



## REQUEST FOR PROPOSAL FOR FESTIVAL MANAGEMENT SERVICES FOR THE RONCESVALLES POLISH FESTIVAL

**RFP Distribution Date: December 22, 2022**

**Issued by:**

Roncesvalles Village Business Improvement Area  
#233 – 412 Roncesvalles Ave. Toronto, ON, M6R 1G5

**Proposals Accepted Until: Tuesday, January 10, 2023**

### NOTICES

This Request for Proposal (“RFP”) contains confidential information that is proprietary to Roncesvalles Village BIA (RVBIA).

**In consideration of the receipt of this document and its attachments, and of the opportunity to submit a response, the recipient agrees to keep the information contained in this RFP in the strictest confidence, and not to reproduce or otherwise disclose this RFP or any information contained the RFP to any person or party except the recipient’s employees, agents, or business partners directly responsible for the preparation of the recipient’s response to this RFP.**

The submission of responses to this RFP does not create a legal binding relationship between the RVBIA and the recipient, nor is it intended to create such a relationship, other than with respect to the agreement as to confidentiality set out above. There are no representations, warranties, or conditions of any kind in connection with this RFP made by RVBIA.

The RVBIA is not responsible for any expenses incurred by any recipients in the preparation, submission, or presentation of a response to this RFP, nor for the costs incurred during any further discussions following receipt of the response.

**DEADLINE FOR PROPOSALS: Tuesday, January 10, 2023**

### QUESTIONS

Address your questions by email to [manager@roncesvallesvillage.ca](mailto:manager@roncesvallesvillage.ca) no later than December 28, 2022

### PROPOSAL CONTACT:

Please submit electronically to:

Daniele Stoddard, Manager  
Roncesvalles Village BIA  
[manager@roncesvallesvillage.ca](mailto:manager@roncesvallesvillage.ca)



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## 1 OVERVIEW OF RFP

### 1.1 DEFINITION OF TERMS

In this Request for Proposal, the following words and phrases shall have the following meanings:

- a) **“Proponent”** means the individual or agency that submits a response to the RFP
- b) **“Client”** means the Roncesvalles Village Business Improvement Area (RVBIA)
- c) **“Response”** means a supplier’s Proposal submitted to the RVBIA for consideration and evaluation in response to this RFP.
- d) **“RFP”** means this Request for Proposal, including attachments
- e) The **“FESTIVAL MANAGER”** refers to the supplier of Event Management Services to be selected.
- f) **“Management Services”** means the management and consulting services to be provided to the RVBIA by the “FESTIVAL MANAGER” selected in respect of the EVENT, as more particularly outlined hereunder.
- g) **“Members”** of the RVBIA are those Businesses operating in a Commercial Property along Roncesvalles which pay the BIA levy to the City of Toronto collected on behalf of the RVBIA
- h) **“Net Sales”** means all sales (including cash and the cash value of all contras) made by the FESTIVAL MANAGER less applicable taxes.
- i) **“Commissions”** means the percentage of Net Sales generated for the EVENT by the FESTIVAL MANAGER to be paid by the RVBIA to the FESTIVAL MANAGER in respect to the sale of the Rights outlined in the Terms of Reference for the Vendors and Exhibitors;
- j) **“The FESTIVAL MANAGER Expenses”** means all expenses pertaining to the holding of the EVENT incurred by the FESTIVAL MANAGER in performing its services hereunder, including but not limited to reasonable operational expenses, promotional expenses, sales expenses, travel, businesses, and entertainment costs.
- k) **“On-Site”** means the areas used for the EVENT on Roncesvalles Avenue and surrounding areas as laid out in the authorized and approved site plan.
- l) **“LLA”** means Liquor Licence Act R.S.O. 1990, Chapter L.19.

### 1.2 OBJECTIVES

This RFP is issued to assist the RVBIA in selecting one or more service providers who will:

1. Provide Event Management Services for the Roncesvalles Polish Festival
2. Provide supporting Graphic Design, Marketing and Polish Outreach services for the festival

### 1.3 PROPOSAL REQUIREMENTS

At a minimum, all Proposals must comply with the following requirements:

1. A description and confirmation of the Proponent’s understanding of the assignment described in this RFP and the services being requested.
2. A high-level project timeframe showing significant activities, checkpoints, milestones, timelines, and client responsibilities.
3. A brief description of the Proponent’s direct experience as it relates to this project, including a list of applicable assignments with current and former clients on similar projects, a brief summary of work done in each engagement, and experience with the technical solution proposed.



4. A summary of the Proponent's preferred reporting/project management and customer service approach.
5. List the name of the person who will have overall responsibility for the Project and other key persons who will be assigned to work on all phases of the Event if the Proponent is selected. Include resumes containing work history, some specific projects worked on, relevant education and experience and responsibilities. The responsibility of staff as they relate to different project tasks must also be included. If any persons listed above are not employees of the Proponent (e.g., contractors, third party service providers, joint ventures), they must be separately identified.
6. Overall cost for products and services quoted in Canadian dollars. Design, website content management and related marketing and outreach services to be broken out separately. Ontario Provincial Sales Tax and/or Goods and Services Tax shall not be included in the quoted cost.
7. Provide a company profile including years in business.
8. The Proponent must provide three [3] references for contracts of a similar scope. For each reference include the company name, address, telephone number, and the name and position of the person who has knowledge of the services and procedures undertaken. The RVBIA reserves the right to check all references provided.
9. Provide budget breakdown.

#### 1.4 INSTRUCTIONS FOR SUBMITTING PROPOSALS

Companies that intend to submit a Proposal must familiarize themselves with this document as soon as possible. Report any errors, omissions or ambiguities discovered therein as soon as possible and at least five [5] business days prior to the closing date set, as indicated below. No alterations or variations of the terms of this document shall be valid or binding upon the RVBIA unless authorized in writing.

It will be the Proponent's responsibility to clarify any necessary details before submitting their Proposal.

#### 1.5 SELECTION PROCESS AND TIMELINE FOR DECISION-MAKING

<b>RFP issued</b>	<b>December 22, 2022</b>
<b>Questions about RFP due by</b>	<b>December 28, 2022</b>
<b>Proposal due</b>	<b>January 10, 2023</b>
<b>Board Approval</b>	<b>January 19, 2023</b>
<b>Contract awarded</b>	<b>January 20, 2023</b>
<b>Start date</b>	<b>January 23, 2023</b>

#### 1.6 EVALUATION OF PROPOSAL

The RVBIA will evaluate the Proposals received and may contact one or more Proponents for additional information, for clarification.

## 2 The Roncesvalles Polish Festival

Since 2005, the Roncesvalles Village BIA (RVBIA) has run the annual Roncesvalles Polish Festival (RPF), our signature cultural street festival that now attracts 350,000 to 400,000 festival visitors during the third weekend of



September. This two-day festival, which now runs the full length of Roncesvalles Avenue, evolved from the RVBIA's annual Harvest Festival, by request of the local Polish community and volunteers that supported its operations. The Roncesvalles Polish Festival is now the largest celebration of Polish culture in the world, other than religious festivals in Poland.

## 2.1 Event Management Objectives

1. To deliver a turnkey event that requires significantly less time invested by our RVBIA staff and RVBIA Board.
2. To drive the planning and implementation of the event to ensure that tasks and activities are undertaken with sufficient time to meet stated deadlines.
3. To advise our Sponsorship Managers to assist them in reaching their stated goals, and ascertain the costs and effort needed to deliver on sponsor deliverables.
4. To track and manage the stated budget and make recommendations aimed at reducing costs and generating income.
5. To manage operations logistics including permits, delivering requirements, and problem solving.
6. To provide recommendations and services to help the RVBIA meet its marketing objectives.

## 2.2 Marketing Objectives

1. To increase awareness of Roncesvalles Village as a key tourist destination for shopping, dining, and the best of urban life minutes away from Lake Ontario and High Park.
2. To build on the profile of the Roncesvalles Polish Festival and continue to draw visitors to our main street and surrounding areas for the benefit of our members.
3. To motivate visits by individuals and groups beyond the local community living 40 km + away with the objective of increasing revenue to RVBIA Members from return visits.
4. To attract tourists from Ontario and Canada.



### 3 Background on the Roncesvalles Village BIA

The RVBIA is one of over 80 Business Improvement Areas (BIAs) in Toronto. Like other BIAs, we are an extension of the City of Toronto and exist to improve business conditions for RVBIA Members, consisting of commercial property and business owners, through street beautification, property maintenance, and marketing, while spurring economic development and community building.

The RVBIA has over 270 businesses in commercial buildings along the 1.8 km length of its street, with over 60 eateries – restaurants, pubs, cafes, bakeries, delis and other specialty food shops and many unique independently owned retailers, health professionals and other services. Our BIA does not have a physical location on Roncesvalles. Our Executive Director and contract staff work from their own offices.

### 4 Event Details

The next Roncesvalles Polish Festival is slated September 2023, over two days (historically the third weekend of the month). The base event runs from 11AM to midnight on Saturday and 11AM to 7PM on Sunday.

Typically, Roncesvalles Avenue is closed off with barricades from Dundas West to Grafton Avenue with east west through way access only at Howard Park Avenue. All cars must be removed along the 1.8 km length of Roncesvalles and on the east and west sides from Roncesvalles to the first laneway. Festival delivery vehicles are allowed on Roncesvalles until 10am, after which time they must be removed. The east side lane is reserved for emergency vehicles; therefore, no assets or vendors may be located there.

#### 4.1 Festival Features

The main features of our main / base event include:

1. Multiple stages featuring diverse entertainment. One stage focusing on Polish music, one focusing on Polish dance and cultural displays, one focusing on local musicians. The festival has also historically expanded and contracted based on grants and external funding from tourism relief.
2. VIP Meet and Greet. Reception area for participating VIPs including sponsors – historically located near one of the beverage gardens.
3. A street wide sidewalk sale for the days of the festival ensures that RVBIA Members can use the sidewalk in front of their shops, or they can book a 10'X10' tent space at a reduced rate reserved for RVBIA members.
4. Extended patio on the sidewalk in front of our LLA licensed Members who apply.
5. Beer garden(s) located in view of stages to ensure profitability
6. Vendor and Sponsor activations run the full length of the street, along with some information booths by Polish and other community groups. Attention to prioritizing RVBIA members and community groups over outside vendors is critical. The RVBIA will vet the proposed vendors.
7. A midway that generates revenue for the festival, historically split among two sections along the route.
8. Polish content for the main event is supplemented with displays from Polish groups and organizations, and displays are installed indoors at St. Casmir's Church Hall.
9. Our Festival Volunteer and Event Management headquarters are located in tents at Fern Avenue along with the Police and St. Johns Ambulance.
10. Sponsor funded Artisans and family activities located at the north end

11. Any new features or supplementary programming, beyond the base event, will require an increase in previous sponsorship (exceeding \$100,000), and be subject to Committee approval. The agency would assist in reviewing the budget for the proposed activities and assess what is needed to cover the services required.

## 5 FESTIVAL MANAGER Responsibilities

To supply the RVBIA with a turnkey event, an event management company or agency would be required to:

1. Plan and manage the logistics of the festival's operations, and drive the project including event planning and management – by providing workback schedules, agendas and minutes for regular festival meetings and coordinating deliverables; See Appendix C.
2. Manage and execute RVBIA approved contracts for performers, vendors, contractors, and equipment.
3. Identify human resources needed to implement our base event including deliverables for sponsors, funders, vendors, partners and the RVBIA.
4. Manage volunteers, onsite contractors and human resources as approved via Festival Committee.
5. Promote the sale of space along the festival route, prioritizing RVBIA Members, festival vendors and exhibitors; register them, collect payment, and coordinate their needs and participation.
6. Marketing services for graphic design for the production of signage, advertising, and other print pieces. Please separate these costs within the proposal.
7. Ad placement and coordination services, website content management, as well as Polish Outreach, to be broken out separately within the proposal.
8. Track and report on the festival budget monthly to the RVBIA manager, revising estimates and providing actuals once copies of the bills are made available by the RVBIA.
9. Notify the Manager and Festival Committee Executive of costs that are not included in the budget or that are running over budget and propose solutions for adjusting the budget.

The FESTIVAL MANAGER will report directly to the Festival Committee Executive which includes the Chair of the Roncesvalles Polish Festival Committee, the RVBIA Board of Management Chair, Vice-Chair, Treasurer and RVBIA Manager.

### 5.1 Additional Services

**Sponsorship Management:** Please include a quote for sponsorship services as well as commission expectations if this is an available service which can be provided.

**Social Media Management:** Please include a quote for social media management for the festival as well as commission expectation if this is an available service which can be provided.

## 6 RVBIA Responsibilities

1. Provide the RVBIA Board of Management approved budget to the FESTIVAL MANAGER.
2. Provide contracts for the Event Management Company, Grant Writer, Sponsorship Manager(s), and social media, if applicable.
3. Approve grant application proposals and assist grant writers in facilitating specific organizational documents as required.
4. Approve new vendors proposed for onsite vending at the festival.

5. Review provided monthly budget report, advise on questions, and liaise with board as needed.
6. Assist in boosting searches for volunteers through our social networks.
7. Promote the Festival to our Members and provide tips on ways to engage.
8. Provide ongoing support of required documentation and contacts as needed.
9. Contract media and marketing services not covered by the FESTIVAL MANAGER.
10. Accounts Payable: Coordinate with the FESTIVAL MANAGER and the RVBIA bookkeeper to stay on top of approved related festival expenses.
11. Appointing and contracting management of the beverage gardens.

## 7 Cost Estimates and Budget

Through its Executive Director, Treasurer and Festival Committee Chair, the RVBIA Board of Management has set the budget for 2023. The budget for the Base Event is \$224,000, **not including** the FESTIVAL MANAGER'S fees, sales commission or additional services outlined in section 5.1 above.

Included in the net amount of \$224,000 are the total Sponsorship Managers fees targeted to raise \$105,000 in sponsorship dollars for the base event.

The FESTIVAL MANAGER will work directly with the Sponsorship Manager for Canada and the Sponsorship Manager for Poland to support them in meeting sponsorship and funding targets. They will also advise the agency on planning and implementation questions bearing in mind what will benefit the BIA's mission, objectives, and its members.

## APPENDIX A: Festival Map

Can be found here: <https://polishfestival.ca/wp-content/uploads/2022/08/RPF2022-Map-V3.1.pdf>

## APPENDIX B: Festival Management Services

The RVBIA requires general event management and consulting services as outlined below:

### General EVENT planning:

1. Meet with the BIA to review General Requirements and Budget stated in case there are any changes known or anticipated prior to the creation of the site plan and workback schedule.
2. Create a Workback Schedule to meet anticipated deadlines
3. Draft agenda's for reviewing details of requirements to be considered in time to meet the workback schedule timelines
4. Record action items from meetings and assign who does what.
5. Distribute the Action Notes within 1 week of the meeting held
6. Assess requirements prior to finalizing plan and budget and make recommendations.
7. Develop site plan and operational footprint.
8. Obtain new drawing of the site (cost to be billed to the RVBIA).
9. Track, monitor and recommend adjustments to the EVENT budget, to align with progress on sponsorship goals during monthly reports.
10. Provide a post assessment following the EVENT.





### General EVENT operations:

1. The FESTIVAL MANAGER will manage the EVENT infrastructure. The FESTIVAL MANAGER will provide on-site management, coordinate, and manage all suppliers, exhibitors, vendors, staff, etc. as it relates to management of the EVENT operations.
2. The FESTIVAL MANAGER is responsible for suppliers, exhibitors, vendors, and their staff executing their contractual obligations and performance during the EVENT.
3. The FESTIVAL MANAGER will stage all logistics and any rentals of any kind required by the EVENT (the cost to be billed to the RVBIA).
4. Address the needs of all partners and sponsors as it relates to set-up on site (as communicated by the RVBIA).
5. The FESTIVAL MANAGER will also liaise/coordinate with the RVBIA coordinator, entertainment production staff, stage managers and volunteer coordinator(s).
6. Detail all major EVENT activities and prepare master schedule.
7. The FESTIVAL MANAGER will manage the acquisition and implementation of the City of Toronto and Province of Ontario permits and related deliverables (cost to be billed to the RVBIA).
8. The FESTIVAL MANAGER will work with all relevant City of Toronto services (i.e., police, fire, health, by-laws, TTC, etc.) to achieve the EVENT objectives. The RVBIA shall pay for all costs and expenses for all relevant City of Toronto Services.
9. The FESTIVAL MANAGER shall contract security services on behalf of the RVBIA as may be required for the EVENT safety and any other legal requirements in consultation with the RVBIA. The RVBIA shall pay for all costs and expenses for the required security services.
10. The FESTIVAL MANAGER will organize planning meetings according to the approved schedule, with additional meetings when deemed necessary by either party.

### Beverage Garden Logistics and Supplies.

1. The FESTIVAL MANAGER will not directly operate the beer gardens and is not responsible for operations, enforcement, breaches of any kind under the provisions of the LLA; however, the FESTIVAL MANAGER will facilitate logistics are met by suppliers as per agreements, including the design and sourcing of tents, tables, chairs, barricades, and any other reasonable requirements for a site setup of the beverage gardens including consultation with beverage garden sponsors and operators. The FESTIVAL MANAGER shall assist the operators with purchasing, storage and delivery of consumables and other required products for the successful operation of the beverage gardens. The FESTIVAL MANAGER may recommend suppliers and may provide itemized quotations for approval of the RVBIA prior to finalizing of orders.
2. The FESTIVAL MANAGER can provide staff to “service only” all beer gardens with supplies required. This would be on a fee-for-service basis.
3. The RVBIA shall be responsible for appointment and contracting of the beverage gardens operators and the proceeds thereof. The RVBIA is responsible for the costs of all permits, rentals, staffing, including payments to suppliers in accordance with the terms and conditions of agreements made thereof.

### Exhibitor and Vendor Sales

The FESTIVAL MANAGER will act as exclusive sales agent for food and non-food exhibitors and vendors which includes:

- i. Design, develop and execute the Display and Vending sales plan including all rates and fees. Display and Vending rates and fees to be mutually agreed upon by the FESTIVAL MANAGER and the RVBIA.
- ii. Develop, produce, and distribute all Display and Vending sales and reference materials including agreements, rules and regulations and order forms. Cost of all materials to be billed to the RVBIA.

- iii. Receive, and respond to all display and vending related enquiries. The FESTIVAL MANAGER will follow up with previous, concessions, exhibitors, and identify new opportunities.
- iv. Provide ongoing sales reports to the RVBIA.
- v. Print, issue, receive, process, and execute all Display and Vending agreements and invoices and collect all amounts due from the Exhibitors and Vendors on behalf of the RVBIA.
- vi. Make changes to current forms as required by the RVBIA provided that:
  - a. The FESTIVAL MANAGER is still fully covered from a liability perspective.
  - b. It does not create additional work for the FESTIVAL MANAGER.
- vii. Work with the RVBIA Festival Committee Executive as required to achieve optimal member satisfaction and encourage member participation. The RVBIA's input will be required in order to assist all the RVBIA members.
- viii. Ensure that all Exhibitors and Vendors provide a proof of insurance with a minimum of two million dollars in general liability insurance unless waived by the RVBIA in writing.
- ix. Shall notify the RVBIA of the commercial activity of unauthorized exhibitors and vendors and liaise with the appropriate authorities.

## APPENDIX C: Design and Marketing Services

### Graphic Design Service Requirement Examples

1. Prepare an advertising schedule for approval by the RVBIA.
2. Coordinate the design and all graphic work needed for festival advertising, including posters, flyers, banners, pamphlets etc.
3. Collect, file, and ensure the safe transfer of all Sponsor logos, used in marketing, promotions, and Advertising.
4. Review all Sponsor's materials that are placed in media and graphic medium to ensure proper placement.
5. Ensure conformity with approved sponsorship agreements provided by Sponsorship Managers.
6. Assume responsibilities for media purchase and placement according to advertising schedule. *Cost of Advertisement is to be paid directly by RVBIA.*
12. Ensure advertising timelines are strictly adhered to.
13. Obtain copies of published ads and submit to RVBIA Festival Committee Executive.
14. Supply graphic designer for production of Festival flyers, advertisements, posters, banners, etc. (time estimated: 60 hrs.)
15. Track hours for graphic design to be presented to the RVBIA Festival Committee Executive monthly with budget review.

### Website Management

- Update on-line content pre and post event. Including ongoing monitoring to ensure up-to-date information is displayed:
  - Lineup and schedules
  - Description and promotion of key programming features
  - Festival Map
  - Photos
  - Dates/Times
  - Links
  - Sponsor Logos & Content
  - VIP Welcome Messages



## Advertising Service Requirements

- Book ad placements for both English and Polish Advertising in media identified below
  - Posters: TTC Bus Shelter, Streetcar Posters, Subway Posters,
  - TV: CP24
  - Radio: Indie 88
  - Print: Now, Toronto Star, Toronto Tourism
- Coordinate content and graphic design to meet deadlines
- Contact Ad standards to approve commercial content and acquire telecaster number
- Place event notices on multiple free event listing websites (approx. 15)
- Coordinate creative update and installation of bridge banner and other banners
- Coordinate distribution of Shop Poster through volunteer coordinator

*Cost of Advertising to be billed directly to the RVBIA*

## Polish Advertising, Programming and Outreach Services

- Coordinate placement in Polish Media:
  - Polish Business Directory
  - Print: Goniec, Merkuriuz, Wiadomosci, Zycie
  - Radio: Polskie Radio / Radio 7, Radio Polonia
- Book and program Polish Folklore and Dance Groups for Main Stage performances through Polish dance coordinator
- Support the Sponsorship Manager for Poland and International Outreach in efforts to attract new sponsors, funders, and vendors, by providing advice and estimations of costs for proposed and required deliverables.
- Liaise with Polish Congress and other Polish groups for cultural displays and content.

## PROPOSAL CONTACT:

Please submit electronically to:  
Daniele Stoddard, Manager  
Roncesvalles Village BIA  
manager@roncesvallesvillage.ca

## SELECTION PROCESS AND TIMELINE FOR DECISION-MAKING

<b>Questions about RFP due by</b>	<b>December 28, 2022</b>
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