

REQUEST FOR QUALIFICATIONS (RFQ)

Professional Festival & Event Planning Services

Issuing Agency: Mena Advertising & Promotion Commission/Visit Mena

Address: 524 Sherwood Ave A, Mena, AR 71953

Release Date: October 5, 2026

Submission Deadline: November 30, 2026, by 4:00 PM CST

1. Purpose & Objective

The Mena Advertising & Promotion (A&P) Commission is seeking statements of qualifications from experienced, professional event planning firms or individuals to provide comprehensive festival coordination, vendor management, logistics, and production services. The selected partner will collaborate closely with the Commission to execute Mena's landmark community events, ensuring high-quality experiences that drive local tourism and economic impact.

2. Scope of Services & Event Portfolio

The qualified consultant will oversee operations, vendor logistics, layout planning, and on-site coordination for the following annual event schedule:

- **Downtown Mena First Fridays (Seasonal Series)**
 - **Location:** The Depot, Downtown Mena
 - **Details:** Monthly, April-December, community gatherings featuring live music, food vendors, family-friendly games, and local shopping activations from 5:00 PM – 8:00 PM.
- **Mena Winterfest (December 4–6, 2026)**
 - **Location:** Downtown Mena / Old Armory
 - **Details:** Multi-day winter celebration including the annual Christmas Festival, an ice-skating rink, live entertainment, a fireworks display, carriage rides, a vendor holiday market, and coordinated activities with Santa.
- **Lum & Abner Music & Arts Festival (June 4–5, 2027)**
 - **Location:** Janssen Park, Downtown Mena

- **Details:** Mena's signature summer festival featuring a main musical stage, a vast layout of arts and crafts booths, food vendor spaces, and kids activities.

Core Responsibilities Include:

- Sourcing, vetting, and managing food and craft vendors, including application processing.
- Coordinating live music talent bookings, stage schedules, audio/visual requirements, and production crews.
- Designing and managing site layout maps for city parks, streets, and municipal facilities.
- Liaising with city departments for security, traffic control, permitting, and waste management.

3. Submission Requirements

Interested respondents must submit a digital PDF response containing the following items:

1. **Profile & Experience:** A brief history of the firm or individual, highlighting experience in managing outdoor festivals, public city events, or multi-day community celebrations.
2. **Portfolio of Past Events:** At least two case studies of similar events executed, detailing attendance numbers, vendor counts, and scope of responsibility.
3. **Key Personnel:** Resumes or profiles of the project managers and team members who would be assigned directly to Mena's events portfolio.
4. **Vendor & Logistics Methodology:** A short narrative describing your approach to vendor recruitment, timeline tracking, and on-site crowd safety.
5. **Professional References:** Contact information for at least three municipalities, tourism boards, or corporate entities for whom you have managed events in the last three years.

4. Evaluation Criteria

Qualifications will be reviewed by the Mena A&P Commission based on the following metrics:

- **35%** – Direct experience producing similar outdoor music, arts, and holiday festivals.

- **25%** – Demonstrated capacity to handle complex logistical needs (e.g., street closures, multi-venue layouts, vendor scaling).
- **20%** – Qualifications and local/regional familiarity of the designated team.
- **20%** – Strength of professional references and historical track record of reliability.

5. Inquiries & Submission Process

All questions regarding this RFQ and final qualifications submissions must be directed to:

Mena Advertising & Promotion Commission

Email: pasha@visitmena.com

Phone: (479) 394-8355

Physical Delivery: 524 Sherwood Ave A, Mena, AR 71953 [[1](#), [2](#)]
