

# REQUEST FOR QUALIFICATIONS: Events Planner

Wild & Scenic 25<sup>th</sup> and 50<sup>th</sup> Anniversary Celebration  
October 2017-November 2018

Wild & Scenic Westfield River Committee

Contact Person: Carrie Banks, Wild & Scenic State Coordinator

Email: [coordinator@wildscenicwestfieldriver.org](mailto:coordinator@wildscenicwestfieldriver.org)

**Current Budget:** \$10,000-\$15,000, including all event and promotional expenses.

The Wild & Scenic Westfield River Committee seeks an Event Planner to assist us with our 25<sup>th</sup> and 50<sup>th</sup> Wild & Scenic Anniversaries outreach and events in 2018 (see background below for more details). Proposals will be accepted until filled with an initial review to begin on September 28<sup>th</sup>, 2017.

## 1. Background Information:

Over 78 miles of the Westfield River's headwater tributaries and three major branches are designated as a National Wild & Scenic River. The Westfield River is a rare find. Pristine and picturesque, the River is home to abundant wildlife and is a haven for nature lovers and outdoor enthusiasts. The Westfield River has:

- ***One of the best cold water fisheries in the Commonwealth***
- ***One of the finest whitewater canoeing and kayaking areas in the northeastern U.S.***
- ***The grand and historic Keystone Arch Bridges, circa 1840s***
- ***Glendale Falls, one of the highest waterfalls in the Commonwealth***
- ***Historic river-side villages and remains of colonial-era bridges***
- ***Unique geological features, such as the Windsor Jams and the Chesterfield Gorge***
- ***Scenic picnic locations and places to wade into the river along the East Branch Trail***
- ***One of the largest roadless wilderness areas remaining in Massachusetts***
- ***Critical habitat for fish, waterfowl, turtles, dragonflies, black bear, otter, and other creatures, including many rare species***
- ***Clean, high quality water for wildlife and a source of public drinking water***

The Wild & Scenic Westfield River Committee is comprised of local community members and river stewards working to keep our river clean and sparkling. We partner with municipal officials, conservation organizations and federal and state agencies to benefit the watershed and local communities.

## 25<sup>th</sup>/50<sup>th</sup> Wild & Scenic Anniversary Celebration

In 2018, the Wild & Scenic Westfield River will be celebrating its 25<sup>th</sup> Anniversary since being designated as a National Wild & Scenic River. This happens to coincide with the 50<sup>th</sup> Anniversary of the National Wild & Scenic Rivers Act. As we near a quarter century of protecting the Westfield River and half century of protecting some of

the greatest rivers in the United States, we hope to celebrate the accomplishments of the National Wild & Scenic Rivers System with a series of events and promotional materials.

For more information, visit: [www.wildscenicwestfieldriver.org](http://www.wildscenicwestfieldriver.org)  
<https://www.rivers.gov/wsr50/>

## **2. Request for Qualifications:**

The Committee seeks experienced individuals, organizations or teams acting as the Events Planner to organize, manage and implement our Wild & Scenic Anniversary signature events and to develop marketing and outreach plan. The consultant will work closely with 5 members of the Wild & Scenic Westfield River Committee to implement the plan and events.

The individual or team will play the key organizational role for the events. S/he will be responsible for ensuring that all key people and events come together in a smooth and effective way, including planning and strategy, securing attendees and participants, securing additional sponsors and donations, executing a public relations/media outreach plan, and ultimately executing a high-quality event. Attention to detail, vision and strategy, excellent communication and people skills, strong organization, and good correspondence skills are important. Special event coordination and advanced computer literacy are essential.

## **3. The Work:**

The Events Planner will work closely with 5 members of the Wild & Scenic Westfield River Committee to achieve the following deliverables:

- Organize 3+ community events along the Westfield River, which may include:
  - Market and promote a showing of the [Wild & Scenic Film Festival](#), including securing venue, publicity, event logistics (expected attendance of 250-500 people);
  - Coordinate a half-day Community Forum (expected attendance of 75-100 people) to network river and conservation experts, officials and community members;
  - Organize speakers, schedule and field-trip for a day-long conference on *Living in Harmony with the River* (expected attendance of 125-250 people) sponsored in conjunction with one of our conservation partners;
  - Support promotion of other on-going Committee events as needed.
- Liaise with event committee members, participants, co-sponsors, and venues;
- Manage event budget and maintain accounting of expenses;
- Develop project plans, schedules and timelines;
- Secure co-sponsor and donations for events through local businesses and partner organizations;
- Plan and execute logistics for events;
- Develop and execute event marketing and promotion plan;
- Coordinate production of promotional materials;
- Work closely with vendors and venues to ensure successful event execution;
- Maintain updated web content (in coordination with Committee Web Master)

- Develop relations with news media and promote stories to circulate in media to publicize celebratory activities and the National Wild & Scenic River designation;
- Work with Wild & Scenic Westfield River Committee to refine messages for public distribution, including website, social media, displays and program materials;
- Create flyers, press releases and other outreach materials as needed.

All marketing and event promotions and materials shall be consistent with guidelines provided by the [50<sup>th</sup> Anniversary Toolkit](#) developed by the National Interagency Wild & Scenic Rivers Coordinating Council.

#### **4. Ongoing Communications and Progress Reports:**

Regular updates and written reports will be provided the 25<sup>th</sup>/50<sup>th</sup> Sub-Committee with in-person meetings planned at a minimum on a quarterly basis.

#### **5. Submittals:**

Submittals should be succinct easy to follow and include the following:

- A cover letter, not to exceed two pages, of your approach and understanding of the Committee's needs and why your experience and qualifications are a good fit for the project;
- Brief CVs of all team members and an indication of the contribution of each person to the project;
- Names of three individuals who can provide references for you, addressing your ability to complete conceptual, high quality work, on time and on budget;
- Submissions may include sample of previous work.

Submittals will be accepted on an on-going basis until filled. **Initial review of qualifications will begin on September 28<sup>th</sup>, 2017.** Please submit qualifications via email as an attachment to Carrie Banks, Wild & Scenic State Coordinator:

[coordinator@wildscenicwestfieldriver.org](mailto:coordinator@wildscenicwestfieldriver.org).