



**REQUEST FOR EXPRESSION OF INTEREST  
FOR  
“MAIN STREET MARKET PLACE COORDINATOR”  
RFEI #MMC-039-111914**

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 5:00 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 10:00 AM, November 19, 2014. Submittals received after this date and time will not be accepted. Sealed envelope(s) should be clearly marked: **"RFEI #MMC-039-111914, 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 November 12, 2014 by 2:00 PM. All questions must be submitted by email to the Purchasing Agent at [pennie\\_zucco@torringtonct.org](mailto: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](mailto:erin_wilson@torringtonct.org).

### **Submittal Requirements**

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. 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. Your proposed overall management of the event.
  - d. Proof of insurability or plan for insurance.
  - e. 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 November 19, 2014

All questions must be sent in by November 12, 2014

For those selected applicants, interviews will be scheduled the first week of December. A decision will be made at that meeting.

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.

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 3, 2014