



**CITY OF HALLANDALE BEACH**  
**Dr MARTIN LUTHER KING, JR DAY COMMUNITY EVENT PARTNERSHIP**  
**REQUEST FOR EVENT PROVIDER (RFEP)**

<b><u>REQUEST FOR EVENT PROVIDER DOCUMENT RELEASED</u></b>	<b><u>September 29, 2025</u></b>
<b><u>LAST DAY FOR QUESTIONS</u></b> All questions must be sent via email to <a href="mailto:HBParksRec@coHB.org">HBParksRec@coHB.org</a> . All questions will be gathered and answered via addendum posted to the City’s website: <a href="http://www.coHB.org/MLKPartner">www.coHB.org/MLKPartner</a>	<b><u>October 6, 2025 NO LATER THAN 5:00 P.M.</u></b>
<b><u>DUE DATE FOR PROPOSALS</u></b> <b>No late responses will be accepted.</b>	<b><u>October 13, 2025 NO LATER THAN 5:00 P.M.</u></b>
<b><u>RESPONSES MUST BE SUBMITTED ELECTRONICALLY</u></b> The City will not accept any other form of submittal except for electronic. Applicants shall submit all proposal documents electronically via email to <a href="mailto:HBParksRec@coHB.org">HBParksRec@coHB.org</a> .  To send large emails, use a cloud storage service like Google Drive, Dropbox, or OneDrive by uploading the file and sending a shareable link in the email instead of attaching the file directly. Another method is to compress the file into a .zip folder to reduce its size, or use a dedicated large file transfer service like <a href="#">WeTransfer</a> or <a href="#">Filemail</a> .  This Request for Event Provider form is available at <a href="http://www.coHB.org/MLKPartner">www.coHB.org/MLKPartner</a>	
<b><u>EVALUATION OF PROPOSAL(S)</u></b>	<b>TO BE DETERMINED</b>

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**SCOPE OF WORK:**

**Background:**

Dr. Martin Luther King, Jr. Day celebrates the life and legacy of the iconic civil rights leader, commemorating his tireless efforts for racial equality, justice, and nonviolent social change through community service, reflection, and learning about the ongoing struggle for human rights. The holiday, observed on the third Monday of January, honors Dr. King's vision of a more just and inclusive society.

For over thirty years the City of Hallandale Beach has supported an annual community led Dr. Martin Luther King, Jr. Day celebration. Partnering with a local community organization, the City has supported commemorative activities including community parades and festivals.

**Purpose:**

The City is seeking a partner to organize a meaningful commemorative community celebration for our community. It is the City's goal to maximize its resources by partnering with an organization that is able to provide other resources to match the City's funding in order to implement a successful program. The match may be in the form of organization funds, grant funds, donations, sponsorships, event revenue, or any combinations thereof. The successful applicant will work in collaboration with other organizations to ensure a comprehensive community celebration.

**Scope of Work:**

If multiple entities submit under one (1) proposal, all entities must provide all paperwork requested and meet all criteria and all minimum qualification requirements (MQRs).

The City has allocated \$16,350 for the 2026 event. These funds are allocated to pay for the goods and services selected by the successful applicant. The City will make payments directly to the selected and approved vendors for their goods and services rendered for the celebration.

In addition, the City will pay for and/or provide the following in kind event support services:

- Permit Fees
- City Facility Use Fees
- Event equipment rental such as stage, amusements
- Sanitation Services
- Barricades
- Law Enforcement
- Remote Power
- Fire Rescue Services



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The applicant will be responsible for the planning, marketing and implementation of the event under the supervision and approval of the City's Park, Recreation and Open Spaces Department (PROS).

The selected applicant must at a minimum address the following for the celebration:

- 1) Clearly outline and define the celebration's scope.
  - a. Determine the activity's objectives, audience, and purpose.
- 2) Plan and manage the celebration budget including all revenue and expenditures.
  - a. Regularly monitor the actuals to ensure the celebration stays within budget.
- 3) Select and secure vendors including speakers, musicians, entertainers, and/or vendors as needed to ensure the success of the celebration.
  - a. Coordinate vendor contracts, communications, and logistics to ensure the smooth functioning of the event.
  - b. Obtain quotes for services and vet vendors to ensure compliance with City regulations. Ensure all vendors are registered with the City and follow its procurement regulations. For registration details, visit [www.coHB.org/VendorRegistration](http://www.coHB.org/VendorRegistration).
- 4) Create a detailed event timeline that includes key milestones and deadlines.
  - a. Establish a run of show for the day of the event(s).
  - b. Set deadlines, and monitor to ensure nothing is overlooked.
- 5) Market and promote the event.
  - a. Build a marketing plan to generate excitement for the celebration and attract attendees.
  - b. Create a multi-channel marketing plan that uses various avenues to highlight the celebration and encourage attendance.
  - c. Conduct community planning meetings leading up to the celebration to ensure community by in.
- 6) Coordinate logistics including staff, volunteer, and vendor duties and responsibilities to ensure a coordinated celebration.
- 7) Manage the event day to ensure everything unfolds as planned.
- 8) Promptly address any unexpected setbacks.
- 9) Participate in a post-event evaluation to determine areas of improvement for future celebrations.

**Prohibited Activities:**

The City will not review responses and will not accept any proposals for any of the following:



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- a. Capital campaigns or fundraising events
- b. Activities to propagate a religious faith or restricted to one religion or denomination
- c. Political campaigns
- d. Honorariums for guests

**INSURANCE REQUIREMENTS:**

Applicant agrees to maintain, on a primary basis and at its sole expense, at all times during the life of any resulting contract the following insurance coverages, limits, including endorsements described herein. The requirements contained herein, as well as City's review or acceptance of insurance maintained by Contractor is not intended to and shall not in any manner limit or qualify the liabilities or obligations assumed by Contractor under any resulting contract. Commercial General Liability Contractor agrees to maintain

**Commercial General Liability** at a limit of liability not less than \$1,000,000 Each Occurrence, \$2,000,000 Annual Aggregate. Coverage shall not contain any endorsement(s) excluding nor limiting Product/Completed Operations, Contractual Liability or Cross Liability. Business Automobile Liability Contractor agrees to maintain Business Automobile Liability at a limit of liability not less than \$1,000,000 Each Occurrence. Coverage shall include liability for Owned, Non-Owned & Hired automobiles. In the event Contractor does not own automobiles, Contractor agrees to maintain coverage for Hired & Non-Owned Auto Liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy.

**Worker's Compensation Insurance & Employers Liability** Contractor agrees to maintain Worker's Compensation Insurance & Employers Liability in accordance with Florida Statute Chapter 440.

**Additional Insured** Contractor agrees to endorse City as an Additional Insured with a CG 2026 07 04 Additional Insured – Designated Person or Organization endorsement or CG 2010 19 01 Additional Insured - Owners, Lessees, or Contractors – Scheduled Person or Organization or CG 2010 07 04 Additional Insured - Owners, Lessees, or Contractors – Scheduled Person or organization in combination with CO 2037 07 04 Additional Insured - Owners, Lessees Contractors- Completed Operations, or similar endorsements, to the Commercial General Liability. The Additional Insured shall read "City of Hallandale Beach."

**Waiver of Subrogation** Contractor agrees by entering into this contract to a Waiver of Subrogation for each required policy herein. When required by the insurer, or should a policy condition not permit Contractor to enter into a pre-loss agreement to waive subrogation without an endorsement, then Contractor agrees to notify the insurer and request the policy be endorsed with a Waiver of Transfer of Rights of Recovery Against Others, or its equivalent. This Waiver of Subrogation requirement shall not apply to any policy, which includes a condition specifically prohibiting such an endorsement, or voids coverage should Contractor enter into such an agreement on a pre-loss basis.

**Certificate(s) of Insurance** Contractor agrees to provide City a Certificate(s) of Insurance evidencing that



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all coverages, limits and endorsements required herein are maintained and in full force and effect. Said Certificate(s) of Insurance shall include a minimum thirty (30) day endeavor to notify due to cancellation or non-renewal coverage. The Certificate Holder address shall read:

City of Hallandale Beach Risk Manager  
400 South Federal Highway  
Hallandale Beach, FL 33009

**Umbrella or Excess Liability.** Contractor may satisfy the minimum liability limits required above for Commercial General Liability or Business Auto Liability under an Umbrella or Excess Liability policy. There is no minimum Per Occurrence limit of liability under the Umbrella or Excess Liability; however, the Annual Aggregate limit shall not be less than the highest "Each Occurrence" limit for either Commercial General Liability or Business Auto Liability. Contractor agrees to endorse City as an "Additional Insured" on the Umbrella or Excess Liability, unless the Certificate of Insurance states the Umbrella or Excess Liability provides coverage on a "Follow-Form" basis.

**Right to Revise or Reject** City reserves the right, but not the obligation, to revise any insurance requirement, not limited to limits, coverages and endorsements, or to reject any insurance policies which fail to meet the criteria stated herein. Additionally, City reserves the right, but not the obligation, to review and reject any insurer providing coverage due of its poor financial condition or failure to operating legally.

**MINIMUM QUALIFICATION REQUIREMENTS (MQRs):**

1. This Request For Event Provider (RFEP) contains Minimum Qualification Requirements (MQRs) which the applicant **must** meet to be considered responsive.
2. If multiple entities submit under one proposal, all entities must provide and meet all MQRs.
3. **Please read the MQRs to ensure the applicant meets these requirements prior to submitting a response to this RFEP.**
4. **All Minimum Qualification Requirements (MQRs) must be submitted with applicant's response.**
5. Applicant(s) that do not comply with MQRs will not be evaluated.

**MINIMUM QUALIFICATION REQUIREMENT # 1: SUNBIZ:**

- a. Applicant must be incorporated through Sunbiz with a status of "Active".
- b. A copy of the applicant's Sunbiz must be provided with submittal.



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**EVALUATION PROCESS AND CRITERIA:**

The proposal must address all points outlined in this RFEP. The proposal must provide clear and concise information of the applicant's capability to satisfy the requirements of the RFEP.

The City will utilize the criteria below to rate the applicant's proposal.

**Criteria**

All responses will be reviewed against the following criteria:

- a. Applicant's Background, Experience, and Personnel
- b. Proposed Celebration Activity(ies)
- c. Budget/ Financial Information Provided
- d. Cost Proposal

**ELECTRONIC PROPOSAL FORMAT AND SELECTION CRITERIA:**

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the applicants seeking to undertake the project in conformity with the requirements of the specifications in the RFEP.

The proposal should address all points outlined in the specifications of this RFEP. The proposal should be prepared simply and economically, providing straightforward, concise description of the applicant's capability to satisfy the requirements of the RFEP.

All items must be completed.

If multiple entities submit under a one (1) proposal, **all entities** must provide all paperwork requested and meet all criteria and all minimum qualification requirements (MQRs).

While additional data may be presented, the information requested in items #1 through #6, must be included. The following documents are required for all partnership proposals submitted for consideration:

1. **Cover Page**
  - a) Cover Page format provided below.
- 2) **Table of Contents**
  - a) Include clear identification of the material by section and by page number.



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**3) Organization Background, Experience, and Personnel**

- a) Provide an overview of the organization’s mission and history as well as experience in organizing community activities and events.

**4) Proposed Activities**

- a) Provide a detailed description of the proposed celebration activities including the objectives, location, timeline, intended audience, and resources for each activity.
- b) Include who will be responsible, timeframe and method for implementation.
- c) Provide a draft marketing plan.
- d) Include how the community will be involved in the planning and implementation of the celebration.

**5) Budget/ Financial Information**

- a) Applicant must provide a detailed listing of all anticipated expenditures and revenues for the proposed activity(ies).
- b) Applicant must provide a detailed description of each of the following resources that are in place to support the proposed activity(ies):
  - i. Organization Funds
  - ii. Grant Funds
  - iii. In-Kind Donations
  - iv. Sponsorships
  - v. Event Revenue
  - vi. Vendor Fees

**6) Minimum Qualification Requirements (MQRs)**

- a) All applicants responding to this RFEP must submit with applicant’s response all the Minimum Qualification Requirements (MQRs) requested in MQRs section. Please read the MQRs to ensure you meet these requirements prior to submitting to this RFP.

**AGREEMENT:**

The City will enter into an agreement with the successful applicant.



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COVER PAGE**

ORGANIZATION NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY/ STATE/ ZIP CODE: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

E-MAIL ADDRESS: \_\_\_\_\_

WEBSITE ADDRESS: \_\_\_\_\_

NAME OF CONTACT PERSON: \_\_\_\_\_ TITLE: \_\_\_\_\_

**COST PROPOSAL:**

Applicants must provide all costs for all services to be provided as requested and outlined in this RFEP in the format below. The Cost Proposal as submitted below constitutes as a formal offer from the applicant for the scope of work.

The City reserves the right to waive any minor informality or irregularity, in the best interest of the City.

<b>Fee to organize event as outlined</b>	\$
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Authorized Signature of Organization Representative: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/2025





## CITY OF HALLANDALE BEACH

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Questions and Answers October 6, 2025

- Q:** In fundraising for the event, if the selected Organization raises more money than is needed for the event, what happens to those additional dollars?
- A:** In addition to increasing public awareness and fostering community around the celebration, fundraising for the event should be done with the intention to raise additional resources to enhance the event and expand event offerings. If more money is raised than is needed for the event, the additional dollars would be used towards future MLK Celebrations.
- Q:** Will the City enter into an Agreement with the selected Organization?
- A:** Yes, the City will enter into an Agreement with the selected Organization which will outline the terms and conditions of the partnership.
- Q:** Do the proceeds from the event benefit the organization or to the City Of Hallandale Beach?
- A:** The proceeds from the event, including vendor fees, fundraising, donations, and other sources of revenue should directly benefit the event. If the proceeds exceed the costs of the event, the additional dollars would be used towards future MLK Celebrations.
- Q:** In the past, Parks & Recs had a special form requesting certain documentation & scheduling. Will the selected group be required to fill out this form if they are planning to have a 5k race/walk?
- A:** The selected Organization will be required to submit all required permits as outlined at [www.coHB.org/SpecialEventPermits](http://www.coHB.org/SpecialEventPermits) with the assistance of the City of Hallandale Beach Parks, Recreation and Open Spaces Department.