

REQUEST FOR PROPOSALS

Lights on Creston 2026 Event Coordination & Implementation Services

North Quarter Corridor Improvement Authority (DBA Creston Corridor Improvement Authority)
Grand Rapids, Michigan

1. OVERVIEW

The North Quarter Corridor Improvement Authority (NQCIA), doing business as the Creston Corridor Improvement Authority (CCIA), is seeking proposals from qualified consultants, organizations, or event professionals to provide coordination and implementation services for Lights on Creston 2026.

Lights on Creston is Creston's signature holiday event, activating the Plainfield Avenue business corridor through business participation, community programming, sponsorship engagement, family-friendly activities, and holiday-themed experiences.

The selected contractor will serve as the lead coordinator for planning and implementation of the event and will work closely with NQCIA, corridor businesses, community organizations, sponsors, volunteers, and vendors.

NQCIA has established event systems, historical event data, sponsorship materials, planning documents, and an event playbook. The selected contractor will be expected to build upon these resources and successfully execute the event rather than create a new event model.

2. EVENT PURPOSE

Lights on Creston exists to:

- Increase visitation to corridor businesses
- Support local business visibility and customer growth
- Strengthen Creston's identity as a destination neighborhood
- Foster community pride and neighborhood connection
- Encourage collaboration among businesses and community partners
- Generate sponsorship support for corridor initiatives
- Create a memorable and welcoming holiday experience for residents and visitors

3. EXISTING EVENT RESOURCES

To support successful implementation, NQCIA will provide the selected contractor with existing event resources, including:

- Lights on Creston Event Playbook
- Historical event budgets
- Sponsorship materials and prior sponsor lists
- Event maps and guidebooks
- Marketing assets and branding materials
- Business participation materials
- Historical attendance and participation data
- Existing stakeholder relationships and partner contacts

The selected contractor shall utilize and build upon these resources to efficiently execute the event.

4. SCOPE OF SERVICES

The selected contractor shall provide coordination and implementation services including, but not limited to, the following:

A. Project Coordination

- Maintain project timeline and task management systems
- Facilitate planning meetings and stakeholder coordination
- Provide regular status updates to NQCIA
- Coordinate communication among project partners
- Track project deliverables and deadlines

B. Business Engagement

- Recruit participating businesses
- Manage participation registration process
- Conduct business outreach and follow-up
- Distribute participation materials
- Support corridor-wide activation efforts

C. Sponsorship Coordination

- Coordinate sponsor communications
- Track sponsorship commitments
- Fulfill sponsorship benefits and recognition
- Assist with sponsor stewardship activities

D. Marketing Coordination

- Coordinate implementation of marketing efforts
- Manage social media scheduling and content distribution
- Coordinate website updates
- Coordinate press outreach and media relations
- Manage production of event materials including maps, guidebooks, signage, and promotional assets

E. Vendor & Volunteer Coordination

- Procure and manage vendors
- Coordinate transportation services
- Manage volunteer recruitment and scheduling
- Coordinate entertainment and activities
- Oversee vendor communications and logistics

F. Event-Day Implementation

- Serve as lead event coordinator
- Manage event logistics and operations
- Coordinate volunteers and vendors
- Troubleshoot operational issues
- Support participant experience throughout the event

G. Reporting & Closeout

Following the event, the contractor shall provide:

- Attendance estimates
 - Business participation summary
 - Sponsorship summary
 - Financial summary
 - Volunteer participation summary
 - Marketing performance metrics
 - Recommendations for future improvements
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5. PROJECT TIMELINE

The selected contractor shall be prepared to begin work no later than July 2026.

August – October

- Project kickoff
- Sponsorship outreach
- Business recruitment
- Stakeholder coordination
- Vendor procurement
- Marketing development
- Sponsorship development
- Business engagement

November

- Volunteer recruitment
- Marketing implementation
- Logistics planning
- Final event preparations

December

- Event execution
- Sponsor fulfillment
- Event management

January 2027

- Final reporting
- Financial reconciliation
- Stakeholder debrief

6. BUDGET

The total project budget shall not exceed \$25,000.

Event Coordination & Implementation Services

Maximum Contract Amount: \$10,000

This amount shall include all project coordination, stakeholder engagement, sponsorship coordination, business outreach, marketing coordination, volunteer coordination, reporting, and event administration services.

Event Expenses

Maximum Event Budget: \$15,000

This budget shall cover direct event expenses including, but not limited to:

- Transportation services
- Printing and marketing materials
- Entertainment and performers
- Photography and media
- Event supplies
- Volunteer support
- Signage and wayfinding
- Family programming
- Other approved event-related expenses

Proposals shall clearly distinguish coordination fees from event expenses.

7. DESIRED OUTCOMES

The selected contractor should demonstrate the ability to support the following outcomes:

- Strong corridor-wide business participation
 - High community attendance
 - Positive participant experiences
 - Effective sponsor engagement and retention
 - Strong volunteer participation
 - Improved accessibility and wayfinding
 - Increased visibility for corridor businesses
 - Successful event execution within budget
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8. PROPOSAL REQUIREMENTS

Proposals shall include:

Organization Overview

- Organization background
- Relevant experience
- Key personnel

Relevant Experience

Provide examples of:

- Community events
- Festivals
- Business district activations
- Sponsorship coordination
- Volunteer management

Project Approach

Describe your approach to:

- Project coordination
- Stakeholder management
- Sponsorship coordination
- Business engagement
- Event logistics
- Volunteer management

References

Provide a minimum of three references for comparable projects.

9. PROPOSAL QUESTIONS

Please respond to the following:

1. Describe your experience coordinating events of similar size and complexity.
 2. Describe your experience working with multiple community stakeholders and business partners.
 3. Describe your approach to sponsorship fulfillment and sponsor stewardship.
 4. Describe your experience managing vendors, volunteers, and event logistics.
 5. What tools or systems do you use to manage project timelines, communications, and reporting?
 6. What do you believe are the most important factors in delivering a successful corridor-wide community event?
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11. RIGHTS RESERVED

NQCIA reserves the right to:

- Reject any or all proposals

- Request additional information
- Negotiate scope and pricing
- Modify the RFP schedule
- Award the contract in whole or in part
- Decline to award a contract

NQCIA is not responsible for costs incurred in the preparation or submission of proposals.

12. Timeline

Milestone	Date
RFP Issued	June 18, 2026
Questions Due	July 23, 2026
Responses to Questions Issued	July 28, 2026
Proposals Due	August 3, 2026
Committee Review	August 4, 2026
Board Selection	August 20, 2026
	August 2026

10. Submission Instructions

Proposals shall be submitted electronically to:

Gregg Hampshire
Corridor Manager
Creston Corridor Improvement Authority

hello@bestincreston.com

Proposals must be received no later than August 3, 2026.