

City of Vadnais Heights



Request for Proposals and Qualifications  
For Sales/Marketing and Event Consultant

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I. SUMMARY

The City of Vadnais Heights, Minnesota (the “City”) is requesting proposals from individuals to perform sales, marketing, event duties, and related services (the “Consultant”) at the Vadnais Heights Commons. The City is interested in a three year contract with two 1 year extension options. **Proposals must be received by the City no later than 4:00 p.m. on Friday, December 15, 2017 and should be addressed to:**

**City of Vadnais Heights  
Attention: Kathy J. Keefe, Assistant City Administrator  
800 East County Road E  
Vadnais Heights, MN 55127**

Late proposals will not be considered.

Questions regarding the RFP should be directed to Kathy Keefe, Assistant City Administrator at [kathy.keefe@cityvadnaisheights.com](mailto:kathy.keefe@cityvadnaisheights.com) or at 651-204-6013.

Submit four (4) copies and one digital copy of the proposal in a sealed mailing envelope, or package, with the responder’s name and address written on the outside. The envelope or packages must be clearly identified with “Sales/Marketing and Event Consultant RFP” on the outside. Each copy of the proposal must be signed. Submission by fax is not acceptable. Prices and terms of the proposal as stated must be valid for the length of any resulting contract.

**Qualified consultant is expected to begin providing services no later than February 1, 2018.**

II. GENERAL INFORMATION

The City of Vadnais Heights is a northeast suburb of the St. Paul/Minneapolis area. Vadnais Heights Commons (VHC) is part of the North Service Center which includes Public Works Department, Fire Department, and Vadnais Heights Commons. VHC is owned by the City of Vadnais Heights and is located at 655 East County Road F, Vadnais Heights, MN 55127 ([www.vadnaisheightscommons.com](http://www.vadnaisheightscommons.com)). VHC is a 10,000 sq. ft. building that is host to a community facility and event space, not a community center, which was

designed to handle City events/needs, along with large social gatherings: (i.e. wedding receptions/ceremonies, class reunions, corporate retirement/awards dinners, seminars, trade shows, anniversaries, groom's dinners, birthday celebrations, etc.).

### III. CONTENT OF PROPOSAL

The purpose of this section is to identify the information that should be submitted:

A. Title Page:

Show the proposal subject, the name of the proposer, address, telephone number, email address, and date.

B. Table of Contents:

Include a clear identification of the material by section and by page number.

C. Qualifications:

1. Consultant must have over seven (7) years of sales, marketing, and event coordinator experience of which at least four (4) years must be at an event center that holds 250+ guests. Other qualifications may be considered on case by case basis.

D. Proposer's Detailed Approach to the Scope of Services:

The proposal shall address in detailed fashion the approach of the individual to the Scope of Work.

E. Basis for Compensation:

The proposer should outline the basis for compensation including identification of all rates and reimbursable expenses. Services shall be performed based on approximately 28 – 30 hours per week and will fluctuate during low and peak seasons. The number of hours per week may be increased if approved in advance by the Assistant City Administrator based on the needs and demands of Vadnais Heights Commons, In turn, the revenue at Vadnais Heights Commons shall increase due to the needs and demands.

F. List of References and Potential Conflicts:

1. List one to three (1 to 3) event center references where you have provided sales and marketing including the name of the Event Center; the contact name; contact phone number and or email address; and how long you have worked with this venue.
2. Provide details of a comprehensive budget you prepared for an Event Center.
3. List three (3) wedding references that include the customer name; contact phone number and or email address; where the event was held; and any other noteworthy information.
4. List three (3) corporate references that include the type of event; customer name; contact phone number and or email address; where the event was held, and any other noteworthy information.
5. List any potential conflicts of interest.

G. Insurance Coverage

Documentation of current insurance coverage and limits, including professional liability insurance and liability coverage for proposer's personal vehicle.

#### IV. SCOPE OF SERVICES

The City is searching for an individual that will provide sales, marketing, and event consulting services for the Vadnais Heights Commons. Hours are weekday evenings, weekends (day and evening) and some daytime hours.

- A. Provide annual sales and marketing goals, particularly to increase Monday through Friday daytime sales.
- B. Serve as point of contact to Vadnais Heights Commons by providing the following at a minimum:
  - 1. Respond to all voice mail and email inquiries within 24 hours 24/7.
  - 2. Provide tours of the facility in a timely fashion.
- C. Coordinate, schedule, and communicate details of each event held at the Vadnais Heights Commons with renter and appropriate vendors.
- D. Prepare, attend, direct, and oversee all required events.
- E. Maintain vendor relationships and lists of acceptable vendors on behalf of the City.
- F. Ability to run audio visual equipment.
- G. Ability to plan and quote pricing for different types of events.
- H. Ability to take initiative and work effectively with minimal supervision.
- I. Present a hospitable and professional image of the City of Vadnais Heights.
- J. Other related duties as deemed appropriate.

#### V. SELECTION

The City of Vadnais Heights reserves the right to reject any or all proposals, and is not bound to accept the lowest cost proposal if that proposal is contrary to the best interest of the City.

Selection of the individuals shall be based upon, but not limited, to the following criteria:

- A. The individuals approach to and understanding of the Scope of Work.
- B. The individuals experience with similar contracts and clients/renters.
- C. The individuals experience and qualifications in providing similar services.
- D. The extent to which previous client/renters have found the individuals services acceptable.

#### VI. TERMS AND CONDITIONS

- A. The City reserves the right to cancel or amend the request for proposals at any time. This is a professional services contract and exempt from the competitive bidding process of Minnesota Statutes Chapter 471. The City reserves the right to determine the successful respondent. The City reserves the right to reject any or all proposals.
- B. The City will not be liable for any costs incurred by the firm responding to this request.
- C. The individual shall not assign any interest in this proposal and shall not transfer any interest in the same without the prior written consent of the City.
- D. For the purpose of this agreement, the consultant shall be deemed to be an independent contractor, and not an employee of the organization. Any person, while engaged in the performance of any work or services required to be performed by the City under this agreement, shall not be considered an employee of the City and any and all actions which arise as a consequence of

any act or omission on the part of the individual, shall in no way be the obligation or responsibility of the City. The consultant shall not be entitled to any of the rights, privileges, or benefits of organization employees except as otherwise maybe stated herein.

- E. No official or employee of the City of Vadnais Heights who exercise any responsibilities in the review, approval, or carry out of the proposal shall participate in any decision which affects his or her direct or indirect personal or financial interest.

## VII. INDEMNITY

Proposer assumes all risks of accident or damage to its property, employees, and property of its employees as a result of the use of the equipment the provider owns. Proposer agrees to defend, indemnify, and hold harmless the City of Vadnais Heights and Vadnais Heights Commons, respective officers, employees, consultants, agents, and insurers damages caused by the action of the Proposer, its representatives or employees.