

JOB POSTING: ARLINGTON COUNTY FAIR MANAGER SUMMARY AND BACKGROUND

The Arlington County Fair (“ACF”) is currently accepting proposals for a Fair Manager of the ACF to plan, implement, and manage this annual event. The purpose of this Job Posting is to solicit proposals from various candidate(s) or candidate organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the candidate who best represents the direction of the ACF.

For more than 40 years the Arlington County Fair has served as the premier community-wide event that effectively provides a range of educational and entertaining activities for people of all ages. In recent years, attendance has reached 74,000 as people come from Arlington and Northern Virginia to enjoy competitive exhibits, midway rides and games, entertainment, vendors, racing piglets, and more. ACF is a non-profit, volunteer-driven organization that embraces a diverse community by educating, entertaining, and showcasing the best of Arlington. ACF is currently overseen by a Board of Directors, with no paid staff. The ACF Board would like to ensure the Fair is secured for the future and to do so requires the leadership of a Fair Manager.

PROPOSAL GUIDELINES

This posting represents the requirements for an open and competitive process. Applications will be accepted until **5pm on November 2, 2018**. Any application received after this date and time will not be considered.

If the applicant must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the application. Any applications that call for outsourcing or contracting work must include a name and description of the organizations or individuals being contracted. Contract terms and conditions will be negotiated upon selection of the final applicant. All contractual terms and conditions will be subject to review by ACF and will include scope, budget, schedule, and other necessary items pertaining to the project.

PROJECT PURPOSE AND SCOPE OF WORK

The Fair Manager would be responsible for operational aspects, coordination and execution of the Fair. In general, the Fair Manager would be responsible for execution, monitoring and regular reporting on attainment of key event planning milestones within the approved operating budget and financial objectives as determined by the Board. All updates and reports will be shared at the monthly Fair Board meetings, currently held the second Wednesday of every month at 7:00pm at the Thomas Jefferson Community Center, but may be subject to change. The Fair Manager is also responsible for coordinating operational procedures, programming, administrative functions, and policies for all aspects of the County Fair while ensuring compliance with State and Arlington County laws and regulations.

The Fair Manager shall focus primarily on Sponsorships and Fundraising for the ACF and coordinate tasks that include, but are not limited to:

- 1) Coordinate all outreach to current and prospective sponsors using ACF email accounts and Fair contacts;
- 2) Develop a list of prospective sponsors;
- 3) Customize sponsorship packages;
- 4) Maintain and update a list of current sponsors and contracts;
- 5) Work with Sponsorship and executive committees to track and execute contracts.

Additionally, the Fair Manager shall work closely with the Fair board and Arlington County Staff Liaison in the following tasks:

- Coordinate Programming to Plan Overall Schedule of Events
- Assist in Planning, Transportation and Parking Logistics to include Vendor Load in and Load Out, Shuttle and Traffic Flow during the Fair and Parking for Sponsors, Vendors and County Officials
- Manage Fair Information and Sponsorship Email Accounts
- Monitor and Update Social Media

Time Sensitive Tasks (as outlined in Addendum A) shall be completed according to a timeline provided by the Fair Board Chair or his/her designee. The Fair Manager shall report on completed tasks by submitting a monthly report with the invoice for services rendered.

As available, the Fair Manager would also assist the board in updating the operations manual and streamlining the ACF coordination process to ensure an easy transition of duties year after year.

The Fair Board shall provide strategic direction for the Fair; responsible for final approval of all contracts, agreements and payments; and retains ultimate authority and responsibility for the ACF. The ACF Chair or their designee(s) will be the Fair Managers contractual point of contact.

TIMELINE

All applications are due no later than **5pm on November 2, 2018**. Following receipt and an initial screening, the ACF Fair Board will reach out to prospective candidates to coordinate interviews. Upon notification, the contract negotiation with the final applicant will begin immediately. The contract term shall be from **January 1, 2019 – December 31, 2019** with an option to renew at the discretion of the Fair Board.

COMPENSATION

The Fair Board estimates a range of \$25,000 - \$40,000, commensurate based on knowledge, skills and experience.

APPLICANT QUALIFICATIONS

Bidders should provide the following items as part of their proposal for consideration:

- Copy of a current resume
- A brief description (no more than one-page) detailing a plan for fundraising and sponsorships, that includes examples of how you will meet operational aspects of the ACF
- List of three references, including one from an event you coordinated

Preferred qualifications include:

- Experience overseeing organization finances; successfully working with a Board of Directors; setting and achieving strategic objectives; and managing a budget.
- Strong social marketing and public relations experience with the ability to engage a wide range of stakeholders.
- Strong written, presentation and facilitation skills; a persuasive and passionate communicator with excellent interpersonal and multidisciplinary project skills.
- Demonstrated ability to work effectively in collaboration with diverse groups of people and lead coalitions.
- Passion, idealism, integrity, positive attitude, mission-driven and self-direction are significant assets for the Fair Manager.

EVALUATION CRITERIA

ACF will evaluate all applications based on the following criteria:

1. Overall suitability: must meet the scope and needs included herein and be presented in a clear and organized manner;
2. Organizational Experience: Applicants will be evaluated on their experience as it pertains to the scope of work outlined;
3. Value and cost: Applicants will be evaluated on their previous experiences and the knowledge and skills that they will bring to this role.

Applicants must submit an electronic copy of their proposal to info@arlingtoncountyfair.us by 5pm **on November 2, 2018**. Please include "Fair Manager" in the subject line.

ADDENDUM A

Late Fall/Early Spring

- Review previous Sponsorship / Fundraising plan and Create Sponsorship / Fundraising plan that includes updating Sponsorship packet, develop scripting for solicitation of returning and potential sponsors, and develop a list and contact potential partners. Report out to board of progress on fundraising plan on at least a quarterly basis;
- Research possible grant opportunities and coordinate with Executive committee to develop and apply for grants;
- Develop preliminary marketing and communications plan by reviewing previous marketing/communications techniques and evaluate effectiveness, make suggestions for improved efforts and consult with marketing firms or outside consultants regarding new or updated techniques for event marketing;
- Contact current webmaster for updates to website;
- Check all Fair email accounts and ensure appropriate follow up;
- Evaluate current Fair layout and recommend or implement changes as appropriate;
- Evaluate current transportation plan and recommend or implement changes as appropriate;

Late Spring/Early Summer

- Finalize Sponsorship contracts and coordinate benefits;
- Review and finalize the Competitive Exhibits Guide, Fair Posters and Program to be sent to the Printer;
- Work with County Liaison, Arlington County Police Department, Arlington County Sheriff's Office, and Thomas Jefferson Community Center staff to develop transportation/logistics and safety and security guidelines and procedures;
- Review Arlington County Fair Volunteer Program and assist with volunteer recruitment and assignments. Update Volunteer Forms and Application and Upload to Website;

- Coordinate with Marketing Committee Chair to finalize all marketing materials that promote the Fair such as posters, banners, signage, and t-shirts;
- Oversee completion of Fair program in coordination with Fair Board, vendors and contractors;
- Oversee completion of Fair t-shirt design and order in coordination with Fair Board, vendors and contractors;
- Complete Fair Board scheduling to ensure adequate coverage during the week of the Fair.

Fair Week (Monday – Monday)

The Fair Manager shall be on-site and available during the week of the Fair to assist with event management and coordination. An example of some of the tasks and hours include (hours may change dependent on need):

- Monday: Mark up gym floor for indoor vendors (9am-1pm)
- Tuesday: Hang banners/signage (9am-1pm)
- Wednesday: Outdoor Opens, Exhibitor set up, Competitive Exhibits (12 – 10pm)
- Thursday: Competitive Exhibits judging; Set up/prep (7am – 11pm)
- Friday & Saturday: Event Management, Volunteers, Shuttles (8am – 11pm)
- Sunday: Break down; Ensure that all materials are cleared out in gym; Fair materials/supplies get moved to front of gym for pick up (10am – 11pm)
- Monday: Tables, chairs, tents and golf carts are picked up (9am – noon)