



**Request for Expression of Interest**  
**2023 Festivals and Events**

**Issued:**

**Closing Date:**

**Introduction**

The Town of LaSalle (Town) is seeking Expressions of Interest (EOI) to develop a roster of festivals and events to be held within the Town of LaSalle in 2023 and beyond. Events will be selected based on the applicant's ability to demonstrate the priorities outlined in evaluation section of this document.

This Request for Expression of Interest ("RFEOI") is issued by the Town of LaSalle for the purpose of determining the level of interest from the community in hosting events in the Town of LaSalle and to ensure a diverse year-round calendar of events for the community.

Respondents are asked to respond to the Town and provide the information requested.

**Purpose**

The goal of this RFEOI is to invite submissions that describe the event, relevant experience, and alignment with Town of LaSalle goals as set out in the Scope below.

This RFEOI is a non-binding invitation to qualified respondents to make themselves known to the Town by providing information and by demonstrating their experience and capacity to undertake the event. The Town may choose to directly communicate with one or more

respondents or may at any time and at its sole discretion, decide to cancel this process in its entirety for any reason.

The Town shall not be liable for any expenses incurred, including the expenses associated with the cost of preparing responses to this RFEOI. The parties shall bear their own costs associated with or incurred through this RFEOI process.

### **Schedule**

An Expression of Interest for available dates and spaces will be conducted semi-annually based on the following dates:

- Call for Expression of Interest on February 1 for events taking place between January 1 and June 30 of the subsequent year. Events will be selected and confirmed by March 15.
- Call for Expression of Interest on August 1 for events taking place between July 1 and December 31 of the subsequent year. Events will be selected and confirmed by September 15.

Town designated staff have the authority to select and approve event requests and will seek direction and approval as required from Town of LaSalle Council.

Although every attempt will be made to meet all dates as outlined, the Town reserves the right to modify any or all dates at its sole discretion

### **Submission requirements**

Respondents must complete the electronic form (insert link) no later than the submission deadline.

### **Evaluation**

Event submissions will take the following criteria into account:

The capacity of the organization/organizers to successfully execute the event.

- Number of dedicated staff/volunteers
- Length of time the organization has been in operation
- Other events the organization has hosted
- Evidence that the organization is properly governed, accounts/ decision making /regulatory bodies/reputation/affiliate or partner organizations
- Availability of sufficient funds to be viable

Potential of the event to be successful and to add variety to the existing event line up.

- Event is creative and unique
- It is evident how the event will enhance the community
- Has the potential to be successful for multi-years
- Has economic development/tourism potential
- Target audience is broad

Potential exposure for the Town of LaSalle.

- Local
- Regional
- Provincial
- National/international

Resources required from the town.

- Can the event be successful within the existing infrastructure? If not, what is required for the event?
- Will the event require significant support from Town staff and if so, can it be provided from the current staff complement?

Potential risk for the town.

- Alcohol
- High risk activities

Impact on community.

- Displacement of regularly or previously scheduled programs or otherwise adversely affect resident use of the event site
- Other adverse impacts on residents or business (parking, noise, traffic congestion)

Appropriateness for the site and links with the Town of LaSalle Strategic Plan and Ontario's Culture Strategy

- Clearly supports and is aligned with LaSalle 2050 – Town of LaSalle strategic goals

- Clearly supports and is aligned with Ontario's Culture Strategy

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