

February 11, 2013

**Notice Regarding Issuance of a Request for Proposal to Provide  
Services as an Event Coordinator for the  
21<sup>st</sup> Annual South End Art Hop**

The Art Hop Event Coordinator will plan, organize and implement a wide variety of social activities, logistics and marketing materials for the 21<sup>st</sup> Annual South End Art Hop. The Art Hop Event Coordinator shall be assigned general and specific tasks by the Executive Director. The Executive Director shall estimate the amount of hours for this event.

The South End Arts & Business Association (SEABA) intends to accept proposals on approximately the following schedule:

**March 1, 2013: Proposals are due no later than 3:00 p.m. on Friday, March 1, 2013** at the offices of the South End Arts & Business Association, 404 Pine Street, Burlington VT 05401. **Late submittals will not be accepted.**

**March 11 & 12, 2012:** Interviews for Coordinator selection are tentatively scheduled for Monday & Tuesday, March 11 and 12, 2013 at the offices of the South End Arts & Business Association.

**Week of March 18, 2012:** Final interviews with the SEABA Board are tentatively scheduled for the **week** of March 18, 2013, at the offices of SEABA.

Adam C. Brooks  
Executive Director, South End Arts & Business Association

**REQUEST FOR PROPOSALS  
Event Coordinator For 21<sup>st</sup> Annual South End Art Hop  
RESPONSES DUE BY: March 1, 2013**

South End Arts & Business Association  
404 Pine Street  
Burlington, VT 05401

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## **SECTION 1: PROJECT INTRODUCTION**

### ***Background***

The South End Art Hop is a major arts & music festival presented by the South End Arts & Business Association. The Art Hop will be celebrating its 21st year in 2013. SEABA is a member based organization designed to connect artists and businesses. Our location is in the heart of the designated South End Arts District, where we are surrounded by artists and creative businesses.

### ***South End Art Hop Coordinator Description***

The Coordinator will work with the SEABA staff and other committees to ensure the operation of a smooth month long event with a 3 day event focus. Duties will include event programming, security, tent logistics, sanitation facilities, permitting, transportation and more. The Art Hop Coordinator shall coordinate the event in order to meet community/artists needs, safety, and enjoyment of the festival and then evaluate the programs based on community participation and surveys.

SEABA has estimated the work will require approximately 300 hours from May through September.

The Art Hop Coordinator shall be assigned general and specific tasks by the Executive Director.

## **SECTION 2: SCOPE OF SERVICES**

SEABA intends to retain a qualified and committed professional Coordinator to be part of the South End Art Hop implementation team. The successful Coordinator shall demonstrate his/her availability to perform the services listed below.

The responsibilities of the Coordinator shall include the following and others at the direction of the Executive Director:

1. Coordination with tent company
2. Coordination of lighting, sound, staging, etc.
3. Coordination of port o lets
4. Safety planning with police dept. and security
5. Secure necessary permits
6. Assist with Friday night concert logistics
7. Assist with Saturday night STRUT logistics
8. Assist with Saturday Kids Hop, and other special events
9. Securing vendors
10. Collection/return of sponsor banners
11. Attend Art Hop Committee meetings
12. Attend Board meetings as needed
13. Shuttle/Transportation coordination

14. Recycling/Trash plan and execution
15. Assist with information tables
16. Site logistics with bike company
17. Survey artists/locations after the event
18. Assist with hanging and transportation of artwork
19. Troubleshooting, observing, serve as a presence during event
20. Final Report

Coordinator shall provide for all transportation and communication requirements for themselves and their personnel. Coordinator shall provide its own liability insurance, business license, and any other required documentation. The Coordinator shall sign a standard SEABA contract.

### **SECTION 3: COORDINATOR SELECTION PROCESS**

The proposals will be evaluated using the following criteria:

- Approach and understanding of tasks.
- Qualifications and specific experience.
- Similar program or project experience.
- Previous client satisfaction.

Qualified candidate/firms may be invited to an interview starting March 11 or 12, 2013. All key team member(s) should be available to attend the interview.

The evaluation/interview panel may include representatives from the SEABA Board and/or Art Hop Committee but the specific composition of the panel will not be revealed prior to the interviews. Costs for travel expenses and proposal preparation shall be borne by the responding candidates/firms.

Once the top candidate/firm has been determined, SEABA will start contract negotiations with the top-ranked individual or firm. If contract negotiations are not successful, the second ranked candidate/firm may be asked to negotiate a contract with SEABA, etc.

### **SECTION 4: KEY DATES IN SELECTION PROCESS**

The South End Arts & Business Association (SEABA) intends to accept proposals, conduct interviews, final interviews on approximately the following schedule:

**March 1, 2013: Proposals are due no later than 3:00 p.m. on Friday, March 1, 2013** at the offices of the South End Arts & Business Association, 404 Pine Street, Burlington VT 05401. **Late submittals will not be accepted.**

**March 11 & 12, 2013:** Interviews for consultant selection are tentatively scheduled for Monday and Tuesday, March 11 & 12, 2013 at the offices of the South End Arts & Business Association

**Week of March 18, 2013:** Final interviews with the SEABA Board are tentatively scheduled for the **week** of March 18, 2013, at the offices of SEABA.

## **SECTION 5: REQUIREMENTS FOR RFP SUBMITTAL**

Please prepare your proposal in accordance with the following requirements.

1. *Proposal:* The proposal including resumes and supplemental information shall not exceed a total of the equivalent of 10 single sided, 8.5" x 11" pages.

2. *Transmittal Letter:* The proposal shall be transmitted with a cover letter describing the candidate's interest and commitment to the proposed contract. The letter shall state that the proposal shall be valid for a 90-day period and should include the name, title, address, email address and telephone number of the individual to whom correspondence and other contacts should be directed during the Coordinator selection process. The person authorized by the firm to negotiate a contract with SEABA shall sign the cover letter.

Address the proposal and cover letter as follows:

Adam Brooks, Executive Director  
South End Arts & Business Association  
404 Pine Street  
Burlington, VT 05401

3. *Proposal Description:* This section should convey the candidates' understanding of the nature of the work, including coordination with and approvals from SEABA.

4. *Experience and Qualifications*

5. *Approach and Management Plan:* This section should provide the candidates' proposed approach for providing the services.

6. *References:* Provide at least three references (names and current phone numbers) from recent work (previous five years) similar to this project.

7. *Similar Work*: Provide information and descriptions of similar work that the coordinator has completed.

8. *Submittal of Proposals*: Four (4) copies of your proposal are due at the SEABA offices no later than the time and date specified in Section 4, above. Envelopes or packages containing the proposals should be clearly marked,

**“Art Hop Coordinator Proposals Enclosed.”**

If you have any questions regarding this RFP, please contact:

Adam Brooks, Executive Director  
South End Arts & Business Association  
Phone: (802) 859-9222  
E-mail: [director@seaba.com](mailto:director@seaba.com)

**SECTION 6: RFP GENERAL CONDITIONS**

**A. Rejection of Proposals**

SEABA reserves the right to reject any or all proposals.

**B. Limitations**

This RFP does not commit SEABA to award a contract or to pay any costs incurred in the preparation of a proposal in response to this RFP.

**C. Contract**

It is expected that the terms of the contract will be acceptable to the candidate.

**D. Work scope Modifications**

SEABA reserves the right to request changes to the staffing and/or scope of services contained in any of the proposals.

**E. Non-discrimination**

SEABA does not discriminate on the basis of race, color, national origin, sex, or physical disability. Employees and contracted Coordinators in the employment of SEABA shall not in the performance of SEABA contracts.