



Request for Proposals - Event + Program Support

Colfax Ave Business Improvement District

The Colfax Ave Business Improvement District (BID) is seeking consultant support for various programs and events for the 2021 year. Candidates should be well-versed in event planning, project management, and community outreach, with a strong attention to detail and love for the Colfax corridor.

The chosen consultant will work closely with Colfax Ave BID staff to provide support for two BID events and one BID promotional program, spanning from May-December 2021. Visit the links under each event/program to learn more.

About the Colfax Ave BID

The Colfax Ave BID works to build a dynamic and inclusive community along the Colfax corridor. Through increased marketing and visibility, cleaner and safer streets, streetscape improvements, and partnerships with various City agencies and community groups, the BID maintains Colfax's unique character while attending to the evolving needs of the commercial district.

The Colfax Ave BID boundaries span from the alley west of Grant Street to the alley east of Josephine Street with 14th and 16th Avenues as the southern and northern borders, respectively.

EVENT PLANNING

Independents Day - a weekend-long celebration in early July to celebrate the independent, local businesses who make Colfax Ave so special. Responsibilities include:

- Conducting outreach to district businesses via email, phone, social media, and in person
- Collecting promotions from district businesses to include on the BID's website
- Researching and booking any talent
- Coordinating the printing and distribution of promotional materials
- Assisting in the creation of the event scavenger hunt, which highlights local art and businesses in the district
- Creating a media plan to secure promotion and coverage of the event
- On-site support for at least one day of the event.
- **Timeline** - May-July 2021



Holiday Party - annual event held in late November/early December to bring the Colfax community together to celebrate the BID's accomplishments and highlight the BID's relationships with partners who do important work in the community. Responsibilities include:

- Creating an event calendar/checklist to ensure all deadlines are met
- Researching potential venues and coordinating location logistics
- Managing vendors including food/beverage, community partners, talent - from research and initial outreach to day-of coordination
- Creating a promotional calendar and suite of promotional content (social media posts, website updates, newsletter stories, etc.)
- Researching decor ideas and coordinating all decor production, delivery, and set up
- Providing general event guidance to the BID through regular coordination calls/meetings
- Coordinating AV needs for the event, including music/presentation
- Developing a staffing plan and managing all volunteers at the event.
- **Timeline** - July-December 2021

PROGRAM SUPPORT

Bag of Colfax - a mystery gift bag filled with products from local businesses along the Colfax corridor. Responsibilities include:

- Conducting outreach to district businesses for participation and inclusion in Bag of Colfax
- Coordination and pick-up of supplies from participating businesses
- Assist in building of bags and drop-off of completed bags to designated pick up location in the district.
- **Timeline** - September-December 2021

TIMELINE

Proposals are due by **5pm MST on Wednesday, May 5th**. Please send any questions to Michelle Valeri at michelle@colfaxave.com by Friday, April 30th. Answers to questions will be posted at colfaxave.com/rfp-event-program-support on a rolling basis. The selected consultant will be notified in mid May with work to begin in late May.

PROPOSAL REQUIREMENTS

Please include your qualifications, experience executing similar events and programs, fee estimate (hourly or per project), and two references who can speak to your experience providing similar services. Submissions should not exceed three pages and should be sent in a PDF format to Michelle Valeri via email at michelle@colfaxave.com.