



Request for Proposals for Event Management for Bravo Greater Des Moines' Annual Gala on February 3, 2018

RFP Issued: May 19, 2017

Deadline for Proposals: June 12, 2017

Introduction and Background

Bravo Greater Des Moines envisions a community where arts, culture and heritage organizations across central Iowa are recognized and supported as vital contributors to the region's vibrant quality of life. Our mission is to provide reliable funding and support that strengthens arts, culture and heritage organizations serving Greater Des Moines.

Bravo is almost entirely funded through hotel-motel tax revenues committed to Bravo by 17 local partner communities. Bravo then invests those funds through competitive grantmaking programs which include operating and capital support for arts, culture and heritage non-profits in the region. In addition to grantmaking, Bravo works to provide leadership to the community in arts and cultural planning initiatives that enhance and elevate quality of life and economic development for residents and visitors.

Bravo's only fundraising in addition to hotel-motel tax revenues comes through the annual Gala hosted each February since 2006. The primary purpose of the Gala has been to celebrate the impact of the arts on our community, but the event also generates important revenue to offset Bravo's administrative expenses. Each year, 1500 of Des Moines' top leaders and supporters of the arts attend this sell-out event which is known as the region's "party of the year."

Gala goals include:

- Celebrate the arts and recognize those who support the arts in Central Iowa
- Ensure proper branding and messaging of Bravo
- Present a high-quality community event which is recognized as the best in town
- Provide revenue to support Bravo's operating expenses

Purpose

This RFP seeks to identify a qualified event manager to serve as an independent contractor to lead the execution of the 13th Annual Bravo Gala scheduled for February 3, 2018 at the Iowa Events Center. The contract period will be from July 1, 2017 – February 28, 2018. Up to three (3) additional one-year term extensions may be granted, at the sole option of Bravo Greater Des Moines.



The successful applicant will work closely with Bravo staff and event leadership comprised of members of the Bravo Board of Directors and other community leaders to deliver an innovative, creative, top-quality event. The selected consultant must have a proven track record of major event production, including budget oversight.

Specific expectations include but are not limited to:

- Oversee all logistics and details for the Gala, including timelines, budgets, planning, sponsorships, set-up, execution and tear down.
- Develop the line item gala budget to meet revenue and expense goals outlined by the Bravo Board and manage to the budget.
- Work closely with Bravo's Community Engagement Committee Chair, staff and volunteer event leadership; regularly track and report on milestone progress.
- Assist Community Engagement Committee with vendor identification, negotiating and contracting.
- Manage all vendor contracts and provide on-site event management to ensure deliverables are provided.
- Manage Gala Call Committee to secure sponsorships and table sales, including timely and accurate sponsor commitment fulfillment.
- Coordinate event theme development and execution, including design, decorations and communications.
- Make front line creative decisions in collaboration with creative team.
- Manage attendee experience, including guest lists and floor plan, parking, check-in, food/beverage service, and entertainment.
- Seek opportunities to improve gala experience for the guest and for the Bravo organization.
- Ensure that all gala goals are met – budget and overall experience.
- Supervise all aspects of the event and manage the logistics and onsite execution of the event, including ensuring applicable licenses and appropriate insurance coverage is acquired.
- Provide event wrap-up materials to Bravo including but not limited to:
 - Final event planning timeline and production schedules, including key project milestones
 - Accounting of revenues and expenses, comparing budget to actuals and including in-kind contributions
 - List of vendors, including contact information
 - Event guest list, including contact information
 - Event sponsors, including sponsorship level and contact information

Proposal Requirements and Deliverables

Proposals will be evaluated on quality and thoroughness of event management approach, related experience and expertise, supportive materials and references, and the value/ROI of the proposal. Proposals should address the following topics:

1. Company name and overview, including number of employees and description of event planning services offered. Please identify any potential conflicts of interest as they pertain to other events



currently being planned in the region or relationships to staff or board members of Bravo Greater Des Moines or other Central Iowa entities which may be directly involved in this work.

2. Point of contact, including name, title, mailing address, email address and phone number.
3. Short description of work history in planning of events of this magnitude and caliber. Please include specific details about what makes your approach to the event management process uniquely suited for this project.
4. Implementation Outline
Please provide a detailed approach to bringing the project from vision through to implementation.
5. Project Budget
Please provide a reasonably detailed explanation and listing of all costs and fees applicant proposes to charge Bravo for event planning services. Please include costs for subcontractors needed to successfully implement the event and a proposed compensation structure. Flat fee with not-to-exceed limits strongly preferred.

Note: The project is nonprofit in nature. We will gladly accept all or part of the proposal as an in-kind contribution.

6. Experience and Expertise
Please provide two (2) event references (including a description) for events of similar size/type that the event planner has coordinated.
7. Supplemental Materials
Feel free to include additional support materials relevant to the scope of this project.

All proposals should be submitted to:

Sally Dix
Executive Director
Bravo Greater Des Moines
1011 Locust Street, Suite 309
Des Moines, Iowa 50309 USA

All submittals must include two (2) printed copies as well as a flash drive that includes electronic copies of all materials.

Proposals will be reviewed by a subcommittee of Bravo staff, Board and community leaders. Proposals will be analyzed based on cost, experience, plan strategy, capacity, staffing qualifications, and potential for producing an event that meets and exceeds all Bravo Gala objectives.



Evaluation Process & Timeline

May 19, 2017: RFP Open

Interested consultants may schedule a call with Bravo staff to answer preliminary questions about the event and the RFP. Calls will be limited to 30 minutes each and will be scheduled at the request of the consultant.

June 12, 2017: Deadline to Submit Proposals

Proposals due by 3:00 PM CST. Proposals not received by the deadline will not be considered.

June 26 and June 27, 2017: Interviews with finalists (dates tentative)

Only a portion of respondents may be asked to participate in interviews

June 30, 2017: Notification of intent to award contract (date tentative)

All who submit a proposal will be notified either way once a selection has been made.

Additional Notes

1. All costs incurred to responding to this RFP will be borne by the proposer.
2. The selection subcommittee may interview select candidates for further clarification of the RFP's.
3. Bravo encourages the use of central Iowa firms as part of the process.
4. All information submitted in response to this RFP will be considered confidential.
5. Bravo reserves the right to reject any and all proposals and responses and to eliminate any and all proposers responding to the RFP from further consideration.



Selection Criteria

The successful respondent will be selected based on the following criteria:

Vendor profile

- Business integrity and reputation in the industry
- Shared commitment to achieving Gala objectives
- Superior ability or capacity to meet requirements set forth in the RFP

Experience

- Specialized prior experience, as confirmed by references
- Documented prior experience in handling project(s) of similar size and scope
- Demonstrated ability to meet deadlines

Proposed plan of action/strategy for project

- Administrative and operational efficiency, as confirmed by references
- Utilization of best practices
- Ability to meet project deadlines under proposed solution/project plan
- Staffing model

Vendor capacity and Staffing qualifications

- Skill and reputation, including staff prior experience, timeliness and demonstrable results, as confirmed by references
- Technical, administrative, financial capacity
- Specific licensure requirements for organizations/businesses
- Willingness to comply with Bravo standards for contracting, vendor selection and financial policies and procedures

Cost

- Cost-effectiveness, cost-efficiency
- Price, fee caps and other cost control measures