Town of

LAUDERDALE-BY-THE-SEA

4501 Ocean Drive, Lauderdale-by-the-Sea, Florida 33308-3610
Telephone: (954) 776-0576 • Fax: (954) 776-1857

February 2, 2011

REQUEST FOR QUALIFICATIONS (RFQ) – 11-02-01

ALL INTERESTED PARTIES:

The Town is accepting submissions of qualifications from interested individuals to assist with the following Town sponsored events: Easter, 4th of July, Halloween and Christmas by the Sea. The individual or group selected will provide planning, coordination and management services for the Town of Lauderdale-by-the-Sea's four traditional season celebrations. The amount budgeted for this service is $12,000.00. All submissions must be received by 2:00 PM February 22, 2011 by the Town Clerk located at 4501 Ocean Drive, Lauderdale-by-the-Sea, FL. The RFQ should be contained in an opaque envelope clearly labeled RFQ – 11-02-01 .

Town Contact: Pat Himelberger – 954-253-7443

General Information: The Town of Lauderdale-by-the-Sea sponsors three (3) events annually: Easter, 4th of July, and Halloween. These events have historically been planned and executed entirely by volunteer committees with a Town Commissioner as Chair. The Town recognizes the need to support the volunteers with a professional Special Events Coordinator. This contract position will serve as liaison between the Town and the volunteer committee, providing special events expertise and creative ideas, expediting permits as needed, providing guidance on purchasing rules that must be followed, making the committee aware of regulatory issues that affect the event, and helping keep the committee stay within the budget. The coordinator may communicate with the press or marketing companies. This will be a supportive role, keeping the community volunteers and chairperson at the forefront.

The budget for these events is $52,000.00 and the breakdown is as follows:

Easter	$ 3,000.00
4th of July	$40,000.00
Halloween	$ 4,000.00
Christmas by the Sea	$ 5,000.00

Scope of Work: The individual selected will be expected to provide the following services:

1. Serve as liaison to the Town and the volunteer committee.
2. Support the volunteer committees by working with the elected official who is Chair, assist with meeting organization and follow up as needed.
3. Assist committee with permits, licensing, site locations, vendors and promotion.

4. Propose new ideas to improve the event planning and implementation process.
5. Assist with budget preparation and control, prepare updates for event committees and the Town periodically, adhering to the Commission approved event budget.
6. Keep track of event finances including purchase order requests, invoicing, and reporting. Submit expenses for reimbursement.
7. Provide marketing expertise.
8. Serve as liaison with vendors on event-related matters.
9. Prepare and modify event contracts as requested.
10. Provide close out reports of each event.

Minimum Qualifications:

1. Three years experience as an events coordinator.
2. List of events coordinated within the past three years which required close coordination of and working with volunteers. What types of events, number of attendees, number of volunteers, references from the events. What were the event budgets?
3. Provide samples of promotional materials developed.
4. Documented ability to provide scope of work.
5. Excellent communication skills.
6. Work independently.

Evaluation of Qualifications:

Submission of qualifications will be evaluated according to the following scale:

1. Years of documented event planning
2. Types and budgets of events coordinated
3. Promotional material samples
4. Demonstrated event management successes as reported by references

RFQ Opening

The RFQs will be opened and reviewed by Town Manager Designee(s) after 2:00 PM on February 22, 2011. The RFQ should be contained in an opaque envelope clearly labeled RFQ – 11-02-01 and addressed to June White, Town Clerk at 4501 Ocean Dr, Lauderdale-by-the-Sea, FL 33308 no later than 2 pm on February 22, 2011.

The three individuals deemed best suited for the role will be notified and invited to come in for an interview. The successful proposer will be notified and a contract for services will be drafted for execution.