



## **REQUEST FOR PROPOSAL FOR EVENT PLANNER DOWNTOWN BELLEFONTE INC**

### **WINTER MARKET 2023**

#### **I. OVERVIEW**

Downtown Bellefonte Inc. (DBI) is seeking an event planner to organize the Winter Market proposed to be held during Bellefonte's Victorian Christmas on Sunday, December 10, 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
- 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**

First held in December 2018, the Bellefonte Winter Market is a European-style, open air market held during Historic Bellefonte Inc's Bellefonte Victorian Christmas. Each year attendance has grown and in 2022, we saw the weekend draw roughly 6,500 visitors to downtown Bellefonte. The family-friendly event features skilled makers and artisan vendors, as well as food vendors, craft beverage vendors, live music and theater performances and more.

#### **Proposed Date:**

Sunday, December 10, 2023  
(No rain date)

#### **Location**

Talleyrand Park, 320 W High St, Bellefonte, PA 16823

### **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 project schedule, budget, and overall vision for the event.
- Coordinate with local officials, emergency services, community organizations where necessary for requests and approvals, i.e. trash/recycling, tables, event space, road closures
- Review guest feedback from previous years and incorporate suggestions in planning when applicable
- 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
- Send invoices through Square and cut checks to the vendors and other necessary parties
- 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

#### **Corporate Sponsorship Recruitment**



- Communicate and create relationships with local businesses and corporations to secure corporate sponsorships

#### **Vendor and Volunteer Recruitment and Coordination**

- Recruit craft, food and beverage vendors from Bellefonte and surrounding areas 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
- Lead ad hoc Event Committee meetings and delegate tasks to committee members
- Partner with volunteer networks to secure helpers for event for set up, during the event, and tear down
- Obtain copies of food and beverage vendors' insurance certificates with DBI as an additionally insured party

#### **Entertainment and Other Vendor Coordination**

- Connect with local musicians and bands to book live entertainment
- Plan children's activities
- Book a photographer
- 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, and signage.
- 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 detailing your interest, qualifications, and any prior volunteer or job experience with non-profit and/or community organizations if applicable. Additionally, please 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](mailto: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](mailto:devin@downtownbellefonteinc.com).