



**REQUEST FOR EXPRESSION OF INTEREST
FOR
“MAIN STREET MARKET PLACE COORDINATOR”
RFEI #MMC-039-121014**

The City of Torrington is issuing this Request for Expressions of Interest (RFEI) to review and prepare with an arts organization(s) and/or individual(s) to continue the expansion of Main Street Market Place (MSMP) and to fully maintain and operate/oversee/run this event. Over the last five (5) year’s the Torrington’s Arts Culture Torrington Commission (ACT) has organized and transformed Main Street into a European open air market, complete with street performers, jazz concerts, artisans, Farmer’s Market vendors, and outside dining cafes. This initiative has created a spur of downtown activity which brings the community out to support regional and local vendors. MSMP takes place on Thursday nights from 3:00 PM to 9:00 PM between the months of July and August and attracts approximately 2,500 to 3,500 attendees per night. This has created a need for a manager or outside organization to take over the street fair in order for its continued growth as well as, the development of a strategy to ensure the continued success of this key program of the city. The overall goal for this project is to assist in the stabilization and retention of an organization(s) and/or individual(s) who have the ability to see the potential of this highly publicized public event and to continue to foster the expansion of this program in the downtown’s location.

Significant consideration will be given to proposals that demonstrate a clear understanding of MSMP, provides a realistic approach for expansion of MSMP, as well as a successful implementation of recommendations in the continuation of this project.

This will not be a public opening.

Respondents are requested to submit their ideas, product literature, company background information, references and any other pertinent data. The Respondent’s submittal shall include an original, ten (10) copies (in addition to the hard copy) and shall be delivered to the Purchasing Department, 140 Main Street, Room 206, Torrington, CT 06790 during normal office hours by no later than 11:00 AM, December 10, 2014 . Submittals received after this date and time will not be accepted. Sealed envelope(s) should be clearly marked: **”RFEI #MMC-039-121014, Request for Expression of Interest for Main Street Market Place Coordinator”**. In the case where City Hall is closed for weather related or some other emergency related circumstance, then submittals shall be due the next day when City Hall reopens for business, no later than 11:00 AM on that day.

All questions must be submitted by December 2, 2014 by 2:00 PM. All questions must be submitted by email to the Purchasing Agent at pennie_zucco@torringtonct.org. Questions will be answered and will be posted on the City of Torrington website. Bidders should check the web site for addendums/updates 48 hours prior to the bid opening. Respondents mailing packets should allow for normal delivery time to ensure timely receipt of their bids. For technical questions, please contact the Economic Development Director at erin_wilson@torringtonct.org.

Submittal Requirements

The City of Torrington invites all qualified interested parties to respond to this Request for Expression of Interest.

In your submittal, the City is requesting the following:

1. A cover letter that details the applicants expressed interest and qualifications to manage the event. Please attach a resume and/or organization contact information.
2. Please provide four (4) references of those individuals and or organizations that can speak to your capacity and ability to manage an event of this size.
3. Full name and business/occupation of all members
4. Primary contact person within the organization. Provide telephone number, fax number, email and mailing address for the primary contact person.
5. Provide the Organization's contact person's email address and telephone number.
6. Please provide a narrative that outlines:
 - a. A proposal for your vision of MSMP located on Main Street Torrington.
 - b. A proposal for your vision of MSMP relocated to Franklin Street.
 - c. Describe experience, if any, with other projects comparable in scope.
 - d. Your proposed overall management of the event.
 - e. Proof of insurability or plan for insurance.
 - f. Proposed Budget to include revenue and expenses.

Note: The overall budget for the 2014 MSMP was approximately \$27,000. A copy of the budget and expenses along with a map detailing the current location of MSMP on Main Street and the location of Franklin Street are attached to this request for your review.

Schedule

Applicants are to respond to this request by December 10, 2014

All questions must be sent in by December 2, 2014

For those selected applicants, interviews will be scheduled the third week of December.

Selection Process

Review Process: All proposals will be reviewed by a selection committee as appointed by the Mayor.

The City reserves the right to waive non-material deficiencies in any proposal.

Proposals will be evaluated based on what is deemed to be in the best interest of the City, including such factors as the bidder's experience and expertise in providing guidance in running this street fair in order for its continued growth, clarity and creativity of the proposal, recommendations of entities for which the bidder has previously provided services, evidence of evaluating and implementing a plan design to see the potential of this highly publicized public event and to continue to foster the expansion of this program in the downtown's location.

A short list of finalists will be developed and bidders may be interviewed by the Selection Committee after the proposals are received. Specific information required for the interviews will be provided to finalists at the time of notification.

If interviews are held, they will be 30-45 minutes long. Initial presentations will be limited to 15

minutes. The final 15-30 minutes will be reserved for questions from the Selection Committee and subsequent discussion. The key person to be assigned to this project must be present at this interview.

The City expects to complete its review of all proposals and select the tentative bidder within two weeks after the receipt of proposals. If necessary, the City may extend that review period.

Selection as the preferred proposal does not provide any contract rights to that organization/individual. Any such rights shall accrue only if and when the City and the organization/individual execute a binding contract. The City reserves the right to negotiate with the successful organization/individual in any manner necessary to best serve the interests of the City. If the City fails to reach an agreement with the successful bidder, the City may commence negotiations with an alternative bidder or reject all bids and reinstitute the RFEI process.

This RFEI does not commit the City of Torrington to select any Respondent or enter into any contract agreement. The City of Torrington reserves the right to accept or reject any or all RFEIs; to waive any informalities, and if it is deemed to be in the public's best interest, to enter directly into negotiations with one or more Respondents based on responses to the RFEI, to request additional information from some or all Respondents, or to issue a formal Request for Proposal. The City of Torrington reserves the right or to accept any bid deemed in the best interests of the City of Torrington.

The City shall not incur any costs for the preparation of the submitted proposals for the City's review.

Arts organization(s) and/or individual(s) that specialize in the organization to continue the expansion of Main Street Market Place (MSMP) and maintain and operate/oversee/run this event are encourage to submit a proposal.

The City of Torrington will not be responsible for funding any portion of this event. Therefore the awarded organization will be responsible for getting the sponsorships, advertise, etc.

The information provided herein is not intended to and shall not bind the City of Torrington to any of the statements or assumptions set forth herein.

AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER
MBE's, WBE's and SBE's ARE ENCOURAGED TO APPLY

CITY OF TORRINGTON

Pennie Zucco
PURCHASING AGENT

Dated: November 19, 2014

| 2014 MSMP Total Expenses | |
|---------------------------------|--------------------|
| Police | \$9,905.39 |
| Media | \$3,100.34 |
| Theme Night | \$400.00 |
| Set-Up | \$8,000.00 |
| Entertainment | \$4,250.00 |
| Misc Expenses: POD, Supplies | \$1,142.88 |
| Total: | \$26,798.61 |

| 2014 MSMP Total Revenue | |
|--------------------------------|--------------------|
| Vendor Fee's | \$15,435.00 |
| Sponsorships | \$6,000.00 |
| 2013 Remaining Balance | \$6,365.00 |
| Total: | \$27,800.00 |

SAMPLE FORM

Bid # _____

NON-COLLUSION AFFIDAVIT

STATE OF _____ COUNTY OF _____

I, _____, being first duly sworn, deposes and says that:

1. I am _____ of _____, the bidder that has submitted the attached request for proposal for _____;
2. I am fully informed respecting the preparation and contents of the attached RFP and of all pertinent circumstances respecting such bid;
3. Such Bid is genuine and is not a collusive or sham Bid;
4. Neither the Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties of interest, including this affiant, has in any way colluded, conspired, connived or agreed directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the work for which the attached Bid has been submitted nor has it in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices in the attached Bid or of any other Bidder, or to fix any overhead, profit or cost element of the Bid price or the price of any Bidder, or to secure through any collusion, conspiracy, connivance or unlawful agreement any advantage against the City of Torrington or any person interested in the proposed Bid; and
5. The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(Printed) _____

(Signed) _____

(Title) _____

Subscribed and sworn to before this _____ day of _____, 20_____.

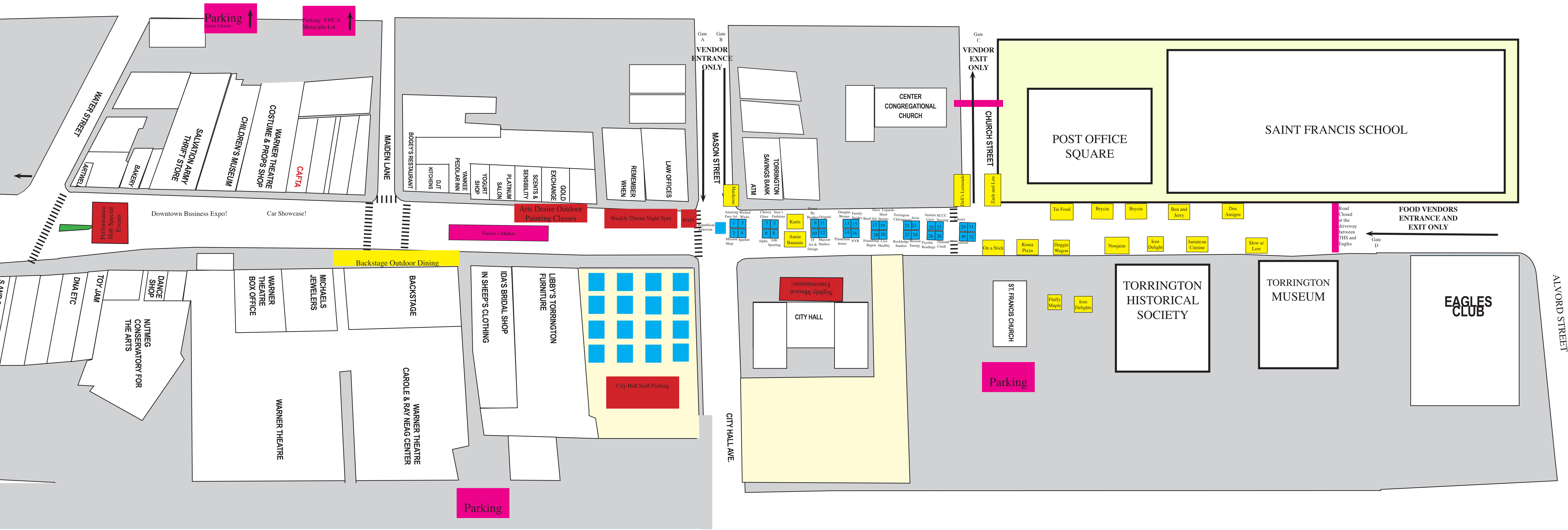
Notary Public Printed

Notary Public Signature

My commission expires _____

(Notary Seal)

NOTE: Documents must be signed before and sealed by a Notary Public. Only documents bearing a notary seal will be accepted.



Parking ↑
Brutty Church

Parking: YMCA
Municipal Lot ↑

Gate A
Gate B
VENDOR ENTRANCE ONLY

Gate C
VENDOR EXIT ONLY

ROAD CLOSED
at the
driveway
between
THS and
Eagles

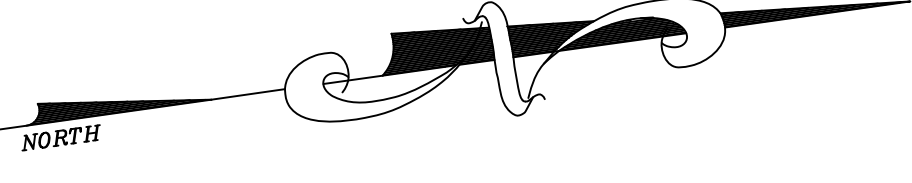
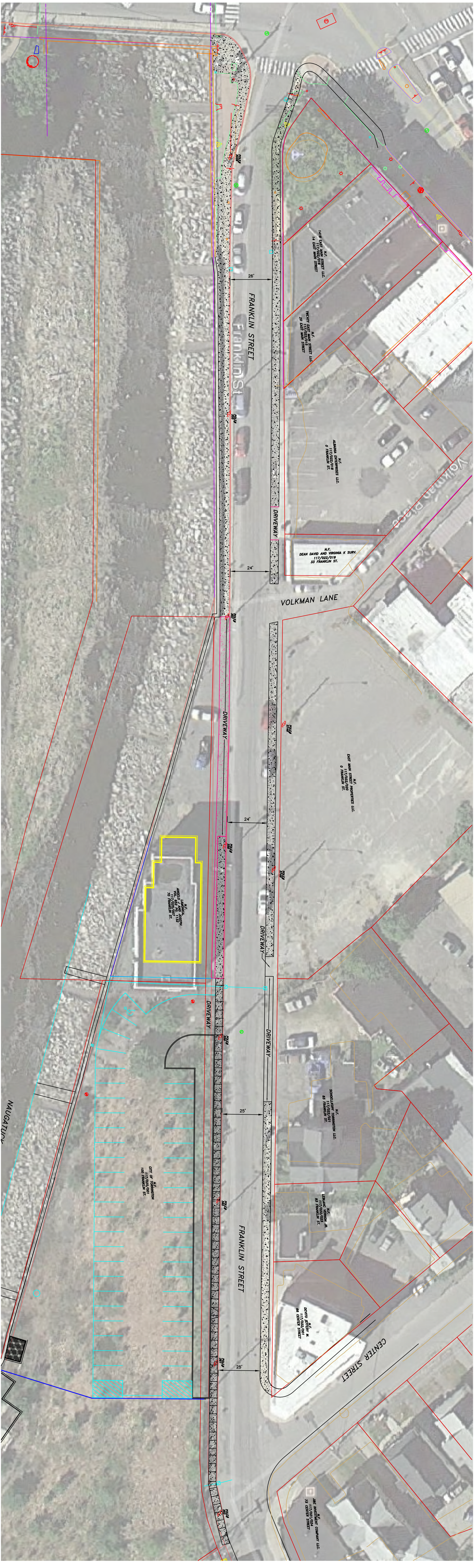
← FOOD VENDORS
ENTRANCE AND
EXIT ONLY

Gate D

- | | | | | | | | | |
|-------------------------|--------|-----------------------------|-------------------------|-----------------------|--------------------|--------------------------|-------------------|---------|
| Amazing Wicked Face Art | Wicked | Chissy Joc's Glass Fashions | Maia By Heather O'Riain | Douglas family Werner | Dave Lapardo Short | Torrington Charcoal-Avon | Venture NCCC Crew | Library |
| 1 | 3 | 5 | 7 | 9 | 11 | 13 | 15 | 17 |
| 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | 32 | | | | |

CITY HALL AVE.

ALFORD STREET



FRANKLIN STREET

prepared by

City of Torrington Engineering Department

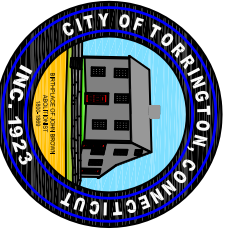
Date: 08/18/2014

Scale: 1"=30'

Drawn: M.M.

Sheet No. 1 of 1

DISPOSTIVE NOTES:
 DRAWN BY: M.M.
 CHECKED BY: M.M.
 DATE: 08/18/2014
 SCALE: 1"=30'



1 INCH