

## Request for Proposals

Seeking Proposals to Organize and Promote Holiday Makers Market Events

The City of Olympia's Parking and Business Improvement Area Board (PBIA) is seeking a qualified entity to organize, oversee and promote a series of makers market events in downtown Olympia for the 2023 holiday season.

Applications due May 21, 2023 at midnight

### Electronic submittals should be sent to:

City of Olympia

Attn: Amy Buckler, Strategic Projects Manager

[abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)

See "Guidelines for Submittal" for more information on response requirements.

## About the PBIA

The Parking & Business Improvement Area (PBIA) is a business improvement district in downtown Olympia that develops an annual recommendation for the City Council about how to invest the PBIA Fund. The PBIA board is made up of elected business owners from the downtown core, who work with city staff to make their work plan a reality in our downtown.

## Project Summary

The winter holiday season in Downtown Olympia is a special time. With this project the PBIA wishes to contribute to creating a festive environment and inspiring the community to support local creatives and businesses.

The concept is to hire a qualified business or nonprofit entity to organize and promote a series of makers market events happening throughout Downtown Olympia between Thanksgiving and New Years Day in 2023. This involves curating new events as well as conducting outreach to identify and coordinate with businesses and venues that may already be planning makers events. It also involves creating and designing a downtown makers market event schedule for the season and promoting the events throughout November and December.

## Project Goals

- Promote a festive atmosphere downtown

- Support local artists and makers by expanding opportunities for them to sell their wares
- Support local businesses by drawing more people to shop downtown
- Highlight the creative economy of Olympia

## Scope of Deliverables

- Create a custom look and feel for the holiday makers market series.
- Contact businesses in the downtown Olympia area to identify where makers markets are already planned for the holiday season.
- Organize at least two additional makers market events.
- Establish a schedule of events for marketing purposes.
- Cross-promote all makers sales and events occurring in downtown Olympia between Thanksgiving and New Year’s Day, including creating promotional materials. At a minimum, promotions should include a social media and web presence.
- Assess the feasibility of creating a cohesive platform for makers and hosts to collaborate.

## Project Details

**Project Budget:** The PBIA has up to \$10,000 total to support planning and implementation, including the cost of project management, design, advertising, printing, and logistical costs

### Project Timeline:

Solicitation Released	April 18, 2023
Applications Due	May 21 at midnight
Questions Due	May 8 at noon
Response to Questions Released	May 11 by 5:00 pm
Zoom Interview	May 30-June 2 TBD
Selection	June 2
Contract underway	July 1

## Submitting Your Proposal

### Deadline:

Parties wishing to be considered must email a proposal no later than **Midnight PST on Sunday, May 21**

### Format:

- Only electronic applications will be accepted
- Must be in WORD or PDF format
- All pages must be submitted as one document
- No faxed or mailed submittals will be accepted
- Limit the application to a total of ten (10) pages

**Email and Address Cover Letters to:**

Amy Buckler  
Strategic Projects Manager, City of Olympia  
[abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)

Please include the following in your proposal:

- 1) Cover letter describing why are you the right fit to manage this project, and your relationship, connections and knowledge of Downtown Olympia.
- 2) Describe your relevant experience. Do you have experience with planning and marketing events? Designing promotional materials? Provide some examples of your work. If you have specific experience with makers market events, please elaborate.
- 3) How do you propose implementing this project? What is your vision of success? Provide a timeline of implementation steps. Describe how you would outreach to local area businesses and maintain contact with those hosting makers events during the duration of project planning and implementation. Describe how you would make connection to local area artists, makers and creatives to solicit their participation, and work with them to ensure they have what they need to be successful. How would you ensure a diverse selection of artists and products? How would you market and promote the series of makers events to the community? Would you be designing the promotional materials or working with a third party?
- 4) Provide a budget for the project.
- 5) Do you have an Olympia business license and insurance? (This is required in order to enter into a contract with the City of Olympia.)
- 6) Provide a minimum of two references that can speak to your relevant experience

**Evaluation Criteria**

The Proposal will be evaluated as follows:

1. *Demonstrated relevant experience. (20 points)*
2. *Quality of the proposal. Creative approaches, realistic, proactive approach to outreach (40 points)*

3. *Approach to fostering diversity and equity as part of outreach and promotion (20 points)*
4. *Cover letter and description of why you are the best fit to manage this process (10 points)*
5. *Quality of the submittal, including organization, completeness, relevance and clarity. (10 points)*

## **Questions**

To ensure that all prospective applicants have access to the same information, please submit any questions pertaining to the request for proposals by noon on May 8. The PBIA Liaison will compile the questions and answers, respond to all questioners and post the responses on the City's RFP website no later than 5:00 pm on May 11.

### **Submit questions to:**

Amy Buckler  
Strategic Projects Manager, City of Olympia  
[abuckler@ci.olympia.wa.us](mailto:abuckler@ci.olympia.wa.us)

## **Contract**

The selected consultant will be required to enter into a professional service agreement with the City. The City of Olympia's Professional Service Agreement (PSA) will be the business arrangement for these services.

All prospective consultants are advised that when applicable, the Equal Benefits Compliance Declaration Form will be used on this project. These contracts are subject to certification of equal benefits supplied to all employees.

If the City and the selected firm are unable to agree on the terms and conditions of the contract, the City will terminate negotiations and the next best qualified firm will be contacted for contract negotiations. The City reserves the right to award the contract in whole or in part, if deemed in the City's best interest.