City of Chicago required by law
- Vendor management
  - Hire and manage rental equipment including the stage, sound equipment, porta potties, tents, and chairs.
  - Recruit food vendors, with priority given to Howard Street and Rogers Park businesses
  - Hire, manage and coordinate a photographer and/or videographer
- Artist relations
  - Hire & manage musical entertainment, with preference given for local residents and performers of color
  - Contract with three 3D chalk artists @\$2500 each, arrange airfare, local hotel stay and car rental, with priority given for artists of color
  - Locate and contract with three local professional chalk artists @\$750-\$1,000 each only, with priority given to artists of color
  - Locate and contract with five to seven local chalk artists, with an emphasis on artists of color
  - Arrange for water and meals for chalk artists during the event
  - Provide washable tempera paint 24-48 sets for artists
- Day-of staffing & logistics
  - Block off with tape 15 x 25 square space for 3D artists and block 10x25 for other artists, block off sections for youth & community artists
  - Recruit & manage day-of staff and volunteers
  - Hire & manage event security

If your firm offers marketing and promotional services, feel free to include this in your proposal as well, though this is an optional add-on to the scope of work requested.

### **SECTION 2: PROPOSAL GUIDELINES**

#### **A. Required Components of Your Proposal**

Proposal must include:

1. Please provide costs for a one day event
2. Overview of your approach to producing the event and marketing strategy, including a detailed summary of the work to be completed and a statement of your approach to diversity, equity and inclusion
3. Budget for printing materials
4. List of deliverables you agree to provide
5. Time frame needed to organize the event
6. Creative staff with ideas to make the event a success
7. Qualifications (see below)
8. List of subcontractors (optional)

9. 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. Minority-owned firms are especially encouraged to apply. 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 Chicago 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 Cindy Plante, [cplante@rpba.org](mailto:cplante@rpba.org).

Proposals must be received no later than 5 p.m. on Monday, March 14, 2022.  
Questions - Contact Sandi Price at 773.508.5885 or [sprice@rpba.org](mailto:sprice@rpba.org).