



12/12/2024

We are pleased to invite you to participate in the bid process for the Request for Proposal (RFP) to produce the 4th of July Spectacular on Penn Ave., one of the most highly anticipated events celebrating the 250th anniversary of the district and the nation. This celebration, hosted by the Penn Avenue Collective, brings together thousands of residents and visitors to commemorate our nation's independence in a vibrant and memorable setting.

As a valued producer with experience in creating large-scale, impactful events, we believe your expertise could contribute greatly to the success of our events event's festivities. The 4th of July Spectacular will feature an array of performances, interactive experiences, and family activities, all designed to create an engaging and unforgettable experience for attendees of all ages.

To ensure a seamless and impactful event, we seek a production partner with a strong vision, a commitment to excellence, and the proven ability to manage all facets of a high-profile, complex event. The RFP further outlines the scope of the event and the producer's responsibilities.

To express your interest, please review the RFP documents included and submit your proposal by 1/13/2025. Proposals will be evaluated based on the criteria listed in the RFP, and selected applicants will be contacted for follow-up interviews.

We look forward to receiving your proposal and learning how your creative vision and skills will bring the 4th of July Spectacular to life. Should you have any questions regarding the RFP or the event, please do not hesitate to reach out to us: [Melanie@DowntownDC.org](mailto:Melanie@DowntownDC.org) and [Kauster@Austeragency.com](mailto:Kauster@Austeragency.com)

Thank you for your consideration and interest in partnering with the Penn Avenue Collective to make this celebration truly extraordinary.

Warm regards,

Melanie, Nwosu, Director of Events & Strategic Partnerships  
DowntownDC BID

Sophia Auster, Founder & CEO  
Auster\*

The **A250 on Penn Collaborative**  
REQUEST FOR PROPOSALS  
Released on December 12, 2024

JULY 4<sup>th</sup> SPECTACULAR on PENN AVE

The DowntownDC BID seeks an experienced entity to produce, oversee, and promote the **July 4<sup>th</sup> Spectacular on Penn Ave** event to be held on Pennsylvania Avenue in downtown Washington, D.C., in July 2026.

## **1. INTRODUCTION**

The A250 on Penn Collaborative, comprised of the National Capital Planning Commission, Events DC, and the DowntownDC BID, have joined forces to facilitate celebration of July 4, 2026, America's 250th anniversary of the signing of the Declaration of Independence. **The purpose of the Spectacular July 4th event is to invite the city and the nation to unite in celebration of our American Heros of the past and present, and America's ingenuity and aspirations for the future.**

Pennsylvania Avenue between the White House and U.S. Capitol, one of America's most iconic streets, will host this spectacular 2-day event. At the heart of the nation's story, this legendary avenue has been the backdrop for pivotal moments in U.S. history.

Bridging the National Mall and Downtown D.C., Pennsylvania Avenue symbolizes the spirit of America's independence and democracy. With iconic views, profound connections to cultural landmarks, close to Washington, D.C.'s most esteemed cultural institutions, and proximity to transit, Pennsylvania Avenue offers 1.2 miles of expansive, adaptable space and an ideal location for major events, supported by top-tier event and security infrastructure.

As a premier venue for world-class events, Pennsylvania Avenue provides a monumental setting for this momentous occasion!

## **2. VISION**

**We invite event producers to submit a proposal for your BIG IDEAS to produce this landmark two-day Spectacular July 4th event that will celebrate and honor past and present American heroes and America's ingenuity and aspirations, inspiring future generations.**

Aiming to establish an annual celebration, this inaugural event is intended to set the bar for this signature venue. Welcoming, uplifting, and inviting all to participate, the event should *tell our stories*, empower, *inspire*, and *instill optimism for the potential of our future*, uniting people from across the city, the nation, and the world.

Honoring Pennsylvania Avenue means embracing its iconic legacy, celebrating the vibrant culture it represents, embodying its uniquely American character, and symbolizing a bright, inclusive future for all. This event will transform Pennsylvania Avenue into the heart of this national milestone anniversary, highlighting the very best of American culture and creative spirit.

We seek a visionary producer to bring this celebration to life by curating extraordinary lasting and ephemeral events that will live in people's memory and transform lives by the way we see the world. The celebration will honor our nation's legacy and inspire generations to come by showcasing extraordinary exhibits, exceptional cultural performances, sports activations, art installations and engaging interactive experiences, both grand and intimate.

- **Day One** should highlight Washington DC and American culture through music, curated art installations and interactive exhibits, inviting guests to explore and connect with our shared heritage and fostering unity and community.

- **Day Two** should offer a lively array of family-friendly activities, music, and culinary experiences, creating a welcoming inclusive atmosphere for all ages.

In partnership with the United States Navy Band and a prominent broadcast production company, the event will culminate in a grand concert and synchronize with the National Park Service's annual fireworks display over the National Mall.

Your proposal should present a clear concept for this celebration, including programming ideas, engagement strategies, and unique elements that will make the event memorable and distinctive. We encourage collaboration with local artists and organizations to enhance experiences and strengthen community ties.

Please submit your proposal, including full details on programming, activities, and design elements. Inspire, and show us how you would make the most of this iconic location!

### **3. SCOPE OF WORK**

This RFP seeks to identify and contract with a qualified and experienced event producer to conceptualize, manage, and execute the **July 4<sup>th</sup> Spectacular on PENN AVE 2026**, commemorating America's 250th anniversary. The event will span two days, transforming Pennsylvania Avenue into a vibrant hub of celebration. Please note that the exact location and layout of the event are subject to change.

#### **A. KEY DATES**

- a. Site preparation begins on Wednesday, July 1, 2026
- b. The event begins Friday, July 3, 2026, at 12 pm.
- c. The event ends Saturday, July 4, 2026, at 7 pm.
- d. Site breakdown begins in the evening Saturday, July 4 through Sunday July 5, 2026.
- e. Site returns to city operational status on Sunday, July 5, 2026, at 12 am.

#### **B. MANAGEMENT & STAFFING**

The selected producer will be responsible for the overall management and staffing of the event. This includes hiring qualified personnel for event coordination, logistics, and on-site management. The producer must provide a detailed staffing plan, including roles, responsibilities, and qualifications of key team members.

#### **C. VENDORS**

The producer will coordinate with food, beverage, and merchandise vendors for the event. All vendors must be pre-approved by the A250 on Penn Collaborative, and the producer will ensure that vendors comply with health and safety regulations. A vendor layout plan must be submitted for approval prior to the event.

#### **D. POWER/GENERATORS**

The producer is responsible for sourcing and managing all power needs for the event, including generators, electrical distribution, and backup systems. The producer will ensure that all electrical equipment meets safety standards and is adequately tested before the event.

**E. DÉCOR**

The producer will be responsible for the design and implementation of décor elements throughout the event site. This includes thematic decorations, staging, and any art installations. The décor should align with the event's vision and be installed and dismantled according to the agreed schedule.

**F. MAINTENANCE**

The producer will implement a maintenance plan to ensure the event site is clean and well-maintained throughout the duration of the celebration. This includes regular inspections and addressing any issues that may arise with equipment, structures, or facilities.

**G. PERMITS**

The A250 on Penn Collaborative will assist with the procurement of necessary permits and licenses required for the event. This includes compliance with local regulations, coordinating with city officials, and ensuring all legal requirements are met well in advance of the event.

**H. WASTE DISPOSAL**

The producer will develop and implement a waste management plan for the event, ensuring adequate waste disposal and recycling options are available. The plan should include the placement of waste bins, collection schedules, and a strategy for reducing waste generated during the event.

**I. SAFETY & SECURITY**

The producer will develop a comprehensive safety and security plan, including crowd management, emergency response procedures, and coordination with local law enforcement and security personnel. All security staff must be trained and certified, and safety protocols must be communicated to all event participants.

**J. TRAFFIC CONTROLS**

The producer will work with local authorities to develop a traffic control plan that ensures safe access and egress for vehicles and pedestrians. This includes managing road closures, detours, and signage to guide attendees.

**K. ACTIVATIONS & ENTERTAINMENT**

The producer will design and manage all activations for the event. Entertainment booking and management will be the shared responsibility between the producer, the A250 on Penn Collaborative and the United States Navy Band. This includes scheduling and performances.

**L. SIGNAGE**

The producer will be responsible for creating and installing all event signage, including wayfinding signs, informational displays, and promotional materials. All signage must comply with local regulations and enhance the overall aesthetic of the event.

#### **4. SUBMISSION INFORMATION**

Proposals must include clear descriptions of the Producer's capabilities to perform the requirements of the RFP.

##### **a. KEY DATES & DEADLINES**

- **RFP Release: Thursday, December 12, 2024**
- **Question and Answer Submissions: Friday, December 20, 2024**
- **RFP Proposals Due: Monday, January 13, 2025, close of business**
- **RFP Jury Process: Week of January 13, 2025**
- **In-person Interviews: Week of January 27 – 31, 2025**
- **Event Producer Selection: Week of February 3, 2025**
- **Project Planning Begins: Week of February 24, 2025**

##### **b. FORMATTING**

Submissions should be electronic. Please submit all proposal components in the order found in section c. REQUIREMENTS.

##### **1) Electronic Submission**

- i. Electronic submissions should be sent no later than the close of business on **Monday, January 13, 2025**
- ii. Please direct them to:  
**Melanie Nwosu, Director of Events & Strategic Partnerships**  
[Melanie@DowntownDC.org](mailto:Melanie@DowntownDC.org)  
**Sophia Auster, Founder & CEO, Auster\***  
[Kauster@Austeragency.com](mailto:Kauster@Austeragency.com)
- iii. Entitle your email “**RFP SUBMISSION: “July 4<sup>th</sup> Spectacular on PENN AVE 2026.”**”
- iv. Receipt of all submissions will be acknowledged by the close of business on the day they are received.

##### **2) REQUIREMENTS**

###### **1) Introductory Letter**

This letter should outline the Producer's ability to provide the experience and scope of services requested. Please describe the company's size, management, and ownership, including:

- 2) Introductory statement
- 3) Company Name
- 4) Primary Address
- 5) Primary Telephone Number
- 6) Primary Email
- 7) Name & Title of Primary Contact Individual
- 8) Number of Employees
- 9) Number of Years in Business
- 10) Company's Legal Status
- 11) Tax ID Number
- 12) State under which the entity is organized
- 13) Awarded Producers must provide a copy of the following upon receipt of the award:
  1. Certificate of Incorporation

2. Proof of Clean Hands
3. Certificate of Insurance for \$2MM General Liability & 5MM Umbrella/Excess Liability
4. EIN
5. Business License

## **2) Staff Experience**

Include a brief description of each key staff member who will work on **July 4th Spectacular on PENN AVE 2026**.

## **3) Project Approach, Capabilities, and Projected Budget**

Describe how the Producer's approach will meet the needs of this RFP. Submit a detailed statement and applicable information on how you or your firm meets the requirements and/or qualifications. Include a copy of all applicable licenses. Include a detailed, itemized budget for all projected activations.

## **4) Work Samples**

Include samples of work relevant to the Scope of Work proposed. Digital and printed submissions are welcome.

## **5) References**

Submit a list of at least three (3) references (including contact person names and phone numbers) for which similar services have been provided. Your company must demonstrate that it has successfully completed services similar in scope to that requested in this proposal.

## **6) Current Status**

- i. Has your organization been in bankruptcy, reorganization, or receivership in the past 5 years? If so, please explain the status.
- ii. Has the firm/individual been disqualified or terminated from any public agency? If so, please explain under what circumstances this disqualification or termination occurred.

## **5. SELECTION INFORMATION**

The A250 on Penn Collaborative retains the authority to grant this RFP to the respondent whose proposal most effectively fulfills the specified requirements and aligns closely with our organization's objectives. Proposals will only be accepted from experienced individuals or entities as determined solely by the A250 on Penn Collaborative. Respondents are responsible for submitting accurate, adequate, and clear descriptions of the requested information.

This document is an RFP, not a contract offer and it aims to meet the specific user requirements of the A250 on Penn Collaborative.

This RFP does not obligate A250 on Penn Collaborative to award a contract, cover proposal preparation costs, or engage in services procurement. The intent is to award a contract based on the best interests of A250 on Penn Collaborative, reserving the right to accept/reject any proposals, negotiate with qualified proposers, or cancel the RFP in part or entirely if it aligns with the A250 on Penn Collaborative's best interests.





## **9. TERMS**

Selected Producers will be required to sign a Professional Services Agreement. The agreement with the selected firm will be for the one-time event

## **10. CANCELLATION CLAUSE**

Any breach or failure to meet this RFP agreement's terms, conditions, or requirements may lead to immediate cancellation. The A250 on Penn Collaborative reserves the right to amend, change, or cancel this agreement for other reasons.

## **11. REVIEW**

The A250 Penn Collaborative will review all submissions to ensure they meet the specified terms and conditions. If necessary, the A250 on Penn Collaborative may request additional materials to evaluate the qualifications and experience of each respondent or to seek clarification or modifications to proposals. Corrections for deficient submissions may be considered on a case-by-case basis. The respondent grants the A250 on Penn Collaborative permission for relevant inquiries by submitting a proposal. It is important to note that the A250 on Penn Collaborative is not obligated to request extra materials, clarification, modifications, or background information. The A250 on Penn Collaborative may choose to hold discussions with select respondents and retains the discretion to reject any proposals at any time, reserving the right to withdraw this RFP without prior notice.

## **12. INTERVIEWS**

Interviews may be conducted with selected respondents following the submission date of **January 13, 2025**. The A250 on Penn Collaborative will schedule these interviews after the initial review of the proposals. Dates slated for interviews are **January 27 - 31, 2025**.

## **13. VENDOR DIVERSITY**

The A250 on Penn Collaborative is committed to maintaining diversity and building relationships with teams that reflect the diversity of the District of Columbia, the A250 on Penn Collaborative, its clients, and its communities. Vendors are required to demonstrate that ownership/ leadership and personnel working on this engagement reflect the A250 on Penn Collaborative's diversity objectives, especially racial and gender diversity. Women-Owned Business Enterprises (WBE) and Minority-Owned Business Enterprises (MBE) are encouraged to submit proposals.

## **14. OTHER**

All questions regarding this RFP can be submitted to:

**Melanie Nwosu, Director of Events & Strategic Partnerships**

[Melanie@DowntownDC.org](mailto:Melanie@DowntownDC.org)

**Sophia Auster, Founder & CEO, Auster\***

[Kauster@Austeragency.com](mailto:Kauster@Austeragency.com)

Please entitle your email **“RFP Questions: 4<sup>th</sup> of July Spectacular on PENN AVE 2026.”**

All questions must be received by the close of business on **Friday, December 20, 2024**.

All responses will be returned promptly upon selection of a producer.