



Request for Proposal

Canada Day 2025 Event Management

RFP #: PRC 25-05

Requested by:

Municipality of North Grenville
285 County Road 44
P.O. Box 130
Kemptonville, Ontario
K0G 1J0

Closing Date and Time:

4:00 PM local time on
February 19th, 2025

Issued on:

January 15th, 2025

For More Information:

recprograms@northgrenville.on.ca

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Introduction

The Municipality of North Grenville (Municipality) is a small town/rural municipality located adjacent to the southern border of the City of Ottawa. As one of the fastest growing municipalities in Eastern Ontario, North Grenville is committed to providing a broad range of amenities and services to its residents and visitors alike.

The Municipality has a mix of rural and urban communities, with a total 2021 population of approximately 17,964 (Source: Statistics Canada). The urban serviced area (formerly the Town of Kemptville) currently serves a population of approximately 6,000. The Municipality has experienced strong growth in recent years and has projected a population of 21,100 by 2031, with the majority of new growth to be expected within the urban serviced area.

The Municipality is seeking proposals from qualified event management firms or organizations to plan, organize, and execute the community Canada Day festivities at Riverside Park on July 1st, 2025.

The event aims to provide inclusive, family-friendly entertainment, celebrate Canadian culture and heritage, and foster community engagement. The selected vendor will work closely with the Municipality to ensure the event's success.

The Municipality will continue to be responsible for the fireworks presentation on Canada Day.

1.0 Requirements of Proposal

1.1 Invitation

The Municipality of North Grenville is seeking proposals from qualified organizations or event management firms to provide plan, organize, and execute the community Canada Day festivities at Riverside Park, Kemptville, on July 1st, 2025.

Bidders are to provide one (1) electronic copy of with the subject heading: "PRC 25-05" and addressed to:

Email to: recprograms@northgrenville.on.ca
Attention: Tammy Hurlbert, Manager of Community and Leisure Services

Proposals must be received at this location **No Later Than 4:00 PM Local Time on February 19th, 2025.**

Proposals received after the above due date and time will not be considered. Fax or mailed submissions will **not** be accepted.

1.2 Format of Proposal

The proposal submission must not exceed **ten (10) single sided pages** (typical letter size, 8 ½" x 11"), using a minimum 11-point font (Arial), excluding appendices. Larger formats, up to 11" x 17" pages will be accepted for display purposes only (tables, figures, charts or graphs). These pages will count as one (1) page each towards the overall total. Any documentation exceeding the maximum ten (10) page limit may not be considered in the evaluation process. All other supporting information (e.g. corporate information, resumes, and project profiles) is to be attached to the submission in the form of appendices.

1.3 Charge for Documents

All documents, including background information, will be provided at no cost. Refer to section 3.6 for a list of background documents to be available to the successful bidder.

1.4 Costs Incurred by Proponents

All expenses incurred in the preparation and submission of proposals shall be borne by the Bidder. No payment will be made for any proposals received, or for any other effort required of or made by the Bidder prior to the commencement of work defined by the proposal approved by the Municipality.

1.5 Acceptance of Terms

All those who submit a proposal represent that they have read, completely understand, and accept the terms and conditions of this Request for Proposal (RFP) in full.

1.6 Insurance

1.6.1 Commercial General Liability

The Proponent shall, at their expense, obtain and maintain in force and effect during the term of the Agreement, Commercial General Liability Insurance satisfactory to the Municipality of North Grenville and underwritten by an insurer licensed to conduct business in the Province of Ontario.

The policy shall provide coverage for Bodily Injury, Property Damage and Personal Injury and shall include but not be limited to:

- a) A limit of liability of not less than \$5,000,000/occurrence with an aggregate of not less than \$5,000,000.
- b) Add the Municipality of North Grenville as an additional insured with respect to the operations of the Named Insured.
- c) The policy shall contain a provision for cross liability and severability of interest in respect of the Named Insured.
- d) Premises and operation liability.
- e) Blanket contractual liability
- f) Products and completed operations.
- g) Tenants' legal liability.
- h) Non-owned automobile coverage.
- i) Broad Form Property Damage
- j) Owners and Contractors Protective Liability
- k) Contingent Employers Liability
- l) Breach of Conditions Clause.
- i) The policy shall provide 30 days prior notice of cancellation

If alcohol will be served at the event, the policy must include liquor liability insurance.

1.7 Municipal Freedom of Information and Protection of Privacy Act

In accordance with MFIPPA, this is to advise that any personal information Proponents provide is being collected under the authority of the Municipal Act and will be used exclusively in the selection process. All proposals submitted become the property of the Municipality. Proponents are reminded to identify in their proposal any specific scientific, technical, commercial proprietary, or similar confidential information, the disclosure of which could cause them injury. Complete proposals are not to be identified as confidential. The information contained in this proposal document may be utilized by the proponent solely for the purpose of preparing a proposal for submission to the Municipality. Any other use of the information for any other purpose is not authorized by the Municipality.

1.8 Clarification

All inquiries regarding this RFP are to be directed to the individual identified below. Inquiries must be received by email no later than January 29th, 2025. All inquiries received and the responses provided will be communicated to inquirers directly and posted on the municipal website by way of written addendum(s), no later than 5:00 p.m. on January 31st, 2025, without naming the source of the inquiry.

Attention: Tammy Hurlbert
Manager of Community and Leisure Services
recprograms@northgrenville.on.ca

2.0 Terms of Payment

The successful Proponent shall receive the full event budget in the amount of \$20,000.00 upon award of contract. If the proponent does not spend the full allocation, remaining funds must be returned to the Municipality within 60 days of the event. The Municipality asserts no claim over event sponsorships secured by the proponent; however the proponent must follow the terms laid out by the municipality with regards to sponsorship and must reflect all sponsorship in the final event report.

2.1 Proposal Validity

Proposals shall remain valid and open for acceptance by the Municipality for a period of sixty (60) calendar days following the deadline for receipt of proposals.

2.2 Follow-On Contracts

The Municipality reserves the right to award additional consecutive event years to the successful proponent at their sole discretion, and fees for any follow-on contracts shall be based on the same unit or per diem rates proposed under this RFP, unless negotiated and approved otherwise.

The Municipality also reserves the right to request competitive proposals for subsequent phases of the project (annual events) if deemed to be in the best interests of the Municipality of North Grenville at their sole discretion.

3.0 Terms of Reference

3.1 Background

Canada Day (July 1) is an important community celebration that is supported financially by the Municipality of North Grenville.

In previous years a variety of models have been used to coordinate the main community event in Riverside Park, Kemptville, including partnerships with local organizations who have lead event coordination and delivery, and event coordination by municipal staff.

There are also complimentary events coordinated annually by community organizations and hosted in the adjacent Legion, as well as in the local hamlet of Oxford Mills.

The Municipality continues to be responsible for the fireworks display at dusk.

3.2 Objectives

The objectives with regards to this event are:

- Deliver a high-quality, well-organized community festival that attracts residents and visitors.
- Showcase Canadian culture, heritage and diversity.
- Ensure activities are inclusive, accessible, and engaging for all ages and abilities.
- Create an event that aligns with municipal values and guidelines.

3.3 Scope of Work

The successful proponent will be responsible for the following:

Event Planning and Coordination:

- Develop a comprehensive event plan, including site plan, timelines, activities, and deliverables.
- Coordinate with municipal departments and other agencies to ensure compliance with all applicable regulations and secure required permits (through an FSEAT application: <https://www.northgrenville.ca/community-and-culture/recreation/arts-and-culture/festivals-and-special-events-policy-and-application>)

Program Development:

- Design a diverse lineup of activities, including but not limited to:
 - Live entertainment (e.g., music, dance, performance).
 - Family-friendly activities (e.g., inflatables, games, crafts).
 - Cultural displays/workshops.
 - Opportunities for local talent, businesses, and organizations to participate.
- Collaborate with local community groups, non-profits, and cultural organizations to enhance programming.

Vendor and Partner Management

- Identify and contract vendors for food and beverage services.
- Vendor market opportunity for local artists, businesses, and organizations.
- Ensure all vendors and partners comply with all regulations, health and safety, and licensing requirements.
- If the proponent chooses to seek event sponsorship, a sponsorship plan must be created by the proponent and approved in advance by the Municipality. Securing and managing sponsors and funds would be the responsibility of the proponent.

Marketing and Promotion

- Develop a marketing strategy to promote the event, including:

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- Social media
 - Posters, flyers, and other print materials.
 - Outreach to local media and influencers.
 - Digital content for municipal channels (website, social media).

Logistics and Operations

- Oversee event setup, execution and teardown.
- Coordinate infrastructure needs, including staging, tents, furnishings, power, sanitation, etc.
- Arrange for any necessary security, first aid, and crowd control measures.
- Ensure the site is clean and restored post-event.
- Where volunteers are needed, the proponent is responsible for recruitment, training and management.

Budget Management

- Develop and manage a detailed budget, ensuring cost-effectiveness and adherence to municipal guidelines.
- Manage vendor payments.
- Manage and report any sponsorship receivables.
- Manage and report any other revenues (e.g., alcohol sales, merchandise).
- Provide budget updates upon request to the Municipality and include a financial summary in the post-event report.

Inclusivity and Accessibility

- Ensure the event is inclusive of all community members by:
 - Providing wheelchair-accessible facilities and pathways wherever possible.
 - Incorporating bilingual (English and French) marketing, signage, and programming where possible.
 - Offering activities and services catering to diverse cultural backgrounds and age groups.

Sustainability

- Implement sustainable practices including:
 - Waste reduction and recycling initiatives.
 - Encouraging eco-friendly vendor practices.
 - Reducing the event's environmental impact wherever possible.
 - Alignment with Municipal Blue Community Policy.

3.4 Deliverables

- The vendor must deliver the following:
 - Draft detailed project plan, site plan, timeline, and promotional plan, submitted within 4 weeks of contract award.
 - Contact information for all participating partners, vendors, and volunteers.
 - Copies of marketing materials.
 - Participation in the FSEAT event approvals process.

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- Community Canada Day festival hosted in Riverside Park, Kemptville, on July 1, 2025.
 - Final event report within 4 weeks of event, including final revenues and expenditures, attendance (with postal code survey), any event feedback received, and recommendations for future events.

3.5 Public Consultation

The proponent is not required to undertake formal public consultation, however, should capture, consider and share with the Municipality any public input with regards to the event that they receive.

3.6 Project Reporting

The proponent shall report through the Manager of Community and Leisure Services to the Director of Parks, Recreation and Culture.

3.7 Background Documents Provided

The following documents will be made available electronically following the award of the contract:

1. 2024 Event Schedule and Site Plan;
2. 2024 Contact List of Participating Partners and Vendors;

3.8 Summary of Key Dates for Proposal

Distribution of RFP	January 15, 2025
Submission of proposal	February 19, 2025
Consultant Clarification Question Submission	January 29, 2025
NG Clarification Answer Distribution	January 31, 2025
Bidder interview (if necessary)	February 24-27, 2025
Anticipated award of assignment (at the latest)	February 28, 2025

4.0 Evaluation Criteria

The successful proponent will possess the requisite technical skills to deal with the complex matters to be addressed in the scope of work and will be required to work directly with Municipal staff, the project manager, the public, agencies and stakeholders in a professional manner.

To achieve this, the Municipality is interested in a firm, which in addition to sound technical qualifications, exhibits such skills as timeliness, diplomacy, tact, strong communication ability (both written and verbal) and an understanding of the municipal culture.

4.1 Basis of Selection

The Municipality intends to recommend the appointment of the Proponent based on best overall value and fit, based upon a review of the event proposal, and the Bidder interview (if necessary). The Proponent appointment is subject to approval by the Municipality in accordance with the provisions of the Procurement By-Law.

4.2 Selection Criteria

A total of 100 points will be allocated to each proposal, as follows:

Category	Available Points
Technical:	
Qualifications and Experience of Company	15
Qualifications and Relevant Experience of Project Team	10
Understanding of Objectives	20
Quality of Approach and Methodology	20
Proposed Work Plan and Schedule	15
Sub-total	80
Financial:	
Fees and disbursements (including sub-consultants)	20
Total	100

Financial points will only be awarded to submissions that have achieved a minimum score of 60 out of 80 points on the technical evaluation criteria. Proposals that do not meet this minimum score will be deemed non-compliant and will be given no further consideration.

Technical proposals scoring 60 points or higher will be evaluated financially, on the following basis:

The lowest event management/administrative cost submitted will be awarded 20 points, and the other event management/administrative cost proposals will be awarded points based upon the percentage difference between the Bidder's management/administrative cost and the lowest proposal cost, e.g.

$$\text{Points} = 20 \times \{1 - [(\text{Bidder's management cost} - \text{Lowest}) / \text{Lowest}]\}$$

4.3 Submission Requirements

4.3.1 Qualifications and Experience of Company

Provide a brief company profile and recent relevant experience. Provide three (3) similar projects completed by your firm including as a minimum, one (1) project completed in the last five (5) years. Provide client references for each project.

4.3.2 Qualifications and Recent Relevant Experience of Project Team

Provide the qualifications, recent relevant experience and responsibility of each member of the project team (Project Manager, key team members, sub-consultants/other staff).

4.3.3 Understanding of Objectives

Describe your understanding of the assignment, including overall scope and objectives, your event planning process, note any issues that may require specific attention. While we do not expect a detailed event plan, we are asking for your broad vision for this event, who is the audience you will target, what experiences they might expect to enjoy, and how your event will align with the other community events that day. Provide details of expectations of support (if any) from Municipal staff for event delivery.

4.3.4 Quality Approach and Methodology

Describe the approach and methodology to be followed in completing all aspects of the assignment to achieve the stated project objectives.

4.3.5 Proposed Work Plan and Schedule

Provide a work plan and schedule to illustrate the breakdown of the major project tasks.

The Bidder shall outline the measures that it has in place to ensure the project delivery and cost control meet the needs of the Municipality.

4.3.6 Fees and Disbursements

The Bidder is to provide a cost breakdown of the proposed budget, including all fees, sub-consultants and disbursements, but exclusive of HST, to complete this assignment in accordance with the services detailed herein in the Bidder's proposal. The total Municipal contribution to this event budget will be \$20,000.00.

The breakdown of fees shall be presented in a table format identifying the expense type and planned expenditure. Management/Administrative Fees should be the first expense type and amount in the chart. Examples of other expense types include Entertainment, Equipment Rental, Event Supplies, Marketing, Meals and Travel, etc. A chart for projected revenues should be included if the Bidder expects to receive any other event revenues (sponsorship, tickets, alcohol sales, etc.).

4.4 **Consultant Interviews**

Up to three (3) of the highest rated proposals **may** be invited by the Municipality to attend an interview to present and discuss their proposal. Interview details and evaluation criteria will be provided at the time of notification of request to attend an interview.

5.0 Special Terms and Conditions

Submission of a proposal constitutes acknowledgement the proponent has read and agrees to be bound by all the terms and conditions of the Request for Proposal.

The Municipality will not make any payments for the preparation of the response to the Request for Proposal. All costs incurred by a proponent will be borne by the proponent.

This is not an offer. The Municipality does not bind itself to accept the lowest price proposal or any proposal submitted.

The Municipality has the right to cancel the Request for Proposal at any time and to reissue it for any reason whatsoever, without incurring any liability and no proponent will have any claim against the Municipality as a result of the cancellation or re-issuing of the Request for Proposal.

The Proponent acknowledges that the Municipality shall have the right to reject any, or all, proposals for any reason, or to accept any Proposal which the Municipality in its sole unfettered discretion deems most advantageous to itself. The lowest, or any, Proposal will not necessarily be accepted and the Municipality shall have the *unfettered* right to:

- (i) Accept a non-compliant Proposal;
- (ii) Accept a Proposal which is not the lowest Proposal; and
- (iii) Reject a Proposal that is the lowest Proposal even if it is the only Proposal received.

The Municipality reserves the right to consider, during the evaluation of Proposals:

- (i) information provided in the Proposal document itself;
- (ii) information provided in response to enquiries of industry references set out in the Proposal;
- (iii) information received in response to enquiries made by the Municipality of third parties apart from those disclosed in the Proposal in relation to the reputation, reliability, experience and capabilities of the Proponent;
- (iv) the manner in which the Proponent provides services to others;
- (v) the experience and qualification of the Proponent's senior management, and project management;
- (vi) the compliance of the Proponent with the Municipality's requirements and specifications; and
- (vii) innovative approaches proposed by the Proponent in the Proposal.

The Proponent acknowledges that the Municipality may rely upon the criteria which the Municipality deems relevant, even though such criteria may not have been disclosed to the Proponent. By submitting a Proposal, the Proponent acknowledges the Municipality's rights under this Section and absolutely waives any right, or cause of action against the Municipality, by reason of the Municipality's failure to accept the

Proposal submitted by the Proponent, whether such right or cause of action arises in contract, negligence, or otherwise.

If a contract is to be awarded as a result of the Request for Proposal, it will be awarded to the proponent whose proposal, in the Municipality's opinion, provided the best potential value to the Municipality and is capable in all respects to fully perform the contract requirements and the integrity to assure performance of the contract obligations based on the objective assessment outlined above.

If the Municipality decides to award a contract based on a submission received in response to this Request for Proposal, the successful proponent will be notified of the intent to award in writing, and the subsequent execution of a written agreement shall constitute the making of a contract. Proponents will not acquire any legal or equitable rights or privileges whatsoever until the contract is signed by both parties.

In the event of any inconsistency between the RFP and the contract, the contract shall govern.

The Municipality reserves the exclusive right to determine the qualitative aspects of all proposals relative to the evaluation criteria. Unsuccessful proponents will be provided with a verbal debriefing on the evaluation of their submission after the selection process has been completed, if so requested.

Proponents may not amend or withdraw their proposals after the closing date and time.

Proposals will be evaluated as soon as practicable after closing time.

The proposals and accompanying documentation submitted by the proponent are the property of the Municipality and will not be returned.

Proponents are advised that all communications with the Municipality related to this RFP during the bidding process must be directly, and only, with the individual nominated in section 2.5.