



midtown



Request for Lump Sum Contract

Event Coordinator

Summary of Primary Services to Be Provided

- Coordinated event plans for two Midtown Management District (MMD) events in October 2010
 - Including pre-event coordination and onsite event execution
- Provide by email a weekly status report on project coordination to the MMD managing director.

Contract Submission Deadline:

Friday, June 18, 2010, 3:00 pm

Submitted to:

Midtown Management District
Attn: Cynthia Alvarado
410 Pierce, Suite 355
Houston, Texas 77002
713.526.7577 ext 106
713.526.7519 fax
Cynthiaa@houstonmidtown.com

No late submissions will be accepted.

PROPOSED SCOPE OF WORK

The consultant's general role will be to execute the MMD plan for two events celebrating the District's 10-Year Anniversary.

The District staff will provide the plans and direction for the events, and will also provide assistance to the contractor in several areas.

The two events are as follows:

Event 1: An Evening Reception

Event Date: Friday, October 1, 2010
Event Time: 5:00 p.m. to 8:00 p.m.
Location/Venue: The Ensemble Theatre
3535 Main Street, Houston, TX 77002
Scope of Work Time: minimum - 5 hours
maximum - 7 hours

Event 2: Midtown Block Party

Event Date: Saturday, October 2, 2010
Event Time: 12:00 p.m. to 9:00 p.m.
Location/Venue: Midtown Park 114 Gray Houston TX 77002
Scope of Work Time: minimum 11 hours
maximum - 13 hours or more

CONTRACTOR SERVICES

The *services* provided will include, but are not limited to;

- Coordinate the project plan and provide services
 - Within provided budget.
- Assist the MMD in completing a marketing plan
 - This may encompass the distribution of press releases (pre and post) invitations, flyers, electronic media, editorial articles, photography, video, and social media to help bring awareness of the events. The marketing plan and collateral media must encompass the “branding” that is already very present in the community.
- **Attend a minimum of two-1 hour pre-event MMD Committee meetings.**
- Put together a goodie bag developed by MMD staff
- Provide a digital audio/visual record of events for our YouTube.

CONTRACT COMPONENTS

Your bid shall include the following:

- Resumes of project staff that will provide services.
- Two references with complete contact information for clients for whom similar services have been provided.
- Evidence of \$1-million of general liability insurance.
- Any additional qualification information that you consider relevant and which you wish to be considered in evaluation of your bid.

TERMS & CONDITIONS

- Bids are lump sum (fixed fee, all contractor expenses inclusive)
- Bid must include two financial components:
 - Total fixed fee bid for the services performed for BOTH events
 - Total fixed fee bid for services performed for ONLY the Reception Event
- Bid will be awarded at the sole discretion of the District

- MMD reserves the right to reject any and all bids
- Non-conforming bids will be rejected
- Bid will be awarded for the 2 events combined, in total, subject to the following condition:
 - The Midtown staff is fundraising the minimum interim cash goal of \$6,000 by June 30, 2010. Failure to do so will revert the contract award to the amount for the reception event only (Event 1)
- Bid award is expected to be announced on or before June 30, 2010,
 - However, under no circumstances will be award be made later than July 31, 2010
- Bids must be valid for 60 days from the date of submission

DISADVANTAGED BUSINESS ENTERPRISE (MWDBE) PROVISIONS

It is the policy of the District to stimulate the growth of minority women and disadvantaged business enterprises (MWDBEs) by encouraging the full participation of MWDBE businesses in all phases of its procurement activities and affording those firms a full and fair opportunity to compete for contracts. Respondents are encouraged to include involvement of MWDBE firms in a prime or sub-consultant role. M/WDBE firms must be certified by the City of Houston, Houston Minority Business Council and /or the Houston Women's Business Council.

RESPONSES / QUESTIONS

Please direct all questions and/or your bid response to the designated MMD point of contact:

Midtown Management District
Attn: Cynthia Alvarado
410 Pierce, Suite 355
Houston, Texas 77002
713.526.7577 ext 106
Cynthiiaa@houstonmidtown.com

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Attachment A:

Event Budgets

BLOCK PARTY

Company	Item	Amount	Budget	Cost
	Stage/cover and Sound		\$4,500	
	Mldtown reusable scrim		\$1,200	
	Generators		\$1,500	
	Light Trees	4	\$1,500	
	Entertainment-live music		\$1,200	
	DJ		\$400	
	Publicity-web site- paper ad- etc..		\$1,000	
	Security		\$420	
	Fencing		\$500	
	Insurance		\$500	
	Port a potties w/wash stands		\$500	
	Table/chair rental		\$500	
	Banners/signage		\$350	
	City permits-sound		\$10	
	City permits-street/lane closures		\$350	
	City permits-food		\$70	

RECEPTION EVENT

	Catering		\$3,000	
	Marketing Materials		\$2,000	
	Linens, Tables, Chairs, Bar Highs		\$1,000	
	Valet		\$1,000	
	Facility Rental		\$1,000	
	Cash bar			
	Audio Visual		\$500	
	Security		\$300	
	Music		\$250	

Attachment

THE PLAN

Event 1- *The Reception* - A Friday business casual event celebrating Midtown.

Date - Friday, October 1, 2010 from 5PM to 8PM

Venue – The Ensemble Theatre – centrally located at 3535 Main Street – on the rail line. Ease of parking.

***For rental purposes we have a 7 hour time block in which to work. Set up event and tear down should occur within this time block otherwise the fee is \$150 per hour for additional time.

An Open House type of event – come and go.

Schedule of Events - Slide Show, Silent Auction, Music, Cash bar, hors d'œuvre, small souvenirs

** Staff will work with consultants to develop a PowerPoint presentation highlighting the history of Midtown. The District has contacted the Heritage Society. They do not have a Midtown presentation. They feel it would be relatively easy to develop a presentation given the amount of information that is available. There is an intern available at the Heritage Society that could work with a coordinator. We have in our possession a large amount of historical data as it relates to Midtown including a Master's Thesis guided by one of our residents Dr. William Keller.

Other resources for information: Houston Public Library – The Texas Room

Houston Metropolitan Resource Center
Blue Book of Houston
William Kellar, PhD History; UH

Other resources for research assistance: college student history major

The Heritage Society is not available to direct the research until the end of May. They feel there is ample time to develop a presentation by Friday, October 1, 2010.

Event 2 – *Midtown Block Party*

Date - Saturday, October 2, 2010 from 12PM to 9PM

Venue – Midtown Park

From noon to 5 family friendly from 5PM to 9PM - 21 and over only.

Schedule of Events:

From 12-5 – games, checkers, chess, tug of war, horse shoes, Sumo Suites, dog obedience demonstrations, face painting, story telling, fortune tellers, jugglers, dance lessons, chalk art. Class Pictures of Board Members

12 – 9 Art show and sales

12 – 9 Food vendors

Evening - fire breather, Bands, wine and cheese tasting

Attachment C:

MMD RESPONSIBILITIES

Responsibilities that will be undertaken by the Midtown Management District:

- Secure venues for both events
- Fundraising for both events
- Complete budgets for both events
- Secure event insurance for both events
- Secure all county, city, state and national proclamations.
- Engage law enforcement security for both events
- Provide a list of requested photographs for the events
- Use all Midtown social media: Facebook, YouTube, Midtown eNews, Midtown Paper, Midtown events calendar to promote events.
- Develop a small souvenir or souvenir package (gift bags) to distribute at the Ensemble event.