



Request for Proposal for Spokane Bike Swap & Expo Event Planner

Deadline to apply: Friday, August 25, 2017

OVERVIEW

This Request for Proposal (RFP) is issued by Friends of the Centennial Trail and the Spokane Bike Swap & Expo Planning Team. The purpose of this RFP is to establish a contract with a qualified fundraising event planner to manage the execution of Spokane Bike Swap & Expo (www.SpokaneBikeSwap.com), a unique, six-year old fundraising event held annually on the second Saturday in April.

With the event founders retiring, but remaining in a training/support role, and an experienced, dedicated planning team assigned to many of the tasks outlined below, this Event Planner will be surrounded by a supportive network. They will direct all work needed to host a successful event, including securing sponsorships, confirming exhibitors, coordinating online bike consignment sales, day-of-event coordination, budget management, programming, implementation, and analysis. For more detailed information see the Scope of Work section below.

ORGANIZATION INFORMATION

In 1979, Spokane County Parks proposed a bicycle/pedestrian pathway along the river from Argonne Road to the Idaho state line. By 1992, thanks to the cooperation of the entire community, roughly 30 miles of safely separated Spokane River Centennial Trail were completed. As Centennial Trail construction reached its end, the steering committee came up with the concept of the "Friends of the Centennial Trail." In 1991, Friends of the Centennial Trail (www.spokanecentennialtrail.org) became a 501 (c)(3) non-profit Washington corporation, dedicated to the ongoing support of the public sector for the development, operation, maintenance, and enhancement of the Spokane River Centennial Trail and adjacent parklands.

The Centennial Trail is a State Park, administered by the Washington State Parks and Recreation Commission, and is maintained through the provisions of a Cooperative Agreement among the commission and the city and county parks departments. A Coordinating Council comprising members of state, city, and county parks representatives, as well as a member of the Friends of the Centennial Trail, are responsible for implementation of the Cooperative Agreement. Today, the Spokane River Centennial Trail spans nearly 40 miles in Washington and 24 miles in north Idaho, welcoming 2.5 million users each year!

Friends of the Centennial Trail raise funds to impact Centennial Trail completion and maintenance work. Donations to our Trail Builder's Fund are designated for this purpose and include all Spokane Bike Swap & Expo proceeds. In six years, over \$160,000 in Bike Swap proceeds have enhanced our Trail Builder's Fund as follows:

2017

\$5,000 gift for updated Centennial Trail maps and 35 Trail kiosk maps.
\$100 for supplies to mark the Centennial Trail detour through Riverfront Park during reconstruction.
\$18,500 gift to the City of Spokane for Mission Gap Phase 1 surface improvements. Construction in fall, 2017.

2016

\$5,000 pledge to City of Spokane for South Gorge Trail construction.

2015

\$20,000 gift to Washington Parks & Recreation Commission for Nine Mile Falls Centennial Trail Northwest Extension. Construction in 2016.

\$10,000 pledge for the Centennial Trail gap realignment at Carlson Road in Nine Mile Falls. Construction between 2018-2020.

\$9,200 gift to City of Spokane Parks and Recreation for thermoplastic asphalt decals for the Centennial Trail between Mission Park and TJ Meenach Bridge.

2014

\$1,300 gift for Centennial Trail logo mile marker signs.

\$1,600 gift for a Wayfinding Internship Study with Eastern Washington University.

2013

\$450 gift to Spokane County for three Bike Route, three directional and two Stop signs at state line Gateway Park.

\$5,000 gift for updated Centennial Trail maps, Google map, 19 Trail kiosk maps & upgraded FCT website.

\$12,500 gift to Riverside State Park for an asphalt repair machine.

2012

\$7,000 gift for Barker area washout repairs.

\$17,500 gift to Spokane County for the State Line Gateway Park Trail realignment.

2011

\$1,500 gift to Washington Park and Recreation Commission for parking lot construction for Islands Trailhead, at Maringo Drive.

\$1,000 gift for bump repairs at Barker Road area.

EVENT DESCRIPTION

Our Mission: Spokane Bike Swap & Expo seeks to improve the health of our community by providing an inclusive venue with a wide range of affordable bicycles, bicycle related products and services while raising money to help preserve the Spokane River Centennial Trail.

Our History: Spokane Bike Swap & Expo was initiated by the Spokane County Commute Trip Reduction Office, in conjunction with Sterling Bank. Partnering with the Friends of the Centennial Trail, the volunteer Bike Swap Team coordinate this one-day event and lead active roles in the community.

Spokane Bike Swap and Expo is the biggest “garage sale” for used bicycles in our region and offers something for everyone. It is a wonderful way to donate or consign bikes you have outgrown, don’t ride

or want to upgrade. It also provides affordable bikes for those who cannot afford to purchase a new one.

2017 By the Numbers:

2,403 Attendees, 140 Volunteers and 200 Exhibitor Staff

24 Sponsors

63 Exhibitors

828 Bikes Registered for Sale; 626 Bikes Sold

52 Donated Bikes

225 Bike Helmets Given to Children

Our goals are to celebrate biking in our community, increase public awareness, provide a community service, sustain net revenue (between \$26,000-\$36,000 per year) and have a successful, fun family-oriented event that is enjoyed by all.

SCOPE OF WORK

To realize the above, Friends of the Centennial Trail and the Bike Swap Team seek an innovative fundraising event planner to provide the following services:

1. General Management and Financial Operations:

- Follow the planning timeline and enhance the action plan.
- Develop the event budget and financial procedures, based on event history and future goals.
- Manage vendor identification, negotiating and contracting.

2. Event Marketing:

- Update and execute the marketing and communication plan.
- Ensure timely execution of all creative associated with the event. This includes: website, social media, print, earned/paid media advertising, sponsor and exhibitor packets, admission passes, posters, press kits, press materials, signs, sponsor signage, advertising materials, etc.

3. Online Bike Registration and Sales:

- Coordinate IT process for bike consignment registration, check-in, event sales and pay-out.
- Coordinate payment vendor relationship, procedures and execution.
- Audit and update the IT process after the event.

4. Sponsorship:

- Develop sponsorship strategy; review and update sponsorship levels and benefits.
- Pursue sponsorship commitments, bringing ideas and contacts for new partnerships.
- Track the fulfillment of sponsors' benefits – logo inclusion, etc.

5. Exhibitors:

- Review and update exhibitor levels and benefits.
- Pursue exhibitor commitments, bringing ideas and contacts for new partnerships.
- Track the fulfillment of exhibitor benefits – logo inclusion, etc.

6. Event Management:

- Manage general event logistics, such as venue coordination, contracts, entertainment, floor plans, signs, décor, volunteers & staffing, technical equipment, security, emcee, protocol management of VIP guests and dignitaries, and any other relevant tasks as required.
- Utilize and manage the volunteer Bike Swap Planning Team with regularly scheduled meetings, including written agendas, meeting minutes and shared contact information.

- Ensure all applicable licenses and appropriate insurance coverage is acquired.
- Create and execute volunteer program, meeting and training.
- Submit a post-event evaluation report with recommendations to Friends of the Centennial Trail and the Bike Swap Team.
- Other duties as assigned.

7. Day of Event:

Supervise all aspects of the event and manage the logistics and onsite supervision of the event – as mentioned in event management above.

8. Other:

Meet regularly as required with Bike Swap Planning Team and Friends of the Centennial Trail to provide updates on progress, issues, resources and budget matters.

REQUEST FOR PROPOSAL PROCESS

This RFP represents the opportunity to be involved in the creation and delivery of the annual Spokane Bike Swap & Expo.

The contract is not full-time, however it will last over a period of nine (9) months. Friends of the Centennial Trail will negotiate a contractual agreement with the preferred consultant. By responding to this RFP, the applicant understands that they will be fully responsible for meeting the requirements of the RFP and will execute the necessary tasks to make sure that the event is successfully completed.

Friends of the Centennial Trail reserve the right to accept or reject, in whole or in part, any and all submissions/responses to this RFP. Note that the information in this RFP represents the vision of Spokane Bike Swap & Expo at this time, and is subject to change as the project moves forward.

Questions: Participants may ask questions about the RFP by sending them in writing via email to Loreen McFaul, Executive Director of Friends of the Centennial Trail, at friends@spokanecentennialtrail.org.

Confidentiality: All submissions will be treated as confidential between Friends of the Centennial Trail and each participant. We will not disclose their contents to other participants or the general public. Friends of the Centennial Trail reserve the right to discuss submissions with its Board of Directors and related parties.

Contractual status: Friends of the Centennial Trail is not bound to accept any response to this RFP. Participants should be aware that no contractual relationship with Friends of the Centennial Trail will arise upon submission to the RFP. All submissions become the property of Friends of the Centennial Trail.

Application: All applicants must submit the following information:

- 1. Name and # of employees.**
- 2. Mailing Address**
- 3. Short description of work history in planning of fundraising events.**
- 4. Description of event planning services offered.**
- 5. Two (2) professional references, including contact information.**
- 6. Two (2) event references (including a description) for events of similar size/type that the event planner has coordinated.**

7. Explanation and listing of all costs and fees applicant proposes to charge the organization for event planning services.

8. If coordinating other fundraising events in eastern Washington/north Idaho area, please address any conflict of interest related to the other events.

RFP SCHEDULE

- **RFP issued:** Wednesday, July 26, 2017
- **Proposals due:** Noon, Friday, August 25, 2017

Offerors must submit one (1) original hard copy of the proposal to:
Loreen McFaul, Executive Director, Friends of the Centennial Trail
P.O. Box 351
Spokane, WA 99210

Responses received after the stated time will not be considered.

- **Review of Proposals:** by Friday, September 1, 2017
- **Intent to Award Contract:** by Wednesday, September 6, 2017