



# REQUEST FOR PROPOSALS FOR EVENT MANAGEMENT SERVICES FOR ARTS ON DEVON 2026

## SECTION 1: OVERVIEW OF PROJECT

**About the Rogers Park Business Alliance (RPBA):** 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 Devon Avenue SSA #43, which includes Devon Avenue from Damen to Kedzie and Western Avenue from Arthur to Granville.

### A. Scope

Rogers Park Business Alliance is seeking proposals from event organizers to produce and manage the annual Arts on Devon festival. This event is one of several initiatives aimed at drawing foot traffic and media coverage to the Devon Avenue business district. RPBA staff and the Devon Avenue Special Service Area #43 (SSA #43) commissioners will review proposals and choose a company based on their experience and application submitted.

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

### B. Event Description

Arts on Devon is tentatively scheduled as a single day event on Sunday, September 27 from 3-8 pm in the Republic Bank parking lot at 2720 W. Devon the adjacent portion of Washtenaw Avenue.

The vision is to showcase diverse musical and dance performances and visual arts along with local food vendors, children's activities, and participatory arts activations for attendees of all ages.

### C. Event Goals

- Promote the Devon Avenue commercial corridor and attract foot traffic to area businesses
- Showcase diverse dining options, artists and performers from the community
- Increase customer base for Devon Avenue businesses
- Attract positive media coverage for Devon Avenue

### D. Services Requested

- Permitting and licensing
  - Submit special event permit application and supporting documentation to the City of Chicago's Department of Cultural Affairs & Special Events as required by law no later than July 29, 2026

- Manage permitting and licensing for participating restaurants and food vendors to ensure compliance with City regulations and communicate with them regarding the event
- Talent & subcontractor management
  - Contract, schedule and manage emcees and on-stage music and dance performers for performances from 3:30-8pm, establishing run of show and ensuring that performers adhere to the schedule
  - Contract with at least two local chalk artists from our list at up to \$500 each to create interactive chalk art installations within the festival footprint
  - Contract with a local artist or team of our choosing to offer a participatory mural or art activation for event attendees
  - Hire and supervise rental equipment subcontractors (stage, sound and power equipment, street closure barricades, porta potties, tents, tables, seating, trash receptacles, etc)
  - Hire and supervise day-of security and janitorial companies, and day-of ambulance if required by the city
  - Create security plan and present to the 24th Police District for approval
- Event planning and day-of logistics
  - Update event maps and layout diagrams
  - Attend pre-event planning meetings and/or conference calls
  - Create marketing plan and marketing materials for festival, festival program, banner design, posters, flyers, ads for newspapers and distribution; coordinate with our PR firm regarding earned media
  - Creation and distribution of registration forms and emails to event participants (confirmations, know before you go, etc.)
  - Providing a minimum of 4 adult staff members to be on site before, during and after the event to assist with logistics and load in/load out

## **SECTION 2: PROPOSAL GUIDELINES**

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

Proposal must include:

1. An overview of your approach to producing the event and marketing strategy, including a detailed summary of the work to be completed
2. A detailed list of costs for implementing a one day event, including labor, supplies, permitting, insurance, and any subcontractors
3. A list of deliverables that you agree to provide
4. Time frame needed to organize the event
5. Qualifications (see below)
6. References from at least 3 past festivals or street fairs of similar scope
7. List of subcontractors (optional)
8. 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 for principals and project managers that will be involved in the event (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, promotion, and city permitting for outdoor community events in the City of Chicago

- 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**

- Submitting all the required documents and materials as required in this RFP
- Detail of services to be provided
- Qualifications and track record of success in producing similar events in the City of Chicago
- Quality of past events and submitted proposal
- Overall value based on price, experience and deliverables
- Competitive fees and overall budget
- Anticipated costs to implement the marketing plan

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

Proposals may be emailed to Cindy Plante, [cplante@rpba.org](mailto:cplante@rpba.org).

Cindy Plante  
Devon Avenue SSA43 program manager  
Rogers Park Business Alliance  
1448 W Morse Ave.  
Chicago, IL 60626

Proposals must be received no later than 5:00 p.m. on Friday, March 6, 2026.  
Questions - Contact Cindy at 773.508.5885 or [cplante@rpba.org](mailto:cplante@rpba.org).