REQUEST FOR
PROPOSALS

ARTISTS' VILLAGE

COMMUNITY SERVICES DEPARTMENT

November 2026

Shediac

OVERVIEW

The Town of Shediac is seeking proposals from qualified organizations or individuals to take charge of organizing the Artists' Village. The Artists' Village is a cultural event that aims to showcase painters. Over the course of a weekend, about twenty artists gather at the Shediac Multipurpose Centre to exhibit their works and introduce their work to visitors.

The event offers a welcoming and accessible space where the public can meet the artists, discover a variety of works and celebrate the artistic talent of the region and the province.

BACKGROUND

The Town of Shediac wishes to entrust the organization of the Artists' Village to an outside party in order to give the event new momentum. This initiative aims to enrich the programming and the experience of artists and participants, and to ensure the development and renewal of the event for years to come.

GENERAL INFORMATION

The Artists' Village is an arts event held over a three-day period at the Shediac Multipurpose Centre in July. Admission to the Artists' Village is free for visitors and must remain free.

For reference, the exhibition hours in 2026 were as follows:

- Friday: 6 p.m. to 9 p.m., with an opening ceremony at 6:30 p.m.;
- Saturday: 10 a.m. to 5 p.m.;
- Sunday: 10 a.m. to 3 p.m.

The dates and schedule of future editions may be adjusted in collaboration with the Town of Shediac. The Town recommends that the event be moved to September for upcoming editions.

The 2026 edition of the Artists' Village had 20 participating artists. The successful proponent will be given the tools and resources developed by the Town to ensure the continuity of the event, including the branding, the graphic elements and the social media accounts associated with the Artists' Village, including its Facebook page.

The registration fee charged to artists to participate in the Artists' Village is currently set at $60. The proponent may propose a change to this fee, provided that it supplies a reasonable justification and obtains the prior approval of the Town of Shediac.

The Town wishes to enter into a three-year support agreement, with the possibility of renewal at the will of both parties and subject to a satisfactory evaluation of the mandate during that period. The successful group will become the owner of the brand, and a partnership agreement with the Town will be developed.

SCOPE OF WORK

The successful proponent will be responsible for the planning, organization, coordination, promotion and smooth running of the Artists' Village.

The proposal submitted in response to this request for proposals must include a project timeline, two references and a detailed description of the proposed approach to address the following elements:

1. Introduction of the proponent

- A short introduction of the organization, company or individual responsible;
- A description of relevant experience in organizing arts or cultural events;
- Two references from comparable projects or events.

2. Vision and development of the Artists' Village

The proponent must present its vision for the Artists' Village and explain how it intends to ensure the continuity of the event while contributing to its renewal and development.

The proposal must, in particular, explain:

- How the proponent plans to maintain the artistic and cultural identity of the Artists' Village;
- How it plans to improve the experience of artists and visitors;
- The ideas proposed to renew or enhance the event and attract more visitors;
- How the event could evolve over the three-year mandate;

3. Artist recruitment and coordination

The proponent will be responsible for recruiting, selecting and coordinating the participating artists.

The proposal must specify:

- The strategy envisioned for recruiting artists;
- The approximate number of artists who could participate in each edition, bearing in mind that the capacity of the Multipurpose Centre allows for up to 20 artists, each with a 10 ft × 10 ft exhibition space, as well as a 10 ft × 20 ft stage;
- The criteria that will be used to select artists;
- The measures proposed to ensure a diversity of artists, styles and works;
- The method used to manage registrations and keep information on participating artists up to date.

The proposal must also explain how the proponent plans to showcase artists from Shediac, the Southeast region and New Brunswick.

4. Programming and visitor experience

The proponent is invited to propose activities or programming elements that enhance the public's experience during the Artists' Village.

This could include art demonstrations, interactive activities, meet-and-greets with the artists or other initiatives that help create a dynamic and engaging experience for visitors.

The proposal must indicate the activities envisioned and how they fit into the overall vision of the event.

5. Event planning and management

The proponent must present a detailed plan for managing the Artists' Village.

The proposal must, in particular, specify:

- The proposed organizational structure;
- The people who will take part in organizing the event and their responsibilities;
- The proposed planning schedule;
- The coordination of the setup and teardown of the artists' exhibition spaces;
- On-site presence and management during the three days of the event;

6. Site layout

The proponent must propose a functional and welcoming layout plan for the Artists' Village at the Shediac Multipurpose Centre.

The plan must, in particular, take into account:

- The artists' exhibition spaces;
- Visitor flow;
- Common areas;
- Setup and teardown;
- Needs for tables, chairs and other equipment;
- Technical or electrical needs.

The proponent must clearly identify the equipment and support that will be required from the Town of Shediac. The proponent must take the capacity of the centre into account. The Town has the authority to modify and even reject proposed plans. Recommendations will be submitted to ensure the management of safety risks.

7. Promotion and communication

The proponent must work in collaboration with the Town of Shediac to ensure the promotion of the Artists' Village.

The proposal must explain how the proponent plans to:

- Promote the event to the community and to visitors;
- Promote and showcase the participating artists;
- Provide the Town with the information needed to create promotional material;
- Collaborate with the Town on promotion through social media, the website and other municipal platforms;
- Develop new strategies to increase the visibility and attendance of the event.

The proposal must clearly identify the proponent's responsibilities and those expected of the Town with respect to promotion.

8. Budget and resources

The proponent must present a detailed budget specifying the use and allocation of the annual budget of **$11,000** for the duration of a three-year agreement. Should the Artists' Village take place at the Multipurpose Centre, rental costs will be covered by the Town of Shediac as part of the partnership.

The budget must identify:

- Programming expenses;
- Artist-related expenses;
- Décor and equipment;
- Promotional expenses;
- Food-related expenses;
- Any other cost associated with organizing the event.

EVALUATION CRITERIA

All proposals received will be evaluated by a selection committee according to the following criteria:

- Experience and expertise in the arts market (30 pts)
- Alignment with the objectives of the proposal (30 pts)
- Understanding of the scope of the project and the quality of the proponent's project (25 pts)
- References (15 pts)

TERMS AND CONDITIONS

- The Town of Shediac reserves the right to reject any or all proposals.
- Depending on available funding, the Town of Shediac reserves the right to remove certain elements from this request for proposals and to negotiate changes in order to better meet its needs.
- Proponents bear all costs related to the preparation and submission of their proposals.
- The Town of Shediac also reserves the right not to award this request for proposals due to budgetary constraints or for any other reason.
- All information and documents submitted in connection with this request for proposals, including the final report, will become the property of the Town of Shediac.
- The Town of Shediac reserves the right to request and obtain from proponents, within a reasonable time, any additional information required to complete the evaluation of proposals.
- Proposals must remain irrevocable and valid for acceptance for a period of ninety (90) days following the submission deadline. This period may be extended at the request of the Town of Shediac, with the written agreement of the proponent.

INSTRUCTIONS

All interested proponents are invited to submit a detailed proposal in response to this request for proposals.

- Proposals must be submitted in PDF and/or Word format.
- Proposals may be submitted in French or English.

Proposals must be received no later than **midnight on December 14, 2026**. Late or incomplete submissions will not be considered, and no extension will be granted.

Proposals must be submitted electronically by email, to the attention of:

Marley Englehart
Community Development Officer
Community Life Department
Town of Shediac
marley.englehart@shediac.ca

Subject: Request for Proposals – Artists' Village – [Name]

If the size of your submission exceeds 10 MB, proponents must use a file transfer service (WeTransfer, Dropbox) and include the link in the email.

QUESTIONS OR CLARIFICATIONS

All questions regarding this request for proposals must be sent by email to the following address: marley.englehart@shediac.ca