



Request for Proposals - Event Planning Services for Garden Jubilee Festival

Elevents, dba Friends of Downtown Hendersonville, a 501c3 Nonprofit (509a2) is requesting proposals from businesses or individuals who provide event planning and coordination services to manage the coordination of vendors and logistics for the Garden Jubilee Festival that takes place annually in Downtown Hendersonville.

1. Organizational Information: Elevents, dba Friends of Downtown Hendersonville, a 501c3 Nonprofit (509a2) partner with the City of Hendersonville to produce events in Downtown Hendersonville, North Carolina. Events produced by the Friends include the Rhythm & Brews Summer Concert Series, the Hendersonville Farmers Market, the Treat Street Carnival, Holiday Tree Lighting and the Bearfootin' Art Walk and Auction. Events produced by the Friends serve multiple purposes: Marketing Downtown Hendersonville as a vibrant historic downtown district, bringing a customer base to the district during events, and generating revenue to further goals related to the Main Street Four Point Approach of quality downtown design, economic vitality, and promotions.

2. Background Information and Event Description:

Hendersonville NC, and Downtown Hendersonville:

The City of Hendersonville was [incorporated January 7, 1847](#) and encompasses 7.6 square miles on a plateau about 2,200 feet above sea level. The City lies at the southern edge of the Blue Ridge Mountains, 40 miles north of Spartanburg and 22 miles south of Asheville on Interstate 26. You may learn more about the [City's history](#) here.

Downtown Hendersonville is an Accredited Main Street Program and offers an authentic small-town atmosphere with an unparalleled pedestrian experience, multiple options for urban living and a vibrant small business community.

Elevents, dba the Friends of Downtown Hendersonville, are the nonprofit partner of the city's Downtown Program executes events and programming to further the economic development of the Main Street and 7th Avenue districts.

Garden Jubilee

Garden Jubilee has taken place on Main Street on Memorial Day Weekend in Downtown Hendersonville for 29 years. The Henderson County Tourism Development Authority (TDA) has

overseen the growth of the event into one of the largest gardening shows in Western North Carolina. Following the 2022 festival, the management of the event was transferred to the Friends of Downtown Hendersonville, starting with the 2023 festival.

3. **Request:** The Friends of Downtown Hendersonville are seeking a contractor to complete event management and logistical planning including:
 - a. Vendor coordination – which includes all communication, management, curation, vetting and layout of vendors
 - b. Speaker and activity management
 - c. Day-of event on-site management
 - d. Sponsor management (with sales support from the Friends of Downtown)

4. **Scope of Work:** The contractor will be expected to provide all services necessary and appropriate to manage and execute the vendor management and logistics of the 2023 Garden Jubilee Festival. The selected Event Planner will be expected to be, among other needed skills: organized; detailed oriented; flexible; an effective verbal and written communicator; calm under pressure; and a negotiator in the best interest of the Friends of Downtown and Garden Jubilee Event.
 - a. **Vendor Communication and Requests** The contractor shall request renewal of returning vendors by 01/13/2023. The contractor will be responsible for communication and answering vendor questions. The contractor will be required to vet vendors regarding to standards set forth by the Friends of Downtown in order to ensure an appropriate mix of vendors.
 - b. **Layout of Vendors:** The contractor shall work with Friends of Downtown Staff to determine an appropriate layout for vendors for the event
 - c. **Communication with downtown businesses:** The contractor shall work with staff to determine a plan for communication and outreach to downtown businesses regarding any street closures
 - d. **Marketing** The contractor shall work with staff and the Tourism Development Authority to ensure information regarding the event is updated online and in print materials
 - e. **Volunteers** The contractor shall work with Friends of Downtown staff to create volunteer slots and communications
 - f. **Event Setup and On-Site** The contractor shall be on site the week leading up to the event in order to mark booth locations. The contractor shall also be on site during setup to ensure vendors are following rules set forth in vendor agreement and have their needs
 - g. **Post – Event** The contractor shall send follow up communications to vendors regarding signing up for the next event.

How to respond to RFP: Businesses or individuals should provide all requested information outlined. Furthermore, businesses will need to attach any additional requested documentation and submit it together with this request to:

Responses to this RFP will be accepted until October 17, 2022.

Friends of Downtown Hendersonville
Subject: Garden Jubilee Event Planning Proposal
info@downtownhendersonville.org

Please direct any questions by email only to info@downtownhendersonville.org.

Qualifications: Qualified proposals will demonstrate experience and expertise in planning and on-site management of large-scale festivals or events. Preferred experience includes street festivals or events taking place on public right of way which includes 100+ vendors.

What to provide in response to this RFP: Please include the following with your proposal:

1. Company Information or Resume: Business or individual will provide general information about their work in a cover letter
2. Cost to complete services: Please provide a price breakdown for services outlined in the scope of work. Please also include terms for payment. We will accept contracts that include a commission based on vendor recruitment and/or sponsorship.
3. Additional Information: Businesses can provide additional information to verify their services meet specifications when applicable. (optional)
4. Experience/References: Businesses are to submit relevant event planning experience and/or references as a part of this RFP.
5. Interview: The Friends of Downtown may require an interview prior to offer negotiations.

Proposals will be evaluated based on qualifications, price, experience, and capabilities of the contractor.