SOUTHWEST MANAGEMENT DISTRICT
REQUEST FOR PROPOSALS (RFP)
EVENT PLANNING SERVICES – LIBERTY FEST

RFP Issued	November 16, 2026	At swdistrict.org/request-for-proposal/
Deadline for Questions	November 30, 2026 2:00 PM	Submitted to team@swdistrict.org
Responses to Questions/Addenda Issued	December 7, 2026 5:00 PM	At swdistrict.org/request-for-proposal/
Proposal Deadline	December 11, 2026 2:00 PM	Submitted to team@swdistrict.org
Interviews, if applicable	January 11, 2027	In person, at 6588 Corporate Dr. STE 168
Board Consideration & Contract Award	January 25, 2027	In person, at 6588 Corporate Dr. STE 168
Anticipated Contract Start	February 1, 2027	

1. INTRODUCTION

The Southwest Management District ("District" or "SWMD") is soliciting proposals from qualified event planning professionals, event management firms, or other qualified entities to provide comprehensive event planning, coordination, production, and execution services for the District's annual Liberty Fest.

Liberty Fest is a signature community event held annually, typically on the Sunday immediately preceding July 4. The event is intended to provide a family-friendly celebration that brings together residents, businesses, community organizations, public agencies, and other stakeholders within and around the Southwest Management District.

The selected contractor will work closely with District staff, the Liberty Fest Planning Committee (LFPC), and designated partners to plan, coordinate, promote, and execute a safe, successful, high-quality 2027 event that reflects the District's mission, brand, and commitment to the community.

The 2027 Liberty Fest is anticipated to take place **Sunday, June 27, 2027**. The final event location has not yet been determined; therefore, the contractor may be asked to assist with venue evaluation and site-specific planning.

The District maintains a dedicated Liberty Fest website at www.swmdlibertyfest.com. The contractor will provide timely, accurate event information and content to District Staff and Staff will then coordinate with the District's webmaster or designated vendor.

2. EVENT OBJECTIVES

Liberty Fest is intended to:

- Provide a high-quality, family-friendly Independence Day celebration.
- Promote community engagement, pride, and participation by local businesses and organizations.
- Provide entertainment, activities, food, and programming appropriate for all ages.
- Highlight the Southwest Management District and the businesses/communities it serves.
- Maintain a safe, well-organized event environment and continue the tradition of Liberty Fest as a successful annual signature event.

3. SCOPE OF SERVICES

The selected contractor will serve as the District's lead event planning and coordination consultant and will be responsible for comprehensive planning, logistics, coordination, and execution.

a. Event Planning and Project Management

- Develop and maintain a master event plan, planning timeline, milestones, production schedule, and event budget in coordination with District staff.
- Attend regular planning meetings and provide progress updates to District staff and the LFPC.
- Coordinate communications among the District, vendors, contractors, sponsors, performers, community partners, and other stakeholders.
- Identify event risks and mitigation strategies and coordinate information needed for public-facing communications.
- Support sponsorship outreach and coordination as directed by the District.

b. Site Selection, Site Planning and Infrastructure

Because the event location has not been finalized, the contractor may assist the District with identifying and evaluating potential locations. Once a location is selected, the contractor will:

- Develop a detailed site plan and event footprint, including tents, tables, chairs, stages, barricades, fencing, lighting, signage, restrooms, waste/recycling, and other infrastructure.
- Coordinate rentals, deliveries, vendor/contractor access, electrical and power requirements, sanitation, traffic circulation, and parking.
- Coordinate site cleanup, restoration, and load-in/load-out.
- Provide draft location, parking, access, schedule, and other logistical information at least two months before the event for public communications. The finalized schedule and plan should be completed one month prior to the event date.

c. Permits, Safety and Compliance

The contractor will coordinate with the District and applicable governmental and emergency response agencies regarding permits, approvals, inspections, and safety requirements, including:

- Required permits, applications, and related documentation.
- Law enforcement, fire, EMS, security, emergency access, and crowd management.
- An event safety and emergency response plan.
- Vendor and contractor insurance and safety requirements, including applicable food vendor health requirements.
- Compliance with applicable laws, regulations, permits, and District requirements.

d. Programming, Entertainment and Activities

- Recommend and coordinate family-friendly programming, entertainment, performers, musicians, DJs, children's activities, and patriotic/Independence Day programming.
- Obtain District approval of proposed performers and entertainment before contracting.
- Coordinate stage programming, performer schedules, backstage requirements, and event run-of-show.
- Provide confirmed programming and activity information to the District in a format suitable for publication.

e. Vendors and Food & Beverage

- Develop and maintain a complete vendor list and solicit qualified food, beverage, merchandise, activity, and service vendors.
- Manage vendor applications, communications, required documentation, placement, and site logistics.
- Ensure vendors understand event rules, schedules, parking, load-in/load-out, and operational requirements.
- Coordinate applicable food safety and permit requirements and manage vendor check-in and event-day operations.

f. Sponsorship and Community Partner Coordination

- Assist with sponsorship opportunities and outreach to potential sponsors and community partners.

- Maintain sponsor and partner tracking and coordinate approved sponsor participation, signage, recognition, booths, activations, and benefits.
- Coordinate with community organizations and District partners and provide regular participation updates.
- Provide approved sponsor logos and information for website and promotional use.
- The District will retain final approval authority over all sponsorship agreements, commitments, and sponsor benefits.

g. Marketing, Communications and Website Coordination

The contractor will support coordination with the District and any District-designated marketing, communications, social media, website, or public relations vendors. Responsibilities include:

- Develop an event-specific promotional timeline and provide timely, accurate event information for the website and other communications.
- Support coordination with District Staff regarding promotional concepts, branding, signage, community outreach, media/public relations, and printed materials in accordance with District standards.
- Provide current schedules, entertainment, activities, vendors, sponsors, registration information, FAQs, maps, parking, access, and event-day updates as applicable.
- Support coordination of photography and videography if requested and provide final event-related media assets and materials to the District.
- Coordinate with the District Staff to provide requested event information to the Web Master

The District retains final approval over all public-facing messaging, branding, promotional materials, website content, and communications. The contractor shall not independently publish or materially modify public-facing event information without District approval.

h. Staffing and Volunteers

- Develop an event staffing and volunteer plan, including assignments, schedules, responsibilities, and required personnel.
- Support recruitment and coordination of staff and volunteers, subject to District approval, and conduct pre-event briefings.
- Provide event-day supervision and ensure adequate staffing for setup, operations, and breakdown.

i. Event-Day Management and Execution

- Serve as the primary event operations contact and oversee setup, event operations, and breakdown.
- Coordinate vendors, contractors, performers, staff, volunteers, security, and emergency personnel.
- Manage the event schedule and run-of-show, conduct site inspections, monitor operations, and address issues as they arise.
- Supervise breakdown, load-out, cleanup, and site restoration and provide sufficient qualified personnel throughout.

j. Post-Event Reporting

Following the event, the contractor will provide a comprehensive report addressing, as applicable:

- Attendance, vendor and sponsor participation, entertainment/programming, and marketing activities.
- Final budget and expenditures and a summary of operational issues or challenges.
- Website/digital activities, photographs and other media, and available public or stakeholder feedback.
- Recommendations for future Liberty Fest events.

4. REQUIRED DELIVERABLES

At a minimum, the selected contractor shall provide:

- Master event plan, planning timeline, and production schedule.
- Site evaluation recommendations, if requested, and final site plan/layout.
- Event budget and cost tracking.

- Vendor, contractor, sponsor, and partner tracking lists.
- Marketing/promotional calendar and website content/information updates.
- Safety and emergency operations plan.
- Staffing/volunteer plan and event-day operations plan, including detailed run-of-show and load-in/load-out plan.
- Post-event report and all final event-related documents, photographs, videos, graphics, website content, and other materials produced under the contract.

5. DISTRICT RESPONSIBILITIES

The District will provide overall project oversight and retain final authority regarding the event's budget, location, programming, contracts, expenditures, branding, sponsorships, website content, and other significant decisions.

- Designate a primary point of contact and coordinate with the LFPC, Board members, committees, public agencies, and community partners as appropriate.
- Provide available branding, communications, and website information and access.
- Review and approve event concepts, major planning decisions, budget, vendors, performers, sponsors, major contractors, contracts, invoices, and public-facing content as applicable.
- Provide timely feedback and approvals.

The contractor shall not make financial commitments or enter into contracts on behalf of the District without prior written authorization.

6. QUALIFICATIONS

Respondents should demonstrate:

- Proven experience planning and executing community festivals, public events, outdoor events, or similar large-scale events.
- Experience managing complex logistics, vendors, contractors, entertainers, sponsors, community partners, and event budgets.
- Knowledge of permitting, safety, security, and event operations.
- Strong project management, organizational, and communication skills, including experience working with public agencies and community stakeholders.
- Experience working with management districts, municipalities, governmental entities, or similar organizations is preferred.
- Availability to provide sufficient personnel for planning and event-day execution.

7. PROPOSAL REQUIREMENTS

Proposals should include the following:

a. Firm Information

Company/firm name and address; primary contact and contact information; years in business; and business structure and applicable licenses or registrations.

b. Firm Qualifications and Experience

Describe experience planning and executing events similar to Liberty Fest and identify at least three relevant events completed within the past five years, including event name, date, location, approximate attendance, scope of services, and client contact information.

c. Proposed Project Team

Identify the primary point of contact for SWMD and other key personnel, including roles and relevant experience.

d. Proposed Approach

Describe the proposed approach to project management, site planning, vendors, programming, sponsorships, marketing/website coordination, safety, event-day operations, and post-event reporting. Include recommendations that would improve the Liberty Fest experience.

e. Preliminary Timeline

Provide a planning timeline from contract award through post-event reporting, including major milestones for site selection, permitting, entertainment, vendors, sponsorships, marketing, website updates, final preparation, event execution, and reporting.

f. Fee Proposal

Provide a detailed fee proposal identifying planning/management fees, sponsorship commissions, optional services, and other anticipated costs. Clearly identify included versus additional expenses.

g. References

Provide at least three professional references for comparable event planning services.

h. Conflict of Interest Questionnaire

To the extent it applies, the respondent agrees to comply with Texas Local Government Code § 176.006 by filing a completed Conflict of Interest Questionnaire (Form CIQ) with the District. The CIQ is a state-required disclosure identifying certain business, employment, family, or gift relationships between the respondent and a District officer, and it must be filed within seven business days after the respondent submits its proposal.

Incomplete proposals that do not include all required information will not be considered for evaluation.

8. PROPOSAL EVALUATION

Proposals will be evaluated based on factors including:

- Relevant experience and qualifications, including comparable community events.
- Proposed approach, creativity, and understanding of Liberty Fest.
- Project team qualifications and event planning/logistical capabilities.
- Ability to manage vendors, contractors, sponsors, and stakeholders and support website/digital communications.
- Availability, capacity, references, and proposed fees/overall value to the District.

The District reserves the right to request clarification, conduct interviews, request additional information, negotiate with one or more respondents, or reject any or all proposals. The District is not obligated to select the lowest-cost proposal.

9. PERFORMANCE EXPECTATIONS

The selected contractor shall:

- Maintain regular communication and meet established planning milestones and deadlines.
- Maintain the approved budget and obtain required District approvals before making commitments.
- Provide timely and accurate information and maintain appropriate staffing and resources.
- Promptly communicate anticipated problems, delays, risks, budget issues, or changes affecting public-facing information.
- Maintain professional relationships with stakeholders and deliver a safe, organized, and successful event.

10. OWNERSHIP OF WORK PRODUCT

All materials, plans, designs, documents, content, reports, data, photographs, videos, graphics, website content, and other deliverables created specifically for Liberty Fest under the resulting agreement shall become the property of the Southwest Management District upon payment for the applicable services.

The contractor shall provide editable and final electronic files to the District upon request and at the conclusion of the contract.

11. INSURANCE, LIABILITY AND INDEMNIFICATION

The selected contractor shall maintain appropriate insurance coverage throughout the contract, including commercial general liability insurance and any other coverage required by the District or applicable law.

The contractor shall provide certificates of insurance and required endorsements before commencement of services and shall indemnify, defend, and hold harmless the Southwest Management District and its Board members, officers, employees, agents, and representatives to the extent provided by the final agreement and applicable law.

12. TERMINATION

The Southwest Management District reserves the right to terminate the resulting agreement, in whole or in part, for convenience or for cause, upon written notice in accordance with the agreement.

Upon termination, the contractor shall be compensated for satisfactorily performed services through the effective date and shall provide completed and partially completed work products, applicable project files and information, and reasonable cooperation in transitioning services. District property and information shall be returned or transferred as directed.

13. QUESTIONS AND COMMUNICATION

All questions, requests for clarification, and communications regarding this RFP shall be submitted in writing to team@swdistrict.org.

To ensure a fair and consistent procurement process, substantive responses may be shared with all prospective respondents. Respondents shall not contact District Board members or other District representatives regarding this RFP.

14. SUBMISSION OF PROPOSALS

Proposals must be received no later than December 11, 2026 at 2:00 PM.

Proposals shall be submitted electronically to: team@swdistrict.org .

Subject Line: RFP – Liberty Fest Event Planning Services

Proposals received after the deadline will be rejected.

The District reserves the right to modify the RFP schedule, request additional information, reject any or all proposals, waive minor informalities, and cancel the solicitation if determined to be in the best interest of the Southwest Management District.

15. RESERVATION OF RIGHTS

The Southwest Management District reserves the right to:

- Reject any or all proposals or cancel/modify this RFP.
- Request clarification or additional information and conduct interviews or presentations.
- Negotiate the scope and fee with the selected respondent.
- Select the proposal providing the best overall value to the District.
- Award all or portions of the services and modify the scope of work as necessary.
- Take any other action determined to be in the best interest of the District.

Issuance of this RFP does not obligate the Southwest Management District to award a contract. SWMD will not reimburse respondents for costs incurred in preparing a proposal.

16. ANTICIPATED CONTRACT TERM

The anticipated contract will cover planning and execution of the 2027 Liberty Fest, including post-event reporting. The District anticipates beginning planning in January, with early work focused on sponsorships, vendors, and site planning, followed by event planning and coordination.

The District may, at its discretion and subject to applicable approvals, negotiate an extension or subsequent agreement for future annual Liberty Fest events based on satisfactory performance and the District's continued need for services.

Vendor must meet District insurance, confidentiality, indemnification, recordkeeping, or other contractual requirements as finalized by District counsel.