



Request for Proposal (RFP): Bear Paw Festival Vendor Management Services

Issued by: Chugiak Eagle River Chamber of Commerce

Issue Date: November 17, 2025

Proposal Due Date: December 5, 2025

Overview

The Chugiak Eagle River Chamber of Commerce is seeking proposals from qualified individuals or organizations to provide Vendor Management Services for the annual Bear Paw Festival, one of Alaska's most popular summer community events. The selected contractor will be responsible for overseeing all aspects of vendor coordination — including solicitation, communication, placement, compliance, and on-site management — to ensure a successful, safe, and well-organized event.

The Chamber seeks a vendor management partner who will uphold the festival's reputation for family-friendly fun, community engagement, and professionalism while supporting local business participation.

2. Event Background

The **Bear Paw Festival** is an annual community celebration featuring a parade, live music, food vendors, crafts, carnival rides and games, and local business exhibits.

- **Location:** Eagle River Town Square and surrounding streets
- **Dates:** [Insert event dates]
- **Estimated Attendance:** 30,000+ attendees over the weekend
- **Vendor Types:** Food trucks, craft and retail vendors, nonprofit booths, commercial sponsors, and community groups

3. Scope of Work

The Vendor Manager will work under the direction of the Chamber and/or Chamber Event Committee and be responsible for the following key duties:

A. Pre-Festival Planning

1. Develop and distribute vendor applications, rules, and guidelines (subject to Chamber approval).
2. Manage vendor inquiries, communications, and application processing.
3. Maintain a detailed vendor database tracking application status, payments, permits, and insurance.

4. Coordinate with municipal departments (MOA, Fire, Health, etc.) to ensure compliance with all requirements.
5. Assign vendor booth spaces and prepare detailed site layout maps for approval.
6. Provide regular status reports to the Chamber's Festival Committee and/or designee.

B. On-Site Festival Management

1. Supervise vendor setup and teardown.
2. Verify vendor compliance with safety, health, and insurance requirements.
3. Serve as the primary point of contact for all vendor-related issues during the event.
4. Coordinate with Chamber staff, security, and municipal personnel to address incidents or logistical challenges.
5. Ensure all vendors vacate and clean their areas according to festival policy.

C. Post-Festival Responsibilities

1. Conduct vendor satisfaction surveys or debriefs.
2. Provide a final report including:
 - o Vendor participation summary
 - o Financial reconciliation (fees collected, refunds, etc.)
 - o Recommendations for future improvements

4. Timeline

| Milestone | Target Date |
|------------------------------|--------------------|
| RFP Issued | November 17, 2025 |
| Proposal Submission Deadline | December 5, 2025 |
| Vendor Manager Selection | December 15, 2025 |
| Vendor Applications Open | January 2, 2026 |
| Bear Paw Festival Dates | July 8 - 13, 2026 |
| Final Report Due | August 15, 2026 |

5. Budget and Compensation

The Chamber anticipates a fixed-fee or revenue-share compensation model, commensurate with experience and proposed services. Proposals should include:

- A proposed fee structure (i.e. flat fee, hourly, or percentage of vendor revenue)
- Any anticipated reimbursable expenses
- Payment schedule tied to milestones or deliverables

6. Proposal Requirements

Each proposal should include the following:

1. Cover Letter summarizing qualifications and interest

2. Company/Individual Background
 - o Legal name, address, and contact information
 - o Experience with festivals, fairs, or large public events
 - o References from at least two similar events
3. Approach and Work Plan
 - o Description of your process for vendor solicitation, communication, and management
 - o Tools or systems used for tracking and communication
 - o Staffing plan (if applicable)
4. Fee Proposal and optional value-added services
5. Proof of Insurance or ability to obtain coverage

7. Submission Instructions

Proposals Due: December 5, 2025

Submit To:

Chugiak Eagle River Chamber of Commerce

Attn: Board President

Email: president@cer.org

Address: PO Box 770353, Eagle River, AK 99577

Late or incomplete proposals may not be considered.

8. Evaluation Criteria

Proposals will be evaluated on the following factors:

- Demonstrated experience in vendor or event management (30%)
- Ability to communicate effectively and professionally (20%)
- Quality and completeness of proposed approach (25%)
- Cost and value of services (15%)
- References and past performance (10%)

The Chamber reserves the right to accept or reject any or all proposals, to waive informalities, and to negotiate with any proposer deemed to be in the Chamber's best interest.

9. Contact Information

For questions regarding this RFP, contact:

Kristin George

Special Projects Director, Chugiak Eagle River Chamber of Commerce

bearpaw@cer.org