



# **THE CITY OF WILLIAMS LAKE**

**REQUEST FOR EXPRESSIONS OF INTEREST**

**FOR**

**Organization and Implementation of the 2023 Stampede  
Parade**

**Closing Date: March 6, 2023, 4:00pm**

**Note: REQUEST FOR EXPRESSIONS OF INTEREST WILL NOT BE OPENED IN PUBLIC**

# **Request for Expressions of Interest for Organization and Implementation of the 2023 Stampede Parade in Williams Lake, BC**

## **Overview**

The City of Williams Lake invites submissions for Expressions of Interest from local groups, individuals or companies for the organization and implementation of the 2023 Stampede Parade in Williams Lake, BC. The parade will be held on July 1, 2023, with the route to be determined by the successful applicant. The City of Williams Lake is seeking a group, individual or company interested in organizing and implementing the 2023 Stampede Parade event.

## **Services Required**

### **Organizational and Implementation Plans**

The City of Williams Lake is seeking interest from a group, individual or company to organize the 2023 Stampede Parade. This includes all the required preparation of the event before and on the day of the parade, July 1, 2023. This includes handling sponsors, securing volunteers, registration of parade floats or equipment / livestock and participants. Procurement of all required permits, insurance, licenses, and permissions will be the responsibility of the successful applicant.

### Considerations:

- Theme
- Magnitude (City Wide)
- Timing and communication
- Committees and volunteer recruitment
- Budgets, Sponsors and In-Kind tools and tracking
- Pre and Post staging areas
- Competitions; judging and Prizes (if any)
- Barricades, participant, and spectator safety considerations
  - Washroom facilities
- Registration of Floats, People or Groups, Equipment, Livestock, Other
- Parade guidelines, rules, and appropriateness for participants
  - No throwing candy or other objects
  - No use of alcohol or other impairment substances
- Advertising, Marketing, Media
- Food, refreshment or other event support with appropriate permits and certifications
- Weather considerations
- Safety evacuation routes and plans
  - Risk Mitigation
  - Change management for prevention of hazards
  - Communications during the event
- Clean up

- Route cleans
- Barriers, route safety equipment return
- Evaluation Report
  - Financial
  - Systems
  - Successes and Learnings

## City Supports

The City of Williams Lake has \$10,000.00 to contribute to the success of this parade. The City of Williams Lake will work with the successful applicant to review equipment required or available for use the day of the parade. (ie Barricades)

## Other

The contractor will be asked by the City to provide a thorough post event evaluation. This will include a briefing of the considerations listed above and financial tracking documents. Recommendation for future parade events will be considered. This report will be due on or before August 18, 2023 and sent to:

Stacey Miranda  
Director of Community Services  
City of Williams Lake  
450 Mart Street  
Williams Lake, BC  
V2G 1N3  
Email – [smiranda@williamslake.ca](mailto:smiranda@williamslake.ca)

## Evaluation Criteria

Responses to this Expression of Interest should be submitted in a letter briefly outlining:

1. The group, individual or company's preliminary concept for this project
2. The group, individual or company's experience in organizing events, or an outline of completed events
3. The group, individual or company's noted professional qualifications (if any)
4. The group, individual or company's current operations or projects
5. The group, individual or company's relevant references or contacts for previous events
6. The group, individual or company's outline of the planned security and safety plan for a parade event
7. The group, individual or company's preliminary budget for the event

Proof of partnerships can be represented with a submission of a letter from the "partner" along with a brief outline of the expected outcomes of this event.

The City reserves the right to accept or reject any or all Expressions of Interest received. A Request for Proposal process may or may not take place as a result of Expressions of Interest received. Interested groups, individuals or companies shall be responsible for all costs associated with preparing their submission. All financial budget implicants for the 2023 stampede Parade should be outlined in the application

### **Meetings with Applicants**

Enquiries regarding this Expression of Interest can be directed to the contact below. An informational meeting for interested parties will be held on February 28, 2023, at 5:00pm in the Cariboo Memorial Recreation Complex. Attendance is not mandatory for any applicant.

#### Contact:

Stacey Miranda  
Director of Community Services  
City of Williams Lake  
450 Mart Street  
Williams Lake, BC  
V2G 1N3  
Email – [smiranda@williamslake.ca](mailto:smiranda@williamslake.ca)

The proposal will define the costs for the Applicants goods and services. Any cost incurred by the Applicant in the preparation of this Application will be borne solely by the Proponent. The Proposal shall outline the costs of all components and include all applicable Provincial Sales Tax, Goods and Services Tax, and other associated costs. All prices shall be in Canadian dollars.

### **Ensure the application clearly indicates the following on the first page:**

NAME (Group, Individual, Company)  
ADDRESS  
TELEPHONE NUMBER  
POSTAL CODE  
EMAIL  
DATE (of submission)  
SIGNATURE OF BIDDER

## **Deadline**

Expressions of Interest shall be accepted up to 4:00 pm, local time, March 6, 2023 and can be submitted by mail or email to

Stacey Miranda  
Director of Community Services  
City of Williams Lake  
450 Mart Street  
Williams Lake, BC V2G 1N3  
Email – [smiranda@williamslake.ca](mailto:smiranda@williamslake.ca)