



REQUEST FOR PROPOSAL FOR EVENT PLANNER DOWNTOWN BELLEFONTE INC

FIFTH ANNUAL BELLEFONTE UNDER THE LIGHTS: WATERFRONT DINNER 2023

I. OVERVIEW

Downtown Bellefonte Inc. (DBI) is seeking an event planner to organize the Fifth Annual Bellefonte Under the Lights Waterfront Dinner proposed for Friday, September 15 & Saturday, September 16 of 2023.

The event planner will assist the board and staff in the creation of an event planning strategy. The candidate will also lead the Events Committee in event coordination throughout the months leading up to the event. This will include attending monthly DBI board meetings to present updates and progress. An ideal candidate will have demonstrated skills in the following:

- Event Management
- Fundraising
- Corporate sponsorship recruitment
- Vendor, volunteer, and entertainment recruitment
- Event marketing
- Food and beverage service coordination

The qualified candidate will possess the ability to build strong community relationships and partnerships within the Bellefonte, Centre County, and PA Wilds Regions. Demonstrated experience in non-profit event planning and fundraising is highly desired.

II. ORGANIZATION INFORMATION

Downtown Bellefonte Inc. (DBI) is a 501(c)(3) non-profit organization dedicated to helping business arrive and thrive in 21st Century Bellefonte while preserving, protecting, and utilizing Bellefonte's historic architecture and heritage, and organizing town-wide initiatives that invite residents and visitors alike to discover all that Bellefonte has to offer. DBI partners with other local community organizations to assist with the revitalization and economic development of downtown Bellefonte. Events play an important role in achieving DBI's goals. Downtown



Bellefonte Inc. hosts family-friendly events that the community has come to love and look forward to each year.

III. EVENT DESCRIPTION

Bellefonte Under the Lights: Waterfront Dinner is one of Downtown Bellefonte Inc's signature events and primary fundraiser for the year. It is a ticketed progressive-style dinner where guests can choose their own culinary adventure from Bellefonte-area food and beverage providers. The event is typically held two nights in a row, on a Friday and Saturday evening in September. The entire community, as well as visitors, are invited to check out Bellefonte's culinary and craft beverage scene and connect with their neighbors and friends at the waterfront in Bellefonte.

Proposed Dates:

Friday, September 15, 2023

Saturday, September 16, 2023

(Rain Dates)

Friday, September 22, 2023

Saturday, September 23, 2023

Tickets

600-800 tickets sold for each night

Ticket sales start for both General Admission and VIP Hour at the end of July (Date to be determined). DBI members have early access to purchase tickets before the general public.

General Admission

Admission includes one of each course (appetizer, entree and dessert) plus a beverage of choice. Guests have the option to choose from a variety of vendors for each course - in 2021, roughly 20 vendors participated. In the past, entertainment and activities have included live music and an art raffle.

VIP Hour

VIP Hour tickets grant guests access to cocktails, appetizers, and other exclusive activities prior to the main event. VIP ticket holders have early access to the main event.



Location

Waterfront (Lamb St) or Talleyrand Park (High St.) depending on waterfront development

IV. SCOPE OF WORK

Event Management

- Serve as the primary point of contact for event related questions from the community, vendors and other stakeholders
- Work with the Events Committee and DBI's board of directors to establish an appropriate schedule, budget, and overall vision for the event.
- Coordinate with local officials, emergency services, community organizations where necessary for requests and approvals (for example trash/recycling containers and bags, tables, event space, and road closures)
- Review guest feedback from previous years and incorporate suggestions in planning when applicable
- Use Eventbrite to create an online event to sell both general admission and VIP tickets and coordinate with the Bellefonte Intervalley Area Chamber of Commerce to sell in-person tickets
- Inform downtown businesses of the event details including time, location, and road closures so they have ample time to prepare
- Ensure the event complies with all laws and regulations
- Secure special event insurance and add additional parties to the policy as necessary
- Provide at least a monthly update to the board on progress and status
- Assist with day-of-event coordination
- Submit a post evaluation report with recommendations for the next year's event

Non-profit Fundraising

- Develop pricing plan for tickets that guarantees maximum profitability
- Coordinate with local artists and the Bellefonte Art Museum to plan the art raffle fundraiser
- Recommend additional fundraising opportunities

Corporate Sponsorship Recruitment

- Communicate and create relationships with local businesses and corporations to secure corporate sponsorships
- Distribute tickets to corporate sponsors who have selected a sponsorship level that includes event tickets
- Send thank you letters to corporate sponsors



Vendor and Volunteer Recruitment and Coordination

- Recruit food and beverage vendors from the Bellefonte area and lead vendor information sessions
- Send invoices through Square to vendors and cut checks to the vendors and other parties when necessary with the approval of the Main Street Manager
- Apply the appropriate DBI member discount to vendor fees
- Establish regular and ongoing communications with business owners
- Partner with volunteer networks to secure helpers and RAMP certified individuals for the day of the event for set up, during the event, and tear down. Volunteers will also be needed to hang bistro lights along waterfront roughly 1-2 weeks prior to the event and take them down following the event
- Lead ad hoc Event Committee meetings and delegate tasks to committee members
- Obtain copies of food and beverage vendors' insurance certificates with DBI as an additionally insured party

Entertainment and Other Vendor Coordination

- Connect with and book local musicians, bands, and other entertainment (for VIP Hour and General Admission)
- Book a photographer/photo booth
- Tents, table, and tablecloth rentals
- Procure flower centerpieces
- Portable toilet rentals

Event Marketing

- Work with DBI Main Street Manager, Events Committee, and Marketing Assistant to develop a marketing and promotional strategy
- Assist in the creation of marketing materials including, but not limited to, press releases, social media, blog posts, emails, flyers, signage, and sponsor ad centerpieces
- Communicate with Marketing Assistant to create an event map that will be distributed to the public and vendors

V. PROPOSAL SUBMISSION REQUIREMENTS

Please submit your resume and a one page letter of interest detailing your qualifications and any prior volunteer or job experience with non-profits and/or community organizations if applicable. Additionally, please include your experience with fundraising and provide examples of successful events that you have managed.



If there are any other relevant documents that would support your proposal, you may include those.

All proposals should be submitted by email to Jennilyn Schuster, DBI's Main Street Manager (jennilyn@downtownbellefonteinc.com) before 5 p.m. on Friday, March 10, 2023.

If you are interested in submitting a combined proposal for both Bellefonte Under the Lights: Waterfront Dinner and the Winter Market, please make sure to note that in your email. Proposals must still include a resume and a one page letter of interest.

VI. PROPOSAL EVALUATION

Proposals will be reviewed at Downtown Bellefonte Inc's March 14, 2023, board meeting, after which the accepted proposal will be notified. All proposals are subject to review and approval by Bellefonte Borough Council and other outside stakeholders.

VII. QUESTIONS

Questions about this proposal should be emailed to devin@downtownbellefonteinc.com.