



January 23, 2026

To: All Potential Respondents
From: Katelyn Howells, Purchasing Agent
Subject: 005-RFP-2373-2026 Event Coordinator for Iowa's America250 Event
Proposal Due Date:

Addendum One

Please amend the subject RFP as follows:

Attachments: Powerpoint from Pre-Proposal Conference held on January 22, 2026.

A **recording** of the Pre-Proposal can be found at [this link](#). The passcode is h6^0\$N.a.

Please amend the subject RFP to include answers to the following questions addressed in the Pre-Proposal Conference. Additional details and context can be found in the recording of the Conference linked above, starting after the 21:00 timestamp.

- Q1. Will the Contractor be expected to be on the ground, running webinars, celebrations, parade? Or will the contractor partner with other entities to plan and drive? Are you looking for leadership and expertise to strategize or active event management at all levels?
- A1. We are looking for someone to lead the program and guide the Task Force and other partners. The Contractor will work with the Agency/Task Force to develop the event.
- Q2. Can you provide more information on the webinars that are referenced in the Background and Scope? Are these in reference to webinars on the day of the event or leading up to the event?
- A2. These will take place throughout the year to tell the story of agriculture in Iowa throughout the leadup to the event. We have some connections in already place to help with this.
- Q3. For the webinars, is the Contractor just coordinating marketing/promotion or does the State expect the Contractor to help in development.
- A3. Integrating into the marketing of the overall event, and making sure the webinars are part of the cohesive whole of the America250 initiative.
- Q4. Is there a rough attendee count or goal for the actual event day?
- A4. We would love to see at least 5,000 people; 10,000+ would be dream. Ideally, we would see representation from every county. The parade will likely draw more attendance, with marching bands drawn from across the state. The event may be comparable to the Des Moines Symphony's Yankee Doodle Pops in terms of the physical space used on the Capitol Grounds, though we do not expect the same volume of attendees.
- Q5. For outside vendors (tables, chairs, tents, etc.) are those paid for by event coordinator, or by Task Force?
- A5. We have not received official guidance yet, but we anticipate that the State will pay for services directly.

Q6. Regarding security – has there been any conversation on any federal presence that may need additional security considerations?

A6. Any Presidential appearance would not be confirmed until much closer to the event. If additional security is needed for other federal appearances that need full a full Police presence, the State would work with Post 16 and State Patrol, rather than any outside security team. If Secret Service is involved, they typically take control of their needs – they do not need guidance from the local security/police force.

On a State level, the Lt. Governor and State Secretary of Agriculture will likely be here, possibly the Governor.

Q7. An additional consideration added during this Conference – there may be an interest from smaller communities that want to host a similar, smaller event in their community. What does the State want to see from the awarded Contractor for such events?

A7. Coordination of these smaller events is not required of the selected Contractor. The State may request some general input or guidance on these, possibly including something like a “How to celebrate at home” one-pager.

Please acknowledge receipt of this addendum by indicating “Yes” on the appropriate question in IMPACS.



On behalf of:
The Governor's Task Force on Celebrating America's 250th Birthday

Event Coordinator for Iowa's America250 Event

Pre-Proposal Conference

005-RFP-2373-2026

January 22, 2026 10:00AM

RFP Timeline

- Final Questions Due – January 26, 2026 at 4:00PM
- Addenda Issued No Later Than January 30, 2026
- Proposals Due – February 4, 2026 at 3:00PM

Administrative Comments

- Proposals must be submitted via [IMPACS](#)
- Questions, comments, requests for clarification
 - IMPACS Q&A Board
 - Email to Katelyn.Howells@iowa.gov
- Administrative Information – Section 5
 - Addenda
 - Submission
- Evaluation Information – Section 6
- Contract Terms and Conditions – Section 7
 - Non-negotiable (Indemnification, Limitation of Liability, Jurisdiction, Confidentiality)
 - Term Length

IMPACS Submission Requirements

- Form 22 Confidential Treatment
 - Part 1 – No confidential treatment requested
 - Part 2 – Confidential treatment requested
 - Public Copy (if confidential treatment requested in Form 22)
- Technical Proposal attachment
- Cost Proposal attachment
- Terminations, Litigations, Debarment (form)
- Respondent Background Questions
- Terms & Conditions Review

Proposal Requirements (Section 4)

- Separate Technical and Cost Proposal Files
- Exhibit 1 – Transmittal Letter
- Exhibit 2 – Executive Summary
- Exhibit 3 – Mandatory Specifications
- Exhibit 4 – Experience
- Exhibit 5 – Specific Experience
- Exhibit 6 – Personnel
- Exhibit 7 – Consultant Services
- Exhibit 8 – Consulting Strategy
- Exhibit 9 – Approach
- Exhibit 10 – Capacity
- Exhibit 11 – Potential Challenges
- Exhibit 12 – Optional Services

Mandatory Specifications (Section 2)

- Ability to be on-site the day of the event.
- Demonstrated experience of ability to coordinate with the City of Des Moines (or a city of similar size) and any other governmental entities for permitting (i.e. street closures, food trucks, security) and other related city responsibilities.
- Ability to communicate at all levels within and outside of the Iowa and America 250 organizations.
- Demonstrated expertise in event coordination from inception to post-event.
- Ability to coordinate a multitude of event-related logistics (i.e. musicians, parade, etc.).
- Ability to work within a defined budget.
- Ability to respond promptly to urgent ad hoc requests from stakeholders.
- Demonstrated experience of developing and implementing large-scale marketing plans.
- Demonstrated expertise leading day-of event coordination (i.e. volunteers, vendors, security, etc.).

Scope of Work (Section 3)

- Attend all relevant meetings concerning America's Harvest, whether virtually or in person.
- Event Management
- Coordinate donor interactions and earmarked donations.
- Coordinate and work with musicians.
- Work with the Iowa Department of Inspections, Appeals and Licensing (DIAL) to confirm event vendors are appropriately licensed.
- Coordinate a parade.
- Coordinate sanitation, health, and safety for all aspects of the event.
- Consult with the Agency/Task Force on social media strategies and advertising of the event.
- Minimum bi-weekly reporting of activities.

Contract Terms


- State of Iowa Terms & Conditions for Services
- Contract Length – Upon execution through December 31, 2026
- Insurance – GL, Auto, Excess Umbrella, Workers' Compensation

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Questions?

Submit all questions through the IMPACS Q&A Board or email them to Katelyn.Howells@iowa.gov

Response Status:	Not Started
Intent To Bid:	Not Set 
Bid Total:	0.00 USD

Summary

Prerequisites	
Buyer Attachments	
Supplier Attachments	
Questions	
Review & Submit	

Q & A Board

My Exports and Imports