

**Request for Proposal  
Fundraiser/Event Planner  
Taste of 4th Avenue Jazz Festival**



**Issued September 16, 2022**

**I. OVERVIEW**

This Request for Proposal (RFP) is issued by Taste of 4th Avenue Inc. The purpose of this RFP is to establish a contract with a qualified fundraiser and event planner to manage the execution of a musical festival to include securing sponsorships, planning, and overall event management logistics, day of-event coordination, budget management, programming, implementation, and have host an event debrief. For more detailed information see the Scope of Work section below.

**II. ORGANIZATION INFORMATION**

Taste of Fourth Avenue, Inc. is a 501 (c) (3) non-profit organization created and wholly owned by Urban Impact, Inc. (UII) in 2019. The purpose of the Taste of Fourth Avenue, Inc. is to continue to preserve jazz and promote the growth of the district by bringing cultural and educational events throughout the year. In 2003, UII and the Alabama Jazz Hall of Fame joined forces to create the Taste of 4th Avenue with a goal of unifying the district by preserving the legacy of the Historic 4th Avenue District and the historic art form of jazz. The Taste of 4th Avenue Jazz Festival has been held in the Historic 4th Avenue District for the past 16 years. During the 16-year run, it has enjoyed continued growth and success to meet the need of cultural opportunities for over 300 performers and over 50K attendees. Last year's social media reach was over 40K with 8K page views and 6K responses. The 17<sup>th</sup> festival was held virtually due to COVID -19.

**III. EVENT DESCRIPTION**

Taste of 4<sup>th</sup> Avenue, Inc. is seeking a company to create and deliver a high-profile, one-of-a-kind jazz festival for 5,000 attendees to be held in July to coincide with The World Games or in August 2022 to coincide with the Sidewalk Film Festival. The goal of this event is to increase public education about our charity, increase net revenues, have a successful fun event that is enjoyed by our donors, merchants and attendees. The event has potential to generate \$75,000.00 to \$125,000.00. To do this, we are seeking the assistance of a professional event coordinator, who is a strong leader that can work with the Interim Executive Director to coordinate this event.

**IV. Vision for the event**

Taste of 4<sup>th</sup> Avenue, Inc. connects our community through cultural events and the festival should reflect this intention. Taste of 4<sup>th</sup> Avenue, Inc. wishes to deliver an exciting, fun filled festival that will generate revenue. The festival will feature a VIP tent, Health and Wellness, Kids Zone, Art Village, a variety of vendors (food and merchandise) and the main stage.

## V. SCOPE OF WORK

To realize the above, Taste of 4<sup>th</sup> Avenue, Inc. seeks an innovative fundraising event planner to provide the following services:

### General Management and Financial Operations

- Develop a timeline and work plan
- Build an event budget
- Identify vendors, develop, and negotiate contracts

### Event Marketing

- Develop and implement a marketing and communication plan
- Ensure timely execution of all creative marketing associated with the event to include invitation, letters, tickets, pledge forms, press kits, press materials, table signs, sponsor signage, advertising materials, etc.

### Sponsorship

- Develop a sponsorship strategy; create and develop sponsorship levels and benefits
- Track the fulfillment of sponsors' benefits – logo inclusion, etc.

### Event Management

- Manage and coordinate general event logistics, such as catering, venue coordination, contracts, staging, entertainment, floor plans, décor, volunteers & staffing, technical equipment, presentations, emcee, protocol management of VIP guests and dignitaries
- Ensure all applicable licenses and appropriate insurance coverage is acquired.
- Create and execute volunteer duty program, meetings, and training.
- Submit a post-event evaluation report with recommendations to Taste of 4<sup>th</sup> Avenue, Inc. Board
- Other duties as assigned.

### Day of Event

- Supervise all aspects of the event and manage the logistics and onsite supervision of the event – as mentioned in event management above

### Other

- All proposals should include a variety of revenue generating streams. Ex:  
Silent Auction  
Cash bar  
Casino Room  
Friends of the Festival - Premium Experience

## Debrief Report

- All proposals should include a process to provide a quantitative and qualitative after event debrief to improve future planning and execution.

## **VI. Request for Proposal Process**

This RFP represents the opportunity to be involved in the creation and delivery of the Taste of 4<sup>th</sup> Avenue Jazz Festival.

The contract is not full-time; however, it will last over a period of 10 months. Taste of 4<sup>th</sup> Avenue, Inc. will negotiate a contractual agreement with the preferred consultant. By responding to the RFP, the applicant understands that they will be fully responsible for meeting the requirements of the RFP and execute the necessary tasks to make sure that the event is successfully completed. Taste of 4<sup>th</sup> Avenue, Inc. management reserves the right to accept or reject, in whole or in part, any and all submissions/responses to this RFP.

Note that the information in this RFP represents the vision of Taste of 4<sup>th</sup> Avenue Jazz Festival currently and is subject to change as the project moves forward.

**Questions:** Participants may ask questions about the RFP by sending them in writing via email to [cyoungblood@urbanimpactbirmingham.org](mailto:cyoungblood@urbanimpactbirmingham.org), Interim Executive Director. Participants are asked NOT to contact any other staff or contractors involved with the Urban Impact, Inc. or the Taste of 4<sup>th</sup> Avenue, Inc. project.

**Confidentiality:** All submissions will be treated as confidential between Taste of 4<sup>th</sup> Avenue, Inc., and each participant. Taste of 4<sup>th</sup> Avenue, Inc. will not disclose their contents to other participants or the public. Taste of 4<sup>th</sup> Avenue, Inc. reserves the right to discuss submissions with its consultants and related parties.

**Contractual status:** Taste of 4<sup>th</sup> Avenue, Inc. is not bound to accept any RFP. Participants should be aware that no contractual relationship with Taste of 4<sup>th</sup> Avenue, Inc. will arise upon submission to the RFP. All submissions become the property of Taste of 4<sup>th</sup> Avenue, Inc.

The proposal shall clearly address all the information requested herein. To achieve a uniform review process and obtain the maximum degree of comparability, proposals must be organized and contain all information as specified below:

- i. Cover Letter. Maximum of two pages serving as an executive summary which shall include an understanding of the scope of services.
- ii. Brief Company Profile. General company information including number of employees, location of company headquarters and branch offices, number of years in business and organization, disciplines, and staffing. Describe the general qualification of the firm as they relate to the work proposed within this RFP.
- iii. Organization and Staffing. Provide a list of the Consultant's employees and agents which the Consultant anticipates assigning to this project. This list shall include a summary of

- the qualifications, experience of each individual, and the work to be performed by each individual. Taste of 4<sup>th</sup> Avenue, Inc. will retain under its Agreement with the successful Consultant the right of approval of all persons performing under such Agreement.
- iv. Description of Approach. The proposal should demonstrate the Consultant's knowledge of the needs and objectives of the work proposed under this RFP.
  - v. Project Schedule. The proposal should identify a detailed tentative project schedule within which the Consultant should complete the work proposed under this RFP.
  - vi. Cost Proposal. The cost proposal shall include a fee proposal for services. Delineation of any sub-consultant's fee schedule is required, if applicable.
  - vii. References. Provide three references for prior comparable work of the Consultant, including name, address, contact person and phone number of the municipality/company, length of time services provided, and a description of the services provided.
  - viii. If coordinating other fundraising events in the Birmingham area, please address any conflict of interest related to the other events.

### **RFP SCHEDULE**

Offerors must submit five

- (1) original hard copy of the proposal to:  
Carla Youngblood, Interim Executive Director  
Taste of 4<sup>th</sup> Avenue, Inc.  
1721 – 4<sup>th</sup> Avenue North, Suite 102  
Birmingham, AL 35203

Proposals must be received by Taste of 4<sup>th</sup> Avenue, Inc. at the location specified no later than 5:00 p.m., September 30, 2021. Proposals will not be publicly read at the opening.

No proposals will be accepted after that time. Responses received after the stated time will be returned unopened and will not be considered.

This schedule of events represents Taste of 4<sup>th</sup> Avenue, Inc. 's best estimate of the schedule that will be followed for this RFP. If a component of this schedule such as the deadline for receipt of proposals is delayed, the rest of the schedule will be shifted by the same number of days. The approximate RFP schedule is as follows:

- RFP issued: September 16, 2021
- Proposals due: September 30, 2021
- Review of Proposals: October 1st – 7th, 2021
- Intent to Award Contract: October 15, 2021