



## East Village Urban Market – Request for Written Estimates/Proposals

Location : To be determined

### 1. Organizational Description: East Village Association, Inc.

The East Village Association, Inc. is a nonprofit corporation, 501c3 that manages the East Village Business Improvement District. EVA's mission is *to support and promote East Village businesses by establishing the community as San Diego's livable urban village*. It's vision statement: *East Village will be recognized as San Diego's vibrant, diverse, urban community where residents and the entrepreneurial spirit thrive—a distinct mix of arts, culture, education, and entertainment*. East Village is San Diego's largest downtown neighborhood encompassing 130 blocks, between Seventh Ave. east to 18<sup>th</sup> Street. More than 700 businesses are located in the thriving urban enclave and the community has a population of about 10,000 and growing.

#### Contact information:

Lisa Lem, Executive Director      David Hazan, President      Glenna Schmidt, Vice-President  
East Village Association, Inc.  
1041 Market St. #200, San Diego, CA 92101  
Ph: 619.992.7525 Fx: 619.239.1200  
Email: [Project@EastVillageSanDiego.com](mailto:Project@EastVillageSanDiego.com)  
Website: [EastVillageSanDiego.com](http://EastVillageSanDiego.com)

### 2. Scope of Work

The East Village Association, Inc. is seeking written estimates and proposals from qualified consultants or firms to assist in researching a location, dates, and times to operate a weekly community-based event/market in an urban environment. This event would benefit the East Village community. Experience in operating a weekly community-based event preferred. The written estimate (no more than 3 pages) should provide the following services:

#### Phase One:

- Work with EVA steering committee to identify and analyze proposed locations
- Work with EVA steering committee to identify optimal schedule to operate (dates and times)
- Develop programming
- Identify challenges and issues including, residential/business outreach, noise, traffic control, security, Padre season, parking, permits, etc.
- Identify community stakeholders and groups who would participate and support the weekly event
- Consultant/firm would provide timeline for Phase One.

#### Phase Two:

- Design venue plan with the assistance of the EVA steering committee
- Design a traffic and community impact plan (utilize bike-friendly district and car2go valet parking program)
- Assist in creating an operating budget and business plan
- Consultant/firm would provide estimate for services and timeline for Phase 2.

3. Deadline to submit is **Friday, February 1, 2013** by 5:00pm to [Project@EastVillageSanDiego.com](mailto:Project@EastVillageSanDiego.com)

Request for estimates will be deployed after Phase One and Two are completed.

Please provide at least two references. Please contact Lisa Lem, at [Project@EastVillageSanDiego.com](mailto:Project@EastVillageSanDiego.com) or call 619.992.7525.