



CLEVELAND HEIGHTS

Request for Proposals

2021 Happy 5k Race Management

Issued: Wednesday, July 21, 2021

Prepared By:
City of Cleveland Heights Parks and Recreation Department
Cleveland Heights, Ohio

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PROPOSALS DUE BY: 5:00 pm, Thursday, July 29, 2021

Overview

The City of Cleveland Heights, Ohio (hereafter referred to as “City” or “Cleveland Heights”) owns and operates the annual Happy 5k/10k Fun Run race. This successful race will take place on Sunday, October 3, 2022 from 9:30am – 12 noon. The event has featured the following items:

- 1 mile fun run for kids and walkers
- 5k Run through Cleveland Heights which begins and ends in the Cedar Lee Business District
- Sponsorship donations to the Cleveland Heights Recreation Youth Scholarship Fund which makes recreations activities more affordable for needy families through a 50% reduction in program costs to needy families.
- Halloween Costume Contest
- Running teams participation
- Cleveland Heights Cash - Merchant coupons or giveaways which have a total value of over \$500 in past year prior to the pandemic
- Free drink tickets for race participants paid for by the race company, which come be included in the registration fee this year.

The Happy 5k/10k Run has experienced steady growth both in terms of attendance, attracting over 600 runners (2/3 of which are non-residents), and in terms of youth scholarship donations totaling over \$20,000 in 5 years prior to the 2020 hiatus due to the ongoing pandemic.

The City, the local merchants and the larger community are excited to restore this wonderful event this year, which would be the 6th annual, with the assistance of a new race management company in the spirit of restoring a sense of community following the hardship of the pandemic. The community is also proudly celebrating the City of Cleveland Heights’s centennial anniversary year. The City turns 100 years on August 21, 2021. This would be a significant part of that celebration.

Scope of Work

The City owns the Happy 5k/10k Fun Run and is looking for a qualified and experienced race management company to manage the following aspects of the 2021 Happy 5k race:

- Race Registration - (online, in-person on race day) Handle fees and submit payment to the City of Cleveland Heights subject to a race audit by the City Finance Department.
- Race Timing – start, finish, timing, bibs, results
- Race Marketing – the selected vendor would be expected to co-market the event to interested runners with the City.
- Facilitating the existing race route for the 1 mile and 5k run. The 10k will be deferred until 2022 due to limited staffing
- Working with City staff to ensure proper traffic control and water stations are in place.

- Providing t-shirts, finisher medals, and drink coupons (the price of which would be included in the registration fee)
- Recruit volunteers for race
- Due to the pandemic, 2021 attendance will be limited to 500 run participants. Staggered starts for participants are preferred this year as a safety precaution.
- The race company would provide the city with an itemized all-inclusive flat rate quote for the services listed above.
- Race management company would agree enter into a mutually agreeable 1 year contract for the 2021 Happy 5k Race with the City option to renew for an additional year pending an evaluation of race company's performance.

The City would be responsible for the following:

- Facilitating Traffic Control efforts with police
- Coordination with RTA for appropriate road closures
- Working with the merchant on race incentives like Cleveland Heights Cash
- Providing refuse and recycling containers and disposal for the event
- Recruit volunteers

Merchants would be responsible for the following items:

- Developing race incentives to be marketed for the race (coupons, gift bag, drinks, etc)
- Facilitating race teams to help drive attendance
- Assisting the City in generating sponsorship donations for the Youth Scholarship Fund
- Recruit volunteers

PROPOSAL FORM

Please submit proposed flat rate fee to provide the following race services:

- Registration
- Timing
- Bibs
- Finisher Medals
- T-Shirts
- Drink Voucher (to be included in Registration Fee. Each participant to receive 2 drink vouchers for use on race day)

Proposed flat rate fee for the 2022 Happy 5k Race: _____
(please attached breakdown of proposal fee separately)

References:

Provide at least three (3) references for similar municipal race events:

1. Client Name: _____
Address: _____
Email: _____
Phone: _____
Concession Services Provided: _____
2. Client Name: _____
Address: _____
Email: _____
Phone: _____
Concession Services Provided: _____
3. Client Name: _____
Address: _____
Email: _____
Phone: _____
Concession Services Provided: _____

The Cities reserves the right to award the project, at its sole discretion, to re-issue an RFP, or to cancel the project of seeking a vendor.

Vendor Information:

Company Legal Name: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

Signature: _____ Date: _____

Proposed Vendor Qualifies as: (Please circle the area that applies)

- | | | | | | |
|----|------------------------------|--------------------------|-----|--------------------------|----|
| 1. | Minority Business Enterprise | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| 2. | Women's Business Enterprise | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |
| 3. | Small Business Enterprise | <input type="checkbox"/> | YES | <input type="checkbox"/> | NO |