



Request for Proposals
Event & Fundraising Manager
2018 Annual Cornerstone Awards Reception

Organization: Economic Development Corporation (EDC)

Event: EDC Cornerstone Awards Reception & Awards Presentation
Date TBD (sometime in early-mid May 2018)
Location TBD
4:00-6:30 p.m.
Attendance – approximately 500

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Proposals Due: June 30, 2017

Description of Organization

The Economic Development Corporation (EDC) of Kansas City, Missouri, is a 501c4 non-profit agency that serves as Kansas City, Missouri's link to business and the economic development community. We collaborate with the City of KCMO and other organizations to achieve the City's strategic economic development objectives.

The mission of the EDC is to keep, attract and grow businesses that will create well-paying jobs in Kansas City, Missouri, and to advocate and champion strategic efforts to improve the region's competitiveness.

Visit our website at www.edckc.com to learn more about the EDC.

Cornerstone Awards Program

The Cornerstone Awards program was initiated over 30 years ago to recognize investments by companies in Kansas City, Missouri. The selection committee, made up of EDC Board/Advocacy Board members and EDC staff, selects winning projects based not only on investment and new jobs, but on the project's effect on issues like education, quality of life, and the project's impact on the community and surrounding neighborhoods.

Because projects selected are chosen based on their positive impact on the greater community, be it through new jobs, new construction, investment in technologies, job preservation, educational opportunities, trade promotion or new housing, the Cornerstone Award program reflects the complexity of issues surrounding economic growth and development.

The EDC Marketing/Cornerstone Awards Committee will select a list of award finalists from all nominations submitted. They will then select the top 10 award winners from the list of finalists, as well as any special recognition award winners they so choose.

The Cornerstone Awards are presented annually at a reception in the spring. For the past three years, it has been held at Union Station in the Sprint Festival Plaza from 4:00-6:30 p.m. The event includes a networking cocktail reception, an awards presentation program, and exhibitors. The Mayor of Kansas City is present to honor the award winners, and a video or slide show highlighting the nominees and award winners is presented. The awards reception is attended each year by approximately 500 guests, and more than 50 of Kansas City's corporate leaders sponsor the event.

Follow this link to learn more about the Cornerstone Awards Program - <http://edckc.com/news-events/cornerstone/>.

Scope of Services

Event Production & Management

- Work with EDC staff & EDC Marketing Committee to determine event components
- Identify potential venues for reception and negotiate contracts
- Develop theme for event
- Develop and manage project budget
- Outline responsibilities/develop project tracking piece
- Work with EDC's marketing/public relations and social media consultants to provide publicity for the event
- Coordinate and manage all arrangements with speakers as may be required, including contract, travel schedule, hotel, transportation, etc.

- Coordinate with any entertainment entities or individuals, including contracts, set-up requirements, etc.
- Script event speaking roles
- Produce the event
- Develop a detailed production script for the event
- Develop volunteer plan
- Determine set design and stage set up
- Identify, recruit and coordinate all vendors (sound, lighting, catering, graphic design, printing, event facility, etc.)
- Negotiate with all vendors
- Manage bid and invoice process
- Develop and manage creative event components with all appropriate vendors
- Submit all necessary paperwork for budget tracking
- Identify, recruit, coordinate all exhibitors
- Negotiate with all exhibitors and handle setup arrangements
- Manage online registration for event

Fundraising Management

- Design sponsorship package and manage all aspects of the fundraising solicitation campaign
- Solicit in-kind sponsorship as approved by EDC Marketing Committee
- Track and provide regular sponsorship progress reports
- Manage and insure all benefits are provided to sponsors per their sponsorship level

MBE/WBE Participation

In accordance with the goals and objectives of the Code of Ordinance, Chapter 38, Sections 38-81 to 38-100, the Economic Development Corporation is encouraging Minority and Women Business Enterprises certified with the City of Kansas City, Missouri to respond to this Request for Proposals. The EDC also encourages joint ventures between MBEs and/or WBEs with firms not certified by the City of Kansas City, Missouri to respond to this request as well.

Multiple Year Contract Option

The EDC will offer a one-year contract with a renewal option of up to two years based upon satisfaction of the EDC of the services rendered per this RFP and the signed agreement with the contractor.

Other Requirements

Fee for Services

- Please provide a fee estimate or range for the services with submission of proposal.

Staffing

- Identify who will staff this effort and provide their resumes or bios. Also include similar information for any subcontractors and what their role will be.

Experience

- Please provide information on experience working on this type of event and any references you may have.

Location of Business

- Respondents to this RFP must be located within the city limits of Kansas City, Missouri to be eligible for this contract for services.

Timeline for Consultant Selection Process

- June 30 – Deadline for submission of proposals
- July 10 – Marketing Committee to select the top 3 or 4 finalists
- Week of July 17-21 – Conduct interviews and get presentations from the selected finalists. Select winner.
- August 1 – Contract signed and ready to move forward with planning for the 2018 event.