REQUEST FOR QUALIFICATIONS

**Events Coordinator**

For the Mt. Lebanon Partnership

The Mt. Lebanon Partnership (Partnership) seeks Statements of Qualifications for services for an Events Coordinator. The Coordinator’s primary responsibility will be to manage, coordinate and implement events in partnership with the Partnership Board and Mt. Lebanon municipal staff and; secondarily, to assist in coordination with events marketing, including event sponsorship drives, the Partnership social media coordinator and Mt. Lebanon’s Public Information Office. This position is for the 2020 calendar year, with options to continue a contractual relationship into 2021.

Please find attached a description of the project, a list of qualifications and requirements for the submission of a statement of qualification. Each submission will be reviewed by a selection committee, which will consist of representatives from the Partnership. The selection committee may select up to three applicants for the position for in-depth interviews, and make a selection based on the results of the interviews.

Following this selection, the Partnership will negotiate a contract for the work and, with the selected Coordinator, determine the final project schedule.

If you have any questions regarding the submission of qualifications or the content of the project scope, please contact Betsy Benson, President, Mt. Lebanon Partnership by email bbenson@pittsburghmagazine.com

Submittals must be addressed to:

Mt. Lebanon Partnership

c/o Betsy Benson

710 Washington Road

Pittsburgh, PA 15228

and received by COB February 24, 2020

## Contracting Organization

1. **Organization Background**

**Mt. Lebanon Partnership**

The mission of the Partnership is to create a vibrant community in Mt. Lebanon by promoting economic growth and preventing or correcting deterioration through the implementation of economic restructuring, design, promotions and organizational plans developed by the Mt. Lebanon Partnership Board of Directors on behalf of business owners, property owners, residents and volunteers within Mt. Lebanon’s historic commercial districts. The Partnership works closely with and receives some funding from the Mt. Lebanon Municipality.

Mt. Lebanon is a community of about 33,000 located in Pittsburgh’s suburban South Hills. An early trolley town and automobile suburb, Mt. Lebanon has two older commercial corridors--Beverly Road and Washington Road (known as Uptown) as well as established older commercial zones on Castle Shannon Boulevard and Cochran Road. Mt. Lebanon is a designated Main Street Community and the Partnership operates as Mt. Lebanon’s Main Street board and is Mt. Lebanon’s Community Development Corporation. Much of Mt. Lebanon and all of the Beverly Road and Uptown corridors are listed in the National Register of Historic Places.

The Partnership strives to operate as an advocate for the established commercial zones of Mt. Lebanon and as a marketing and promotional resource for those areas. As appropriate, the Partnership partners with and acts as liaison between the community at large, the business community and the Municipality.

The Partnership currently employs a part-time Farmer’s Market Coordinator; a part-time social media coordinator, a coordinator for the Partnership’s Artists Market, website management and accounting services, and partners with the Municipality’s Commercial Districts Manager for some services and work.

1. **Project Guidance**

The Partnership’s Events Committee will be the Partnership’s point of contact for the project. The Partnership’s Events committee will provide guidance and oversight of the events coordinator throughout the year.

## Project Scope

1. **Background**

Mt. Lebanon’s 5-year Main Street Action Plan (adopted 2019), Uptown Strategic Plan (adopted 2016) and the Mt. Lebanon Partnership Strategic Plan “placemat “(March 2017) serve as the Partnership’s guiding documents for the purposes of this project. These documents may be accessed at: <http://mtlebopartnership.org/partnership-docs/>.

The Partnership has identified a need to consolidate events coordination. Currently, the Partnership subsidizes, plans, markets or otherwise manages or participates in the following events:

* Uptown Market, mid-April through mid-October; an outdoor market held Saturdays 9AM -noon in Uptown (Washington Road) from mid-May through October. The Uptown Market provides a vending opportunity for local producers of produce, breads, meats and cheeses as well as arts and crafts.
* First Fridays—in cooperation with the Municipality a live music event on the first Friday evening of June, July and August.
* Kids Paint Out—Mid May. 50-60 children ages 5-12 and their caregivers are provided materials to paint scenes of Uptown
* Summer event—an as yet undefined event featuring live entertainment and activities in Uptown.
* Artists Market—first week in October. A major, regional artists market featuring nearly 80 artists, live music and activities over two days.

##  B. Work Program Outline

 **Program Objectives:**

The Board intends to consolidate coordination and implementation of the above events through one position.

This coordination will include coordination responsibilities with the Events committee, vendors and volunteers for each event; and, liaison and coordination responsibilities with the Partnership’s social media coordinator, the Partnership’s web page manager, the Partnership’s Artists Market event coordinator and the Municipal Commercial Districts manager.

Work hours for this position are expected to average roughly 10 hours per week for 41 weeks between an expected start date of March 2, 2020 and the expected contract end date of November 20, 2020. Some weeks, especially event weeks and weeks preceding events, will require significantly more than ten hours. Many weeks will require less.

**Work Items/responsibilities**

 **All activities will be coordinated with the Partnership Events Committee, social media**

 **coordinator, website manager and municipal commercial districts manager.**

 **1. Uptown Market**

1. Recruit, organize and invoice Uptown Market Vendors. Uptown Market attracts approximately 20-30 farmers, makers and other vendors every Saturday morning from May 16 to October 24
2. Bag parking meters Uptown every Saturday morning prior to vendor arrival at the Market
3. Be on-call for vendors each Market day. Preference given for on-site presence at the Market.
4. Monitor vendor compliance with all Uptown Market vendor rules (to be furnished)
5. Assist/coordinate with Partnership social media coordinator and web manager to promote the Market.

 **2. First Fridays**

1. Assist Partnership volunteers with set up and management of beer/water sales for each event. Preference given to on-site presence.
2. Assist and coordinate with Municipal Commercial Districts manager on event as necessary.

 **3. Kids Paint Out**

1. Coordinate set-up of event with project sponsor and volunteers.
2. Assist with pre-registration and on-site registration of the event

 **4. Summer event**

 **This event is still in the planning stages and will require approximately 20 hours of plan ning and one day of on-site presence. Event coordinator will help provide conceptual and implementation ideas for this event.**

 **5. Artists Market**

a. Work directly with Artists Market event coordinator on organizing and implementing event

 b. Work with vendors as necessary

 c. Coordinate Saturday music and beer/water sales event with downtown districts manager

 **6. Sponsorship coordination**

 a. Develop strategies for sponsorship recruitment and development for each event

 b. Preference given to creative approaches to sponsorship development, including direct participation in recruitment/sales process.

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 **C. Project Budget**

##  The project budget is not expected to exceed approximately $20,000. This anticipates a *mean* *average* of ten hours per week for 41 weeks, which translates to roughly $50.00 per hour.

## Submittal and Consultant Selection

 **A. Coordinator Qualifications**

Applicants for the Coordinator position must document expertise in events coordination and planning, social media engagement, event promotion and marketing. The consultant will be responsible for the timely completion, quality and integrity of the work completed. At a minimum, the consultant or consultant team should have the following qualifications and experience:

* Documented expertise and experience in non-profit work.
* Documented experience in vendor and volunteer engagement.
* Expertise in developing recommendations and action plans for event management and promotion.
* Demonstrated experience in developing marketing, branding and public relations strategies for non-profit sponsored events.
* Experience with or significant knowledge of Main Street principles, municipal government operations and community development corporations.

##  B. Selection Process

Each submission will be reviewed by the Selection Committee, which will consist of representatives from the Partnership and other partners as appropriate. The Selection Committee may choose up to three applicants for in-depth interviews.

As this project requires specific expertise in several related areas such as volunteer coordination, marketing, promotion and event coordination, if necessary the selection committee reserves the right to suggest additions to and subtractions from any teams interviewed as appropriate or deemed necessary. Once a coordinator is selected, the Partnership will negotiate a contract.

##  C. Selection Criteria

 The following criteria will be used in evaluation of the submittals:

* Demonstration of a thorough understanding of event coordination and management.
* Demonstration of a thorough understanding of open participation and creativity of approach in gaining maximum participation by volunteers and targeted vendors.
* Quality of Consultants’ experience with similar projects.
* Qualifications of the primary applicant, as appropriate and warranted.
* Soundness and creativity of the proposed approach.
* Responsiveness to the needs of Partnership and Selection Committee.

##  D. Project Schedule

 Distribution of Request for Qualifications January 31, 2020

 Submittals Due February 24, 2020

 Consultant interviews, as necessary Week of Feb. 24, 2020

 Project contract consultation\* Week of March 2, 2020

Project Start Date\* March 9, 2020

 Project Completion\* November 20, 2020

\* *Following consultant selection, the Partnership will negotiate a contract for work and, with the selected*

*applicant, determine the final project schedule.*

##  E. Submittal Requirements

 Each consultant or consultant team is asked to submit the following information:

* A letter of interest.

* A description of the applicant, including, if appropriate, descriptions of firms or individuals involved and resumes of key personnel with special attention given to applicable experience as described above under “Coordinator Qualifications”
* An annotated project list that demonstrates past experience in similar projects
* A general description of the approach the team would use to accomplish the outlined Work Program
* A list identifying the individuals who will have primary responsibility for project elements and time devoted to each element.
* A client reference list, including names and telephone numbers of key contacts

***PLEASE NOTE: Applicants are encouraged to identify alternative steps, work items or best-practice approaches for this type of project that may not be identified in this RFQ.***

The submittal should be limited to no more than seven (7) single sided pages, including the transmittal letter.

The selection committee will not review submittals that address only part of the Scope or applications s that do not incorporate all the expertise and qualities described in Coordinator Qualifications.

Eight copies of the submittal must be received by:

**Mt. Lebanon Partnership**

**c/o Betsy Benson**

**710 Washington Road**

**Pittsburgh, PA 15228**

**No later than 5:00 p.m. on Monday, February 24, 2020**