



## Solicitation for Car Show Organizer – Downtown El Cajon Summer Car Show 2025

Downtown El Cajon Business Partners (DECBP) seeks an experienced car show organizer to manage and execute the Downtown El Cajon summer car show series and associated special events in 2025. This solicitation document outlines the event details, organizer responsibilities, budget parameters, proposal requirements, and evaluation criteria for interested applicants.

### Event Details

- **Weekly Summer Car Show:** A car show will take place every Wednesday evening at a minimum from May 21 through August 27, 2025 (15 events). Candidate may propose additional scheduled shows. These weekly events form the core of the Downtown El Cajon summer car show series.
- **Special Events:** In addition to the weekly summer shows, the organizer will be responsible for three special event nights:
  - *Trunk or Treat* – a family-friendly car show event held on Wednesday, October 29, 2025.
  - *Holiday Lights on Main* – the downtown El Cajon holiday season kickoff on Saturday, November 29, 2025.
  - *Bonus Event* – one additional event date to be determined by the DECBP Board (specific date to be decided and communicated in advance).
- **Event Time:** All events will run from 5:00 PM to 8:00 PM.
- **Event Location:** The venue for the car shows is Downtown El Cajon's Prescott Promenade and along Main Street, spanning from Claydelle Avenue to Sunshine Avenue. This area will be the designated space for show vehicles, vendors, entertainment, and attendees during event hours.

### Organizer Responsibilities

The selected organizer will be responsible for comprehensive planning and management of the car show series and special events. Key responsibilities include, but are not limited to, the following:

- **Compliance with Regulations:** Adhere to all DECBP bylaws and guidelines, as well as all City of El Cajon regulations and requirements for public events. The organizer must ensure the event operations remain in good standing with local laws and community standards.
- **Permits and Insurance:** Provide all necessary information to the DECBP to be able to secure any necessary event permits and licenses from the City of El Cajon. Obtain appropriate liability insurance coverage for the events and provide certificates of insurance naming Downtown El Cajon Business Partners *and* the City of El Cajon as additional insured parties. All permits and insurance documents must be in place prior to the start of the event series.
- **Parking and Traffic Management:** Manage parking and traffic flow on event days. In particular, enforcement must be made to ensure that car show vehicles do not occupy public parking spaces before 4:00 PM on event days, to allow regular downtown business parking during normal hours. The organizer should have a parking plan to stage incoming show cars and direct them to designated display areas at the appropriate time. Coordination with city traffic officials or parking enforcement may be necessary to ensure compliance.
- **Event Security:** Provide adequate security personnel and measures during each weekly show and special event. This includes overseeing the safety of attendees and vehicles, crowd management, and protecting any event equipment or vendor areas. A security plan should be in place to handle emergencies, lost & found, or any disturbances, in coordination with local law enforcement as needed.
- **Themed Nights Programming:** Develop an engaging schedule of theme nights for the weekly car shows (e.g. classic cars, muscle cars, vintage trucks, specific decades, etc.). The themes should be designed to attract a diverse audience, including visitors with high disposable incomes who are likely to patronize downtown businesses. Creativity in themes is encouraged to keep the event series fresh and appealing throughout the summer.
- **Live Entertainment:** Arrange for live music or entertainment at each weekly event. This may involve booking bands or performers that complement the evening's theme and enhance the atmosphere. The organizer will handle all coordination with performers (contracts, staging, sound, etc.) and ensure any music or performances comply with city noise ordinances and event guidelines.
- **Marketing and Promotion:** Plan and execute a marketing strategy to promote the car show series and special events. This includes advertising the events through various channels such as social media, community calendars, local press releases, flyers/posters in the community, and partnerships with local businesses or clubs. The goal is to maximize attendance and public awareness for both the weekly shows and the special events.
- **Sponsorship Management:** Solicit and secure sponsorships to support the car shows. The organizer may reach out to local businesses, automotive industry partners, and other potential sponsors for contributions (financial or

in-kind). All sponsors must align with community standards, and the organizer must obtain final approval for each sponsor from the DECBP before commitments are made. The organizer will be responsible for fulfilling any sponsorship agreements (e.g. displaying sponsor logos, announcements, booths at events, etc.) and maintaining positive relationships with the sponsors.

## Budget and Compensation

- **Compensation Cap:** The organizer's total fee for services is capped at \$10,000. This limitation is in place to comply with DECBP's bylaws, which stipulate that contracts under \$10,000 do not require a formal Request for Proposals (RFP) process. The proposed budget in your response should reflect an ability to effectively manage the series within this cap on organizer compensation.
- **Sponsorship Revenue:** The selected organizer may retain all revenue from sponsorships they secure for the event series. These sponsorship funds can be used at the organizer's discretion to cover event costs, enhance programming, or serve as additional compensation for their services. (Note: While sponsorship revenue is kept by the organizer, the sponsorship agreements and sponsor identities still require approval as noted in the responsibilities above.)

## Proposal Submission Guidelines

Interested car show organizers should prepare a proposal that addresses the requirements outlined in this solicitation. Please adhere to the following submission guidelines:

- **Deadline:** Proposals must be submitted no later than Monday, April 14, 2025, by 5:00 PM (Pacific Time). Late submissions will not be considered.
- **Submission Method:** Proposals should be submitted via email as a PDF attachment. Email your proposal to the address provided in the Contact Information section below. (Please include a subject line referencing the *Downtown El Cajon Car Show Proposal* for clarity.)
- **Proposal Contents:** At minimum, the proposal should include the following components:
  - **Relevant Experience:** A description of the organizer's experience in managing car shows or similar public events. Highlight past events you have organized, especially any weekly car cruise events, classic car shows, or downtown community events. Include references or testimonials if available to demonstrate a successful track record.
  - **Event Plan:** A detailed plan outlining how you will fulfill all the responsibilities listed in Section 3 (Organizer Responsibilities). Describe your approach to logistics, scheduling, permit compliance, security,

entertainment booking, marketing, and sponsorship acquisition. The plan should illustrate how these tasks will be accomplished within the budget constraints. If you will have a team or subcontractors, identify key personnel and their roles.

- **Audience Development Strategy:** A strategy for attracting new audiences to Downtown El Cajon through the car show events. Explain how your theme nights, marketing efforts, and community outreach will draw visitors, particularly those who may not have attended past car shows. Innovative ideas to broaden the event's appeal (such as tie-ins with local businesses, special attractions, family-friendly activities, etc.) are encouraged.

All proposal documents should be clear and well-organized. Supporting materials (e.g. sample marketing flyers from past events, draft budget, etc.) may be included as appendices if needed. Ensure that your submission is complete and received by the deadline.

## Evaluation Criteria

DECBP will evaluate submitted proposals based on the following criteria:

- **Experience and Qualifications:** Demonstrated experience in organizing and managing car shows or comparable large-scale community events. This includes the success of past events, relevant skills of the organizer/team, and familiarity with event management best practices. Organizers with a strong track record in similar events will be scored higher in this category.
- **Quality and Feasibility of Plan:** The quality, thoroughness, and feasibility of the proposed event management plan. We will assess how well the proposal addresses each responsibility outlined, the realism of the timeline and logistics, and the ability to work within the stated budget (\$10,000 cap). A practical plan that convincingly shows the event series can be executed smoothly and safely will be viewed favorably.
- **Innovation and Audience Engagement:** The level of innovation in the proposal, particularly in strategies to attract new audiences to Downtown El Cajon. Unique theme ideas, creative marketing approaches, and partnerships that can increase attendance (especially among demographics with higher disposable income or those new to downtown events) will be a significant consideration. Proposals that demonstrate an ability to grow the event's reach and economic impact on downtown businesses will score higher.

During the evaluation process, DECBP may request a meeting or interview with top candidates to discuss their proposals in more detail. The final selection will be made based on overall merit as judged against the above criteria.

## Contact Information

For proposal submissions and any inquiries regarding this solicitation, please use the following contact:

**Contact Person:** Charlotte Wood, Event Coordinator, Downtown El Cajon Business Partners

**Email:** [info@downtownelcajon.com](mailto:info@downtownelcajon.com)