



TERMS OF REFERENCE

I. PROJECT:

- Procurement of an Event and Concert Management Company and/ or Event and Concert Organizer for the Grand Launch of the Philippine Eatsperience Project

II. BACKGROUND:

In adherence to Secretary Christina Garcia Frasco's directives, the Department of Tourism (DOT) has partnered with the Intramuros Administration (IA) and the National Park Development Committee (NPDC) to initiate the Philippine Eatsperience Project. This initiative, stemming from the Secretary's vision of revitalizing our parks and open spaces into vibrant culinary hubs, endeavors to foster a convergence of culinary and cultural exchange. This project aims to showcase the rich and diverse culinary heritage of our nation to both local and international audiences. The project's inspiration has evolved to center around the theme "Filipino Fiesta" from the initially conceived "Regional Fair." This shift occurred due to logistical challenges, accommodation concerns for vendors, shipping costs for ingredients to Manila, marketability of regional foods, and identified hindrances to the long-term sustainability of such an approach. Therefore, the food selection at the Philippine Eatsperience Bazaar will showcase Filipino cuisine with a theme that represents Filipino way of celebration.

Kilometro Zero, NPDC's concessionaire for the project, will offer iconic Filipino foods, including lechon, chicken inasal, Ilocos empanada, and traditional dishes such as Laing, Bicol Express, Adobo, Inihaw, Sisig, Gotong, Lomi, Balut, Tusok-tusok, Pastil, Halo-halo, and more. Meanwhile, IA will relocate vendors from other areas in Intramuros to the Philippine Eatsperience venue. NPDC and IA will each have twenty-five (25) and thirty (30) booths, respectively. The bazaar will open every Monday to Sunday for IA and Friday to Sunday for NPDC for one whole year and will operate rent-free, covering only operational expenses.

The Philippine Eatsperience in Intramuros and Rizal Park Luneta will serve as prominent stops for the Hop-On-Hop-Off Bus.

The initial target launch for the project was the fourth quarter of last year. However, unforeseen challenges such as the imposition of a Php500.00 "Special Permit" fee per stall per day for food parks, and the Department of Science and Technology (DOST) sanitation training for vendors, have pushed the target launch to April 2024. Pushing the target launch to April will also give the DOT a chance to integrate this project into Filipino Food Month. This year's theme for Filipino Food Month is "Kalutong Filipino, Lakas ng Kabataang Makabago", Empowering the youth as Leaders for promoting Philippine Culinary Heritage and Gastronomy.

To further promote Filipino Food and align with the upcoming Filipino Food Month 2024, in which the DOT is a partner, the Office of the Undersecretary, Office of the Secretary, Office of the Product and Market Development (OPMD), in partnership with IA and NPDC, will spearhead the creation and implementation of the Philippine Eatsperience, a year-long food fair in Baluarte Plano de Luneta, Sta Lucia St. Intramuros, Manila, and Rizal Park, Luneta aimed to showcase Filipino Food and Cuisines.

III. SPECIFICATIONS:

There will be a successive launch, details as follows:

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| Event | Grand Launch of Philippine Eatsperience |
| Date and Time | April 03, 2024, 10:00 A.M. |
| Venue | Baluarte Plano de Luneta, Sta Lucia St. Intramuros (outdoor venue) |
| Set-up | Formal, Sit down, Rectangular Style, Boodle Fight |
| Audience Profile | 100 pax guests |
| Theme | Related to Fiesta theme and Filipino Food Month and inclusion of "Love the Philippines", logo |

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| Event | Grand Launch of Philippine Eatsperience |
| Date and Time | April 03, 2024, 1:00 P.M. |
| Venue | Noli Me Tangere Garden, Rizal Park, Luneta (outdoor venue) |
| Set-up | Sit down, (Food tasting style) |
| Audience Profile | 100 pax guests |
| Theme | Related to Fiesta theme and Filipino Food Month and inclusion of "Love the Philippines", logo |

IV. MINIMUM REQUIREMENTS:

- Must have at least three (3) years of experience in organizing, executing and promoting small to large-scale events and programs.
- Must have a good reputation in the field of event and concert management.
- Must be able to execute the launch within one month.
- Must be registered with the Philippine Government Procurement Systems (PhilGEPS)
- Must have a wide network of technical suppliers.
- Must have a wide network of performing artists /groups.
- Must be able to manage food and beverage requirements to the number of persons required per venue. The food to be managed by the winning bidder should come from vendors of IA and NPDC.

V. SCOPE OF SERVICES:

Manage and facilitate the Grand Launch of Philippine Eatsperience from planning and preparation up to execution. Specific deliverables are as follows:

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| Pre- Event Requirements | <ul style="list-style-type: none"> a. Execute a well-balanced and engaging program flow and script aligned with the overall theme of the project. b. Recommend and book the program flow and script c. Provision of necessary food and beverages to accommodate the required number of people per venue, including arranging food with vendors. d. Arrangement of food styling and ensuring that it aligns with the requirements and execution of the event. The setup for the food arrangement at Baluarte Plano de Luneta, Sta. Lucia St., Intramuros venue is a boodle fight, and for Rizal Park Luneta venue, food stubs will be provided for a food tasting. |
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| | <ul style="list-style-type: none"> e. Communication with vendors to ensure that food and beverages are ready and presentable during the event. f. Provide a lay-out for the grand launch venue. g. Provide the program's technical and logistical requirements, such as, but not limited to the following: <ul style="list-style-type: none"> • Two (2) acrylic stage or platform (12x8 ft) • Two (2) acrylic or wood podium • Two (2) sets of printed logos of DOT, NPDC and IA in sintra board for the podium • basic PA system (including manpower for the set-up and operation) • Two (2) sets of additional venue design/stage backdrop, related to fiesta theme and Filipino Food Month with the inclusion of the "Love the Philippines" logo, subject for approval of the end-user (<i>as attached</i>). • 4 pcs. of roll-up banner with printing (31.5 x 79 inches), the layout/design like images, text, logos, and other visual elements must be provided by the end-user (<i>as attached</i>). • Two (2) sets items/materials for the basag palayok ritual • Tables and chairs for the required number of guests at each venue. • Four (4) Iwata Fan for each venue • Event tent for Baluarte Plano de Luneta, Sta. Lucia St., Intramuros venue |
| <p>Event Day Requirements</p> | <ul style="list-style-type: none"> a. Execute the program as planned. b. Ensure the presence of host/s, photo and video documentation and performing artists/groups. c. Manage the program flow, venue set-up and staging requirements. d. Manage food and beverages to accommodate the number of persons required per venue. The food to be served will be sourced from vendors of IA and NPDC. The food to be managed should total Php220.00 per person per venue. The food to be served at Baluarte Plano de Luneta, Sta. Lucia St., Intramuros venue is a boodle fight, and for Rizal Park Luneta venue, food stubs will be provided for a food tasting. e. Provide the crew and production team's meals and transportation allowance for the ingress, set-up, and egress. f. Provide ample and efficient manpower required for the actual conduct of the event for each venue, including but not limited to the following: <ul style="list-style-type: none"> • Program/Production Team • Program/Production Manager • Program/ Production Assistant • Technical Director • Script Writer • Host • Performing Artist/s or Group/s |

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| Post Event Requirements | <ul style="list-style-type: none"> a. Submission of raw and edited photos and videos either via file transfer right after the event or drive link. b. Attend post-event meeting (as needed) and submit post-event report. |
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VI. TERMS OF PAYMENT:

Payment shall be made via send-bill arrangements.


VII. APPROVED BUDGET FOR THE CONTRACT:

- The total approved budget for the contract is **Three Hundred Thirty-Nine Thousand Eight Hundred Forty-Three Pesos and Thirty-Three Centavos (Php339,843.33)** inclusive of all delivery costs, VAT, and other applicable taxes, chargeable against FY 2024 Office of Tourism Development Planning, Research and Information Management (OTDRIM) under OSEC (provision for Enriching Experience and Enhancement of Overall Tourist Experience, Investing for Strategic and long term products and Maximization of Domestic Tourism) funds.
- The winning bid shall be determined based on the quality of the proposal with the most advantageous financial package cost, provided that the amount of the bid does not exceed the approved budget mentioned above.

VIII. PROJECT OFFICER/CONTACT PERSON:


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Noted by:


FERDINAND C. JUMAPAO
 Undersecretary, Office of the Secretary

APPROVED BY:


WARNER M. ANDRADA
 OIC- Assistant Secretary, Tourism Development



LOGO STUDY 1



RED VERSION

DESIGN PROPOSAL
PREPARED & DESIGN BY: DOT OPAA



As approved by the Secretary