



2948 University Ave, Floor 2, San Diego, CA 92104
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Request for Proposals (RFP) for North Park Music Festival

Introduction

North Park Main Street is a business improvement district (BID) and maintenance assessment district (MAD) established by the City of San Diego.

As a volunteer-based, 501(c)(6) non-profit organization, NPMS advocates for North Park's business community, champions development that preserves the community's historic integrity, supports its Arts, Culture & Entertainment District, and promotes an urban, pedestrian-friendly shopping/dining environment.

Project Overview

North Park Main Street seeks proposals from qualified individuals and/or organizations to oversee the planning, coordination, and execution of the North Park Music Festival. The selected firm will be responsible for all aspects of the event, excluding volunteer management and permitting, to ensure a successful and memorable festival.

Event Website: <https://northparkmusicfest.org/>

Objectives

- Deliver a high-quality music festival that attracts diverse audiences.
- Showcase local and national talent in an unique urban environment.
- Enhance the cultural and economic vibrancy of North Park.
- Ensure a safe and enjoyable experience for all attendees.

Notes on Responses

Please note that all types of proposal structures will be considered: service for a fee, service by donation, partnership, etc..

Submitters can request historical North Park Music Festival data by sending an email to info@northparkmainstreet.com

Scope of Work

Event Planning and Coordination

- Develop a detailed event plan and timeline.
- Coordinate with the North Park BID and other stakeholders.
- Create contingency plans for emergencies or unforeseen circumstances.

Talent Booking and Management

- Identify and secure local and national musical acts.
- Negotiate contracts and manage all aspects of performer relations, including hospitality and technical requirements.

Venue Management

- Design and layout the event space, including stages, vendor areas, and attendee flow.
- Coordinate with vendors for equipment rentals (stages, sound systems, lighting, etc.).
- Ensure all venue preparations meet safety and accessibility standards.

Vendor and Sponsor Coordination

- Identify and secure event sponsors.
- Manage vendor applications, selection, and placement.
- Coordinate vendor setup and teardown.

Marketing and Promotion

- Develop and execute a comprehensive marketing plan to promote the festival.
- Utilize various channels, including social media, local media, and community outreach.
- Design and distribute promotional materials.

Ticketing and Admissions

- Implement a ticketing system, including pre-sale and on-site sales.
- Manage entry points to ensure smooth admissions and crowd control.

Logistics and Operations

- Oversee event setup and breakdown.
- Coordinate with security personnel to ensure the safety of attendees, performers, and staff.
- Manage on-site operations during the event.

Finance and Budget Management

- Develop and manage the event budget.
- Provide regular financial reports to the North Park BID.
- Ensure all expenses are documented and within budget.

Post-Event Evaluation

- Conduct a post-event evaluation, including feedback from attendees, vendors, and stakeholders.
- Provide a detailed report summarizing the event's success, challenges, and areas for improvement.

Key Deliverables

- Detailed event plan and timeline with milestone completion points
- Signed contracts with performers, vendors, and sponsors.
- Marketing and promotional materials.
- Financial reports.
- Post-event evaluation report.

Proposal Requirements

Interested firms should submit the following:

- Company profile and relevant experience.
- Proposed approach and methodology for managing the event.
- Detailed budget and cost breakdown.
- References from previous clients.
- Any additional information that supports the firm's qualifications.

Proposal Evaluation Criteria

Proposals received will be evaluated according to the following criteria.

- Demonstrated ability to deliver the services requested
- Proposed methods to accomplish work in a competent and timely manner
- Specialized experience and technical competence
- Competitive fees and rates

Timeline

- RFP Release Date: 8/9/2024
- Proposal Submission Deadline: 8/23/2024
- Selection of Winning Bidder: 9/13/2024
- Event Date: Late Spring 2025

Contact Information & Submission

For questions, info, or to submit your RFP send an email to the following address:

info@northparkmainstreet.com

Public Disclosure

As a general rule, all documents received by NPMS are considered public records and will be made available for public inspection and copying upon request. If you consider any documents submitted with your response to be proprietary or otherwise confidential, please submit a written request for a determination of whether the documents can be withheld from public disclosure no more than ten (10) days prior to the due date of your response. If you do not obtain a determination of confidentiality prior to the submittal deadline, any document(s) submitted will be subject to public disc

Terms & Conditions

The issuance of this RFQ does not commit NPMS to award a contract, to pay any cost incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFQ is dependent upon the approval of the NPMS Board of Directors. NPMS retains the right to reject all submittals. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. Each submittal shall be valid for not less than ninety (90) days from the date of receipt. Any contracts awarded as a result of this request will be effective for the duration of NPMF planning and execution in 2024.

Equal Opportunity Program Requirements

The City of San Diego and NPMS are strongly committed to equal opportunity in the solicitation of professional service consultants. To assure that consultants doing business with, or receiving funds from the City of San Diego, and NPMS are equal opportunity contractors and employers, Respondents shall comply with requirements of San Diego Ordinance No. 18173, section 27.2701 through 22.2708.

Living/Prevailing Wage

The Contractor must comply with the City of San Diego Living Wage ordinance and Prevailing Wage requirements. You may visit the following links for specific requirements.

<http://www.sandiego.gov/purchasing/programs/livingwage/>

<https://www.sandiego.gov/eoc/laborcompliance>

Nondiscrimination Policy

The respondent shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring or treatment of employees, subcontractors, vendors, or suppliers.