



REQUEST FOR PROPOSAL TO SELECT THE
**NATIONAL FOLK FESTIVAL HOST
CITY**

Application Form

General information

Applicant community (city, state): _____

Lead applicant - organization or agency:

Name: _____

Address: _____

Website: _____

Lead applicant - primary contact:

Name, title: _____

Phone number (s): _____

Fax number: _____

E-mail address: _____

Other contact(s):

Name, title: _____

Organization/agency: _____

Phone number (s): _____

Fax number: _____

E-mail address: _____

Please provide the following information on your community and its resources.

1. General community profile

Tell us about your community. Please include: geographic location; historical background; population distribution and density; demographic and socioeconomic data; local economic climate; etc. What do you consider to be your community's strengths? What challenges does your community face at present?

2. Community cultural events profile

What special events (festivals, fairs or other forms of community celebration) currently take place in your community? Briefly describe them, the audiences that they draw and the dates when they occur. Why does your community wish to host the National Folk Festival? What are your goals and objectives in doing so?

3. Local Partners

Which local entities will partner in presenting the National Folk Festival? *The involvement of both an established, strong non-profit organization and city/county government at the highest levels is critical to the success of the event.* Please identify, describe and answer the specific questions below regarding the primary local partners and others that will play a role.

a) Primary non-profit 501(c)(3) organization

Describe this organization, including current programs/activities, staff size and responsibilities, and experience in producing public events and programs. Does it have the ability to devote sufficient staff time to plan and execute the festival and provide fiscal management? If not, how will local festival staffing needs be met?

b) City and/or county government

Is local government committed to full partnership and what resources (financial, in-kind and/or other) will it bring to the process? Is it willing to provide support personnel and services (electrical service, security, traffic control, sanitation, trash removal, transportation, etc.)?

c) Other partners

Identify other entities that will be involved and describe the contributions of each.

Note: *Because of its long-term Cooperative Agreement with the National Park Service, the NCTA wishes to involve local NPS sites in the festival. Although this may not be possible in all cases, it is highly desirable.*

4. Contractual agent

The agreement to host the National Folk Festival is a contractual one that delineates the responsibilities and obligations of the NCTA and its community partners. Which local partnering organization will be the legally responsible party in the signing and execution of the contract?

5. Local staffing requirements

Key festival staff positions at the community level include: a local project manager, a local coordinator and an experienced marketing professional. How will these staffing requirements be met? If new positions need to be created and new personnel hired, on whose payroll will they be? Among the important tasks associated with these positions are:

a) Food vendors and traditional craft sales

Conducting fieldwork to identify high-quality, handcrafted items (offered for sale in the festival marketplace) and vendors of local/regional/ethnic community cuisines, and arranging for their participation in the festival.

b) Folklife area (traditional crafts demonstrations, etc.)

Working with the NCTA and local cultural specialists to plan the folklife area of the festival (which focuses on the culture of the host region).

c) Local volunteers

Developing and implementing a volunteer plan, which includes the recruiting, training and supervising a minimum of 800 volunteers, who will work on all aspects of the festival.

d) Public information

Developing and implementing an effective marketing, promotion and media plan in conjunction with the NCTA, with the goal of attracting an audience of 150,000+ to the three-day festival.

6. Fundraising

The annual budget to produce the National Folk Festival averages around \$1.3-\$1.5 million in cash, plus in-kind. The successful community applicant will have the ability to carry out fundraising to secure these funds. How does your community plan to raise these funds and who will do the work? Identify potential sources of support and funding already committed.

7. Festival site

The National Folk Festival site is ideally capable of accommodating 5-7 performance stages, a folk-life/crafts demonstration area, regional/ethnic food vendors, a family/children's area and a festival marketplace, with parking and adequate space for 50-75,000 people a day. Along with this goes the means to secure electrical service, tents, sanitary facilities, trash removal and other physical needs for a large, outdoor event. What potential site(s) have been identified in your community? Please describe. Photos or video footage of potential sites would be appreciated.

8. Sustainability

It is the hope and desire that the legacy of the National Folk Festival's multiyear tenure will be a locally produced, high-quality festival that will continue after the National moves on to another location. To what extent is your community committed to this concept?

9. Other considerations

Please feel free to communicate any other information about your community that you believe the NCTA should have as it evaluates your application.

10. Support materials

You are welcome to submit letters of support as well as print or media materials for the purpose of informing this application.

To be in the next review cycle, your application materials must be received by August 1, 2023.

Attn: National Folk Festival Search Committee
National Council for the Traditional Arts
8757 Georgia Avenue, Suite 450
Silver Spring, Maryland 20910

Electronic submission

festivals@ncta-usa.org
(Support materials may be mailed under
separate cover, if desired)