



Request For Proposals: Wells Street Art Festival 2019-2021 | Issued: August 2018



RFP for Festival/Large Events Management and Production

Background: The Old Town Merchants and Residents Association (OTMRA) is a non-profit 501(c)(6) community-based organization with a focus on economic development and neighborhood stewardship. A Board of twenty directors helms the activities of OTMRA. Its festivals are organized and directed by an eight-person Festival Committee.

Historically, anywhere from seventy to eighty percent of the Association's annual revenue comes from gate donations at its Wells Street Art Festival, which just had its 44th year. The event is held annually the second full weekend of June. Next year's festival will be June 8 and 9, 2019.

Intent: OTMRA is undergoing this RFP process to assess the quality and experience of local event management and production companies, with the goal of selecting a preferred contractor to produce our long-running art event. Each responding firm will submit a proposal for a three-year contract or a one-year contract with an option for renewal for the Wells Street Art Festival starting in 2019. OTMRA's goals for this festival are region-wide promotion of the Old Town neighborhood, revenue generation and a positive, family-friendly outdoor event experience.



well-being.

One hundred percent of funds raised during the Wells Street Art Festival are put back into the neighborhood through community enhancement, small business resources, neighborhood marketing programs, and financial support to local schools, libraries, housing and community programming centers. OTMRA seeks a continuation of efforts to support local charitable institutions and groups. Further, the Association wishes to maximize publicity for the festival's role in maintaining neighborhood infrastructure and community



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Scope of Work: The Old Town Merchants and Residents Association has followed a consistent festival production protocol for several years. The Association and festival committee are open to new innovative ideas of how the festival can be run and better promoted. For the reference of responding firms, a breakdown of producer/Association responsibilities can be found in *Exhibit A {Producer Responsibilities}*. Further reference for the physical layout of a previous Wells Street Art Festival is available in *Exhibit B {Art Festival Street Plan}*. The document is based off a professional architectural street rendering created in AutoCad. The Wells Street Art Festival takes place within the 1200-1500 blocks of Wells Street, between North Avenue and Division Street. The festival has a history of daily musical acts on one off-street stage between noon until dusk. The committee is open to new ideas, budgets, and schedules for festival entertainment.



Selection Process and Criteria: This RFP is for a one-year contract to produce the 2019 Wells Street Art Fest. If the Old Town Merchants and Residents Association find the business arrangement mutually beneficial, contracts may be renewable annually for up to three years.



Proposals will be evaluated based upon:

1. The firm's understanding of the process of obtaining permits from the City of Chicago to produce festivals and events on City property
2. Timeline for staff and overall project
3. Three references who are familiar with your work in this field
4. Narrative: What is your experience attracting, jurying, and booking artists for art festivals?
5. Narrative: What is your experience attracting and booking national sponsors for festivals? What do you think your firm can lock in for the 2019 Wells Street Art Festival?
6. Narrative: What is your experience attracting sponsorships for established events?
7. Narrative: What do you feel is the proper musical mix for the Wells Street Art Festival? Types of music? What is your firm's experience booking musical acts? Who are your favorites? With whom do you have an existing professional relationship?
8. Narrative: What creative ideas can you lend to the Wells Street Art Festival that will improve the experience for guests?
9. Narrative: Given the growing number of events and types of festivals in Chicago, how would your firm keep the Wells Street Art Festival competitive in this changing landscape?
10. Narrative: What is your company's track record for festival production and execution? Who are your key staff/on-site managers? How experienced are they at producing public events in the City of Chicago?
11. Provide a timeline beginning in October 1, 2018 and ending August 15, 2019, showing deadlines, meeting dates, etc. Include a timeline for the days of the event and a street layout.



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12. Budget (refer to *Exhibit A* for reference)
 - a. Category totals for projected revenue (broken into separate line items)
 - b. Category totals for expenses (broken into separate line items)
 - c. Example of festival contract
 - d. Projected first year revenue



Proposals should be sent to:

itobin@oldtownchicago.org

(email is preferred)

Or

Ian M Tobin
Executive Director | Old Town Merchants and Residents Association
1543 N. Wells Street, Lower Level
Chicago, IL 60610

For pre-submission questions, please call Ian M Tobin, Executive Director at the Old Town Merchants and Residents Association Office. For more information on Old Town as an organization, please visit our website at www.oldtownchicago.org

Please respond with your proposal no later than Friday, August 17, 2018 at 3:00pm.