



Skagit River Salmon Festival Festival Coordinator

Request For Proposal

The Skagit River Salmon Festival is a 501(c)(3) nonprofit organization established in 2012 to provide a family-friendly event where festivalgoers gain a greater understanding and appreciation of our Skagit River, our salmon resources, and the many communities it sustains.

Having completed seven successful annual events, we are looking to build off this success by growing the Festival in number of attendees and vendors, as well as ensuring that the Festival remains financially viable. The Festival draws approximately 3-5,000 visitors.

We currently are seeking proposals from qualified individuals and/or companies to provide event coordination services. The Festival is scheduled for Saturday, September 7, 2019, from 11 a.m. to 6 p.m. at Edgewater Park in Mount Vernon, Washington.

The successful applicant will be able to clearly articulate their approach for:

- planning and developing the Festival;
- achieving specific deliverables in the months leading up to the event;
- recruiting vendors and volunteers;
- donor relations;
- coordinating all event logistics; and,
- reviewing and wrapping up the Festival.

Scope of Services & Requirements

Task 1. Work and strategize with the Board of Directors and Planning Committee

- To understand the purpose and goals for the Skagit River Salmon Festival.
- To determine the components needed to successfully complete the Festival goals, i.e., — scope, budget, facilities, resources, timeline, design, logistics, staffing, volunteer needs, risk management, tracking and assessment.

- To understand what components of this strategy the Board or others are responsible for implementing.
- Provide input and assist the Board in generating a list of potential sponsor solicitations.
- Assists in activities associated with solicitations, recognition and cultivation activities.
- Meet with the Board at least once per month; and as the event draws near, coordinate with the Board president more frequently.

Task 2. Work Schedule

- Work with the Board to understand the logistics and design of the Festival.
- Create a realistic, week-by-week activity plan that includes task duration and completion dates.

Task 3. Crafts/Commercial Vendor Recruitment & Coordination

- Work with the Board to understand which arts & crafts and commercial vendors would be the best-fit for the Festival.
- Coordinate with the Board to review and develop vendor information materials.
- Coordinate advertisement and recruitment of vendors.
- Manage all communications and registration processes with vendors.
- Develop a site plan for vendor placement to achieve maximum crowd movement and exposure while maintaining safety standards to minimize risk.
- Manage and ensure that the requested needs of vendors are met (such as electricity hook ups, tables, chairs, etc.)
- Provide an efficient check-in process and coordinate vendor setup on day of event.

Task 4. Food Vendor Recruitment & Coordination

- Work with the Board to understand which food vendors would be the best fit for the Festival.
- Develop a fee structure that attracts high quality food vendors with a diversity of food and beverage options.
- Coordinate with the Board to review and develop vendor application materials.
- Recruit high quality food vendors to fulfill the Festival's needs and meets our mission.
- Screen vendors and ensure all food vendors meet all health and safety guidelines.
- Serve as the point person for questions related to all food handling issues and permits from the Skagit County Health Department.

- Ensure food offerings meet our goals and complement and not duplicate each other.
- Manage all communications and contracting with each food vendor.
- Ensure that all food vendors receive Zero Waste information and are compliant with Zero Waste requirements the day of the Festival.
- Develop a site plan for vendor placement to achieve maximum crowd movement and exposure while maintaining safety standards to minimize risk.
- Manage and ensure that the requested needs of vendors are met (such as electricity hook ups, tables, chairs, etc.)
- Provide an efficient check-in process and coordinate vendor setup on day of event.
- Ensure percent of sales is collected from all vendors as required before leaving the Festival grounds and accurately documented.

Task 5. Develop Outdoor Recreation / Farm-to-Table Area

- Work with the Board to explore ways to grow the vendor area to potentially include outdoor recreation, farm-to-table exhibitors and activities, etc.
- Coordinate recruitment of vendors/exhibitors.
- Develop a site plan for vendors/exhibitors' placement to achieve maximum crowd movement and exposure while maintaining safety standards to minimize risk.
- Manage and ensure that the requested needs of vendors/exhibitors are met (such as electricity hook ups, tables, chairs, etc.)
- Provide an efficient check-in process and coordinate vendors/exhibitors setup on day of event.

Task 6. Beer & Wine Garden Coordination

- Work with the Board to select a Beer & Wine Garden vendor.
- Develop a pricing structure for beverages in coordination with vendor.
- Coordinate with vendor for staffing requirements, licenses/permits, ID checks, materials and supplies.
- Develop a site plan for Beer & Wine Garden placement to achieve maximum crowd movement and exposure while maintaining safety standards to minimize risk.
- Manage and ensure that the requested needs of the vendor are met (such as electricity hook ups, tables, chairs, security fencing, etc.)
- Coordinate vendor setup on day of event.
- Ensure percent of sales is collected from vendor as required before leaving the Festival grounds and accurately documented.

Task 7. Volunteer Recruitment & Coordination

- Work with the Board to develop a list of volunteer tasks and role descriptions for the 2019 Festival. Utilize the Festival's online volunteer sign up tool to manage the recruitment of volunteers.
- Coordinate advertisement for recruitment of volunteers and provide announcement copy for Board use in email, print and social media.
- Work with the Board and your own community connections to recruit volunteers, provide training as necessary, and ensure that volunteers are successful in their role with the Festival.
- Ensure that all volunteers have signed a liability waiver and a copy is on file prior to event.
- Provide an efficient check-in process and coordinate volunteer assignments on day of event.
- Coordinate all aspects of volunteer appreciation gifts and distribution. (E.g., t-shirts, hats)
- In a timely manner, coordinate all pre- and post-Festival communication with volunteers, including follow-up questions, reminder emails, thank you notes, etc.

Task 8. Logistics

- Work with the Board to develop an overall site layout for the 2019 Festival at Edgewater Park in Mount Vernon.
- Serve as the point person for questions related to site logistics from Mount Vernon Parks & Recreation. Coordinate with Mount Vernon Parks' staff for on-site walk-throughs, site prep and any application requirements.
- Create an event day "playbook" to include all pertinent times, activities, directives, procedures, contact info, etc., to be shared with Information Booth, entrance staff and Board.
- Develop a list of needed items to ensure a successful event including tents, tables, chairs, electrical, toilets, signage, ticketing, Wi-Fi, etc. Ensure that all items required for the Festival, which are procured via rentals and/or other means, are within budget. Oversee all orders and deliveries to the site.
- Assist with donor relation activities, including preparation and delivery of sponsor packets, fulfillment of sponsorship level benefits, banner/signage placement and presentment, gift acknowledgement and thank you notes.
- Serve as the main point person in charge on the day of the Festival to ensure the smooth execution and enjoyment of the event for all guests, entertainers, vendors, volunteers and sponsors.
- Oversee, with the assistance of volunteers, the set up and breakdown of the Festival.
- Manage and coordinate entrance gate area. Establish ticketing, credit card transaction, and money handling procedures to ensure strong internal financial control.

- Research, procure and coordinate sitewide Wi-Fi connectivity, required devices for handling transactions, and potential vendor sponsorship/trade opportunity.
- Develop a plan for parking, traffic flow and adequate signage. Secure necessary permits. Work with volunteer parking crew to ensure their needs are met and adequate safety resources exist.
- Establish locations and ensure placement of all banners, wayfinding and event signage.
- Secure qualified staffing of First Aid tent.

NOTE: The Conservation Alley area and the Kidz Zone will be coordinated by the Board.

Task 9. Review

- Lead Post-Mortem meeting
 - Identify successes and wins
 - Identify important learnings and any gaps
 - Send appropriate Thank You notes and follow-up conversations
- Deliver Wrap-Up Document to Board
- Brainstorm future and provide straw-man proposal for 2020 Festival

Other Tasks as Needed

Assist the Board president, if necessary, with implementation of marketing and advertising via print, web, social media and other sources.

Content and Format of Proposal

1. Applicant Identification

Please provide the following information for you or your organization:

- A. Name, address, telephone number, and e-mail address of legal entity or individual with whom contract would be written.
- B. Legal status of your organization and the year the entity was organized to do business as the entity now substantially exists.
- C. If your organization is a general partnership, limited partnership, limited liability partnership, corporation, or Limited Liability Company, the name, address, and telephone number of each principal officer (President, Vice President, Treasurer, Chairperson of the Board of Directors, etc.)
- D. Your organization's Federal Employer Tax Identification number and the Washington Uniform Business Identification (UBI) number issued by the State of Washington Department of Revenue.
- E. A certificate of Insurance for General Liability listing the Skagit River Salmon Festival as additional insured will be required a part of the contract.

2. Scope & Approach (Scored)

Describe your approach to planning and implementing a successful 2019 Skagit River Salmon Festival event. Include a proposed work schedule with measurable milestones in the months leading up to the Festival. The proposal should reflect each of the items listed below:

- Working with a volunteer planning committee
- Timeline and action plan for deliverables
- Recruitment of food and craft/commercial vendors, outdoor recreation/farm-to-table exhibitors
- Logistics
- Volunteer recruitment and coordination
- Post-event review process

3. Applicant Qualifications/Experience (Scored)

Identify the individual(s) who will provide services under the potential contract, indicating the responsibilities and qualifications of such personnel. Please provide information on the individual's experience and training in the following areas:

- A) Brief history, including year established and number of years you (or your company) has been offering event coordination services.

- B) Brief description of other (3) events you have coordinated in the last five years and what your role and responsibilities were for planning and executing the event.
- C) Experience working with donors for nonprofit or charitable events.
- D) Knowledge, interest or involvement in conservation issues.
- E) Verbal and written communication skills.

4. References (Scored)

List names, addresses, telephone numbers, and e-mail addresses of three business references for which event coordination work has been accomplished, and briefly describe the type of services provided. You and/or your organization must grant permission to the Festival to contact the references provided.

5. Cost Proposal (Scored)

Our hope is that the Festival will continue to grow, and that funding remains stable. Event coordination services are in addition to all the other fixed costs incurred from putting on the Festival. Please provide the total cost for you (or your company) to provide the services described in your proposal.

Feel free to provide creative cost proposals that could be negotiated.

7. Proposal Submission

Position will remain open until filled. Proposal review will begin on **Monday, February 25, 2019.**

- Email proposals to: skagitriverfest@gmail.org.
Please put "*Festival Coordinator Proposal*" in the subject line
- Total proposal length should not exceed six (6) pages.
- Proposals will be reviewed for completeness and evaluated based on the content provided within the scored sections.

6. Questions

All questions related to this Request for Proposal shall be directed to Kevin Tate, President of the Board of Directors at: (360) 848-4477 or skagitriverfest@gmail.org.

For more information about the Skagit River Salmon Festival, please visit our website at <http://skagitriverfest.org>