



Request for Proposal
Asbury Park Oysterfest 2012

RFP CONTENTS

Introduction
Our Goal
Our Process
Your Qualifications and References
Our Evaluation Criteria
Submission Information

INTRODUCTION

The Asbury Park Chamber of Commerce has become a significant resource for the emerging business community in Asbury Park. Membership is strong and growing. As part of our commitment to the business community, the Chamber oversees several monthly and annual events aimed at attracting consumers to Asbury Park.

This RFP is for the production and execution of Asbury Park Oysterfest, which is owned by the Asbury Park Chamber of Commerce and has taken place for the past five years in mid September. Asbury Park Oysterfest is a community festival that draws approximately 10,000 visitors from Monmouth County, NJ and the surrounding areas. Asbury Park Oysterfest serves as a significant fundraiser for the Chamber which helps to fund marketing and promotion objectives throughout the year for its membership.

In previous years, Asbury Park Oysterfest has been a two day event on Lake Avenue in downtown Asbury Park. The event has included; food, beverage, music, entertainment, carnival rides, local vendors and of course oysters! The Chamber is open to proposals that include a festival site on Cookman Ave, Lake Ave or Ocean Ave.

OUR GOAL

The Asbury Park Chamber of Commerce is seeking an event production partner that will license the rights to produce Asbury Park Oysterfest for 2012 during the weekend of September 8 - 9, 2012. The minimum bid for a two-day event is a \$10,000 flat fee to The Chamber of Commerce. Additionally, all revenue-sharing opportunities will be factored into the selection process.

OUR PROCESS

The Asbury Park Chamber of Commerce is inviting prospective event producers, or other qualified entities or organizations, to answer this RFP. Qualified candidates must respond in writing by the submission deadline and answer the RFP in its entirety. Proposals will be considered based on capabilities, creativity, costs and a thorough description of the services offered which satisfy the requirements of the RFP. A minimum of two companies will be selected for final presentation to the APCC Marketing Committee. You will be notified by an Asbury Park Chamber of Commerce representative if your company is chosen for a presentation.

YOUR QUALIFICATIONS AND REFERENCES

A proper response to this RFP will include comprehensive information regarding the list below.

1. Years of experience
2. List of clients; including date and type of last involvement (clients provided, may be contacted for references)
3. Examples of work on similar events to Asbury Park Oysterfest
4. Sample timelines/production schedules
5. Types of community events have you produced in the past
6. What kind of attendance have these events generated?
7. What is your strategy for inclement weather?
8. How do you manage each of the following venue logistics:
 - a. Fencing, if necessary
 - b. Public Safety & Security
 - c. Emergency services
 - d. Power
 - e. Equipment
 - f. Trash and sanitation
 - g. Staging for musical acts
 - h. Parking
 - i. Staffing
9. What kind of entertainment and musical acts have you booked in the past?
10. How do you market and promote an event?
11. Please provide examples of videos, brochures, and or posters from previous events you have produced.
12. How do you manage the ticket sales?
13. Please provide proof of financial stability and resource base.
14. How much event liability insurance do you have?
15. How much liability insurance do you have for liquor sales at public events?
16. Have you ever worked with city, county and state government?
17. Have you ever worked with a non-profit organization?
18. What was your most profitable event and why?
19. Please share the revenue progression of any event that you have produced for three or more years.
20. Please share your most disappointing event planning experience and what you learned from that experience.

OUR EVALUATION CRITERIA

Below we have set forth some of the criteria we will utilize to evaluate responses to this RFP. We intend to give this award to the entity or organization we believe is in the best interests of the Asbury Park Chamber of Commerce and its members.

1. Background and experience including evidence of conducting and planning events of similar size and complexity to Asbury Park Oysterfest.
2. Candidate's overall management structure and capabilities, particularly the resources necessary to perform and successfully adhere to the terms of the agreement.
3. Candidate's ability to create an opportunity that will best assist the Chamber in accomplishing its financial and marketing goals for this event.

SUBMISSION INFORMATION

Proposals must be completed and submitted by December 23rd 2011 at 5:00 p.m. in order to be considered. Proposals submitted by fax or email should also be mailed to the Asbury Park Chamber Office at the address below. For additional information or clarification on the requirements and parameters of this RFP please call Roy Werts, APCC Events Committee Chairperson at (732) 642-7921

Mail Proposals To:

Jacqueline Pappas
Asbury Park Chamber of Commerce
PO Box 649
Asbury Park, NJ 07712
(732) 775-7676
info@AsburyParkChamber.com

Hand Deliver Proposals To:

Asbury Park Chamber of Commerce Office
308 Main Street (inside Sovereign Bank)
Asbury Park, NJ 07712
(732) 775-7676

Although the Asbury Park Chamber of Commerce has no definitive deadline for the award date related to this RFP, we anticipate that if your company is chosen for a presentation we will be contacting you by January 20, 2012.