

GRIZDAYS

REQUEST FOR PROPOSAL





Request For Proposal (RFP)

Event Management: Griz Days Festival 2025

The Fernie Chamber of Commerce (FCoC) is seeking a qualified and experienced event producer to manage the planning and execution of the Griz Days Festival in 2025, which will be held in person, outdoors in Fernie, BC the first weekend of March.

LINKS

Instagram: [@ferniegrizdays](#)

Facebook: [@GrizDays](#)

Website: [ferniegrizdays.com](#)

Magazine: [2024 Griz Days Magazine](#)

TIMELINE

RFP Issue Date: July 25, 2024

RFP Closing Date: August 23, 2024

Interview & Candidate Selection Period: August 28-30, 2024

Contract Start Date: September 9, 2025

Event Date: February 28 – March 2, 2025

Location: Fernie, BC

ABOUT THE FERNIE CHAMBER OF COMMERCE (FCoC)

The Fernie Chamber of Commerce is a not-for-profit, membership-driven business association representing nearly 300 businesses in Fernie and the surrounding area. Our focus is on building strong businesses in a resilient community and our programming, and advocacy are designed to support our members and fulfill our mission. The Chamber's core operations are funded by annual membership fees and fundraising activities.

ABOUT GRIZ DAYS FESTIVAL

The Fernie Chamber of Commerce has proudly hosted Griz Days since 1977, establishing it as Fernie's most beloved winter heritage festival. Griz Days is the premier winter event in Fernie, celebrating the winter season with a variety of activities and events during the first weekend in March. This yearly event has grown to draw in up to 10,000 attendees over the weekend. The festival features a logging show, bed races, food tents, a parade, beer gardens, smooch ski races, an extreme Griz competition, live music, fireworks, and more. In 2023, Griz Days was crowned the 'Best Mountain Festival' by Avenue Magazine's Best of The Mountain ballot. This honor attests to the charm and vibrancy of the event, drawing both locals and visitors from afar.



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GRIZ DAYS 2025

2025 will mark the 48th Griz Days Festival. What began as a modest Wild West scene on 2nd Avenue, complete with a pig roasting on an open barbecue and straw bales lining the sidewalks, has evolved into a major winter festival featuring multiple events and entertainment that draw thousands of visitors and locals to this family-friendly, free event. Each year, Griz Days grows in popularity, attendance, and the variety of entertainment offered. This rapid expansion has begun to exceed the Chamber's capacity to manage the event effectively. To continue delivering the high-quality experience and continuing to introduce new attractions that attendees expect, we are seeking proposals from experienced event management companies to oversee the planning, coordination, and execution of the annual Griz Days festival.

Due to the event's success and continuous growth, the FCoC requires an event management team with proven experience and expertise in handling large-scale outdoor events with complex logistics.

DELIVERABLES

Scope of Service

The selected company will be responsible for the following:

- **Event Planning and Coordination:** Event conception, planning, production, and overall event management and coordination. Develop and update a detailed project plan/critical path for Griz Days with estimated delivery dates and an agreed-upon budget, which details anticipated tasks and expenses. Highlight and celebrate our unique town and traditions through a diverse range of events. Incorporate traditional events such as the bed races, extreme Griz competition, Griz day parade, smooch ski races, fireworks and more.
- **Execution & Logistics:** Develop a site map of the event space downtown and share this with applicable businesses and vendors. Manage all logistical aspects of the event including site selection, equipment rental, setup, and teardown. Be available on-site for the entire duration of the event including equipment set-up, event execution days, and tear-down cleanup.
- **Event Schedule & Community Involvement:** Draft, plan and manage the full event schedule for the pre-events the week leading up to the weekend and the full weekend of events. Maintaining relationships with local community businesses including them and their events in the official event schedule. Offer a variety of events and entertainment that cater to all age groups, abilities, and interests.
- **Budget:** Develop and manage a comprehensive detailed budget.
- **Sponsorship Soliciting/Management:** The event funding comes from corporate and community sponsorships, and financial support will need to be secured and maximized



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through grant and local/corporate sponsorship funding. Secure \$70,000 in grants and sponsorships for all planned activities, equipment, staff and supplies for this festival.

- **Mascot management:** Hire two people to be the Griz mascot and the mascot wrangler. Develop a schedule for them to promote the event the week before by appearing at local events, restaurants, schools and more. Create a schedule for the weekend of events for them to appear at.
- **Community Not-for-Profit Fundraising:** Organize and run the Griz Most Wanted program, a fun platform for community organizations to get into the spirit of Griz Days and raise money for their organization. This includes scheduling the Griz Days Jail.
- **Vendor Management:**
 - **Food vendors:** Source out food trucks or tents for the Saturday events. Manage logistics of arrival, set-up and general information for each group.
 - **Beer Gardens:** Plan and execute a beer garden at the event site with volunteers.
 - **Entertainers:** Source and hire live music entertainment, lighting or other show entertainment & pyrotechnic engineer.
 - **Equipment suppliers:** Source and hire traffic control company, tents and fencing, and speakers/sound/AV equipment, and other equipment/supplies necessary for the events.
- **Permit and Compliance:** Ensure all necessary permits are obtained and all local regulations are followed. This includes:
 - City of Fernie - road closures, equipment rentals, and special event permits
 - Liquor Board of BC special event permit
 - The Fernie Arts Station stage permit
- **Safety and Security:** Plan and implement comprehensive safety and security measures for the duration of the festival including hiring and coordinating a traffic control company, a security company, first aid responders, and notifying local police and firefighters.
- **Pin Design and Distribution:** Plan and collaborate with FCoC on color scheme for the 2025 Griz Pin. Work with the local Rotary Club of Fernie to sell and distribute pins for February and event weekends.
- **Volunteer Coordination:** Manage volunteers' recruitment (roughly 80 volunteers), registration, scheduling, and supervision. Plan and execute a volunteer party at the end of the weekend.
- **Marketing and Promotion:** Develop and execute a marketing plan that includes social media campaigns, local media partnerships, outside-of-town outreach, community engagement activities, radio advertisements, and collaboration with local DMO.
 - **Website:** Manage and update the website with the new colors, schedule, funds, pins, and more.
 - **Socials:** create a social media plan, design content and engage with users on our social media platforms by managing these accounts.



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- **Print:** design ads for the local publications to promote the event. Design posters to be displayed around town at local businesses promoting Griz Days events.
- **Radio:** Develop radio advertisements and submit them to local radio stations highlighting the event and sponsors for Griz Days.
- **Magazine Production:** Oversee the production of the Griz Days magazine, including content creation, design, securing adverts, printing, and distribution.
- **Boost Local Economy:** Stimulate the local economy by attracting visitors and encourage spending locally through our campaigns “spenditinfernie” or “spenditlikethegriz”. Promote local shops, restaurants, and services through strategic partnerships and promotions.
- **Represent the Fernie Chamber of Commerce:** Represent the Fernie Chamber of Commerce in a professional manner and respond to all inquirers in a reasonable time.
- **Reporting:** Produce detailed post-event reports for all the sponsors that include attendance, financials, feedback, hotel occupancy, and other requirements from Resort Municipality Initiative required reporting.
- **Other:** Address any additional tasks or responsibilities that may arise, which are not specifically listed or described above.

PROPOSAL REQUIREMENTS

Interested individuals(s) or firms should respond to FCoC no later than **Friday, August 23, 2024**. A shortlist of vendors will be invited for virtual interviews between **August 26-30, 2024**, with the final vendor selection made by **Wednesday, September 4, 2024**.

Please respond in a maximum of EIGHT (8) pages with:

1. An overview of your approach for the deliverables required including a tentative project timeline (sample attached as Appendix 1)
2. A summary of your firm’s background, and profiles of the team members who will be involved in the project, including their relevant outdoor event experience. Experience working in smaller rural resort municipalities is considered an asset.
3. A quote for services including vendor fees and disbursements. This should include the project-based fixed fees, including a description of all costs and fees that you propose to charge FCoC, and hourly rates of the event production team.
4. A list of three (3) references for whom you have performed similar event services.
5. Any additional information you believe will be relevant to the RFP and the event producer’s capability to provide the services or industry reputation.



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PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated and weighted based on the following criteria:

1. **20% Experience, Expertise, and Operational Capacity:** Proven track record in managing large-scale community festivals, including the ability to manage complex logistics and coordinate multiple activities concurrently.
2. **20% Creativity and Vision:** Innovative ideas and approaches for enhancing and animating the festival experience.
3. **20% Cost Effectiveness:** Competitive pricing and value for money.
4. **20% References:** Strength of past client feedback and successful outcomes.
5. **20% Interview:** Evaluation based on the candidate's performance during the interview, including their clarity and depth of understanding of the project, their event proposal, and their overall alignment with the FCoC's expectations for the event.

Proposals to be sent via email, PDF file format to:

Wendy McDougall, FCoC Executive Director

Email: wendy@ferniechamber.com

Cc: events@ferniechamber.com

While we thank everyone for taking the time to submit a response, only those shortlisted for an interview will be contacted.

ACKNOWLEDGMENT

By submitting a proposal, the applicant acknowledges that it has read this RFP, understands it, and agrees to be bound by its requirements. The applicant understands and agrees that they are solely responsible for its own business expenses, except for pre-approved, reasonable business expenses related to the event such as travel accommodations. The applicant agrees to keep their fixed fee and other terms of their engagement open for at least sixty (60) days past the submission deadline. Once the event management firm is selected, FCoC and the selected event management must execute a contract prior to the selected event producer commencing services. The event producer agrees that the contract will be a complete and exclusive agreement and will supersede all prior communications between the parties. Should FCoC and the selected applicant be unable to agree on the terms of a contract within a reasonable time (at FCoC's sole discretion), FCoC reserves the right to suspend or terminate negotiations without notice, and to pursue negotiations with another applicant. Any Griz Days 2025 event management Request for Proposal suspension or termination of negotiations shall be without liability to FCoC or the selected event management (s). FCoC may terminate this process (in its sole discretion) and issue a new RFP for the requested services. Each applicant shall assume all fees and costs (including but not limited to legal fees) incurred in responding to this RFP and negotiating the contract with FCoC. FCoC shall bear no liability for any costs, fees, or liability incurred in connection with this RFP or any responses thereto.



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Appendix 1 – Sample Deliverables Timeline

September: Initial Planning, Vendor and Partner Coordination

- Onboarding and establishing a team.
- Establish overall objectives and theme for the event.
- Conduct venue and vendor search and finalize bookings.
- Conduct requests for equipment rentals, and traffic control companies.
- Sign contracts with vendors.
- Submit applications to The City of Fernie.
- Identify potential sponsors and partners.
- Develop a budget.
- Develop a high-level schedule of events.
- Decide color-way for the 2025 Griz Days Pins.
- Develop sponsorship packages.
- Update the website with dates and basic information.
- Develop a magazine (or app) ad sale package.

October: Marketing and Promotions Start

- Develop a marketing and communications plan.
- Design promotional materials.
- Update Griz Days website.
- Reach out to businesses and community organizations to participate.
- Secure sponsorship for event and magazine.

November: Detailed Event Planning

- Plan detailed logistics for each event and activity.
- Confirm all permits and requirements.
- Start to gather material and content for the magazine.

December:

- Magazine design (or app).
- Establishing the official schedule with all user groups and Griz Days core events.
- Collect Griz Most Wanted community group information.

January:

- Finalize Griz Days magazine (or app) to be printed or to go live.
- Develop a volunteer schedule and set up a registration platform.



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- Populate monthly Griz days posts in Hootsuite for social media.
- Update participant waivers.
- Post events on Facebook.
- Planning for Griz Days core event logistics: Jr. Griz competition, Parade, Extreme Griz Competition, Bed Races, Smoosh Ski Races, fireworks, live music.
- Logistics for the beer garden.
- Set up event registration.
- Set up volunteer registration and start recruiting volunteers.
- Work with vendors on downtown set-up and logistics.

February:

- Griz pin distribution.
- Griz Days Magazine distribution.
- Promote online schedule.
- Promote event registration.
- Develop safety plans for each event.

March:

- Execute the weekend events including site inspections, set-up, and tear-down.
- Host a volunteer appreciation party.
- Event invoicing.
- Event sponsorship reporting.
- Grant reporting.
- Thank you posts on socials.
- Announce the winner of the Griz Pins draw.
- Update website with fundraising totals (Griz Most Wanted)