

## **2015 CENTENNIAL CONSULTANT**

**The San Diego Tourism Marketing District seeks to contract with an individual to perform preliminary research that will result in the development of key guiding documents for the organization of a Host Committee and the articulation of a framing vision for the 2015 Balboa Park Centennial Celebration.**

### **Celebration Goals**

- 1) Host a world-class celebration of the Centennial of the 1915 Panama-California Exposition that enhances and expands the current national and international significance of Balboa Park and its institutions.
- 2) Celebrate the resources in Balboa Park through a comprehensive use of its venues and amenities.
- 3) Manage a broad range of activities whose content and pricing reflect the demographic, economic and cultural diversity of the region, including events that are free to the public.
- 4) Work collaboratively with all parties interested in these goals, and especially with the City's cultural, historic and civic organizations.
- 5) Host a celebration that is cost-neutral to the City, while directing any financial returns to Balboa Park.

### **Scope of Work**

- a) Proposer will conduct meetings with Balboa Park stakeholder groups to discuss their participation, expectations and vision for the 2015 Balboa Park Centennial Celebration, and will, on the basis of those discussions, prepare a general outline of a plan for the Celebration.
- b) Proposer will prepare a draft Memorandum of Understanding between the Centennial Celebration Host Committee and the City of San Diego which would be necessary and appropriate for the Host Committee to carry out the Celebration plan as proposed in an efficient and effective manner. In addition, this Memorandum of Understanding will provide guidelines for purposes of securing Host Committee access and permitting control to City properties for purposes of the 2015 Balboa Park Centennial Celebration.
- c) Proposer will draft a job description for the executive director of the Centennial Celebration Host Committee.

d) Proposer will make recommendations to the Search Committee concerning the feasibility, organization and execution of the Centennial Celebration and the organization and staffing of the Centennial Celebration Host Committee. These recommendations shall provide a framework for the hiring of individuals experienced in event management, outreach and fundraising.

## **Timeframe**

e) The contract term shall be for a period of three (3) months from the date of award, with options to renew, extend or expand the term of contract and duties of the Proposer.

## **Compensation/Cost**

f) Proposer shall address the scope of work with a two-page proposal (maximum) that includes a work plan synopsis that addresses the implementation of the scope of work, critical path time-line, and required compensation/cost.

## **Qualifications**

g) Proposer shall submit a resume of qualifications that includes a detailed list of professional experience for the past 10 years (minimum), educational background, and primary job skills. References will only be required upon request.

h) Critical Selection Criteria for 2015 Centennial Consultant:

- Strength of applicant's qualifications (e.g. skills and ability to complete the scope of work)
- Value of the bid (= proposed deliverables vs proposed cost)
- Experience in event planning and project coordination
- High level of verbal and written communications skills
- Political acumen
- Understanding of the dynamics of Balboa Park and its stakeholder groups
- Knowledge of San Diego and the region
- Experience working with government agencies

## **Due Date**

**Proposals are due by 5:00 pm Monday May 24, 2010, and should be submitted via email to Lorin Stewart, Executive Director, San Diego Tourism Marketing District, [lstewart@sdtmd.org](mailto:lstewart@sdtmd.org).**

**Please direct all questions to the email address above.**