



LACEY
Community and Economic Development

LACEY CITY COUNCIL

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1/29/2024

City of Lacey
Request for Proposal

Market Events Coordinator Services Contractor

The City of Lacey is seeking a qualified service provider of market events coordinator services for the City of Lacey's Community and Economic Development Department. The coordinator will organize monthly market events with entertainment and manage various food truck/trailer vendors at the Lacey Depot Park (5500 Lacey Blvd SE) with the goal of continuing to make Lacey a vibrant place to live, work, and play and create a diverse economy. The Lacey Depot Market & Food Truck Plaza will provide cultural, recreation, and culinary experiences to the community while supporting local businesses.

Proposals will be evaluated based on the company's experience providing services of this type, ability, and capacity to perform the work, responsiveness, and completeness of proposal and proposed cost of services. The successful candidate will demonstrate proven event management skills, understand the Department of Health requirements for food vendors, and have connects to local vendors. Interested companies should submit a services approach and identify those individuals, along with their expertise, who will be assigned to the services. Examples of relevant work are required and should showcase the quality, breadth, and approach used in prior services provided.

The scope of the Market Events coordinator would include the marketing and promotion of the Food Truck Plaza at the Lacey Depot to include the recruitment and social media posts of the food truck/trailer operators on-site.

Proposals, prepared according to the following detailed instructions, must be received at the email address below no later than 4:30 PM PST, February 16, 2024.

The City of Lacey assumes no obligations of any kind for expenses incurred by any respondent to this solicitation.



It is the City of Lacey's policy to assure nondiscrimination in any contract entered into pursuant to this advertisement. Contractors will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award as provided by Title VI of the Civil Rights Act of 1964.

For additional information, contact:

Wesley Nguyen, Economic Development Coordinator
Lacey Community & Economic Development Department
420 College Street SE
Lacey, WA 98503
Phone: (360) 412-3199
E-mail: wnguyen@ci.lacey.wa.us

GENERAL INFORMATION

The City of Lacey is organized under the optional municipal code (Chapter 35A.63 RCW) as a Council-Manager plan of government.

The City of Lacey will utilize the Lacey Depot (5500 Lacey Blvd. SE) and the surrounding property as the location for the events. The Market Events Coordinator will make decisions regarding local vendors and associated fees required to participate in the events. In addition to the ongoing food truck vendors, there should be a minimum of 25 vendors at each market event.

The City's Community & Economic Development Department staff will work with the selected Market Events Coordinator to ensure the success of the activities at the Depot.

INTENDED SCHEDULE:

RFPs due	2/16/2024
Interviews (if needed)	2/23/2024
Negotiations with Finalist	3/01/2024
Final Review of Contract	3/05/2024
Finalize Contract	3/15/2024



SCOPE OF WORK

Market Events Coordinator will provide bi-monthly (2 per month – 14 total) market events to include the following:

- Family-friendly entertainment
- Stage (if required)
- Portable toilet/s (if required)
- Tents and supplies
- Site clean-up during and after the events
- Recruitment and contracts for at least 25 vendors per event (in addition to the permanent food vendors on-site)
- Event marketing & promotion in coordination with the City's Public Affairs Department
- Parking management during and after the events
- Ensuring restrooms and electrical are functioning appropriately and coordinating with designated City staff for emerging needs

City of Lacey will provide:

- Two restrooms (on-site)
- 4 on-site trash bins
- Electricity
- Event marketing & promotion in coordination with Market Events Coordinator
- Service costs within a negotiated range and determined as part of the final contract and scope of work with the successful contractor.

The final dollar amount for the service will be negotiated as part of the final contract and scope of work with the successful contractor. Additionally, vendor fee is retained by the market event coordinator.

Optional Scope of Work

The Market Events Coordinator's responsibilities for the optional service of coordinating 2-3 late fall and winter market events at the Community Center for an additional service fee.

The services include:

- Recruit and contract with vendors and food trucks (at least 25 vendors)
- Site set-up, cleaning during event, and post event
- Ensuring all amenities are in working order and accounted for restrooms and electrical are functioning appropriately and coordinating with designated City staff for emerging needs

TIMELINE

- The contract duration is April 1, 2024 to October 31, 2024 (7 months).
- Winter addition is November 2024 to January 2025 (3 months)



PROPOSAL FORMAT

The RFP should be provided in PDF, be no more than five (5) pages in length, and include the following information:

1. Name and contact information.
2. Curriculum Vitae/Profile of the coordinator or any person within the company who would serve as the Market Events Coordinator.
3. A proposal of the monthly events; starting April 2024 through October 2024. The monthly events will be one afternoon event and one evening event. Please provide a tentative calendar of events with two events per month within the above season.
4. Describe two or three events that you have organized in the last two years and demonstrate how they were successful and how that success was measured.

SELECTION PROCESS

Statements will be reviewed and evaluated by considering the quality of experience, strength of the approach, and the responses to the RFP. Community and Economic staff members will review all proposals. Each staff member on the evaluation panel will rate the criteria on a scale from 1 to 5 (Poor, Below Average, Average, Above Average, and Excellent), and scores will be added to help determine the most qualified service providers.

Proposals will be rated based on the following criteria:

- Responsiveness and completeness of proposal – 15%
- Ability and capacity to perform the work – 40%
- Expertise and experience – 40%
- Proposed cost of services – 5%

If necessary, service providers may be invited to interview with the evaluation panel. Based on the RFPs and/or interviews, the selection panel will recommend to the City Manager the firm which, in its opinion, best meets the requirements set forth in this Request for Proposal and negotiate a professional services agreement.

Public Information

All proposals and information included therein or attached thereto submitted in response to this RFP shall become public record upon proposal opening and will be available for review upon request.

The City will disclose those parts of records the proposal has marked “proprietary information” only to authorized persons unless: (a) the City discloses the records in response to a public disclosure requestor (b) the proposer has given the City express advance written permission to disclose the records. “Authorized persons” means those City officers and employees for whom the proprietary information is necessary to evaluate proposal and to perform their duties or obligations to the City.



If the City receives a public disclosure request for records that the proposer has marked “proprietary information,” the City may promptly notify the proposer of the request. The City may postpone disclosing these records for thirty (30) business days after it has sent notification to the proposer, in order to allow the proposer to file a lawsuit to enjoin disclosure. If the City has notified the proposer of a public disclosure request, and the proposer has not obtained an injunction and served the City with that injunction by the close of business on the tenth business day after the City sent notice, the City will then disclose the record.)

