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hudsonriverpark.org

Hudson River Park Trust
SUBMERGE Marine Science Festival
Request for Quotes
February 22, 2022

REQUEST FOR QUOTES AVAILABLE ONLY TO MWBE AND SDVOB CERTIFIED FIRMS

Hudson River Park Trust seeks an experienced event producer for the SUBMERGE Marine Science Festival. Hudson River Park (“HRPK”) runs along four (4) miles on the west side of Manhattan – from Chambers St. to W 59th Street, connecting 7 vibrant neighborhoods: Tribeca, Greenwich Village, Meatpacking District, Chelsea, Hudson Yards, Hell’s Kitchen and Clinton. The next several years will see unprecedented growth in HRPK – bringing more free programs and benefits to the entire city.

SUBMERGE Marine Science Festival, is a free public festival dedicated to celebrating our coastal waters through hands-on science. This signature Park educational event is core to the Park’s mission to promote awareness and stewardship of the Hudson River. The Festival includes coordinating science exhibitors, talent, research vessels, food vendors and other family entertainment to host the event targeting both local students and families. The Trust recruits the science exhibitors (approximately 40-50) from groups including local universities and colleges, environmental non-profits, government agencies and research institutions to comprehensively share the most current and engaging marine science.

Response Requirements:

Please respond to this request by no later than **March 16, 2022**. Submissions should be made electronically to submerge2022rfp@hrpt.ny.gov with the subject line “2022 SUBMERGE Marine Science Festival Request for Quotes Response” and include:

1. Three (3) examples of similar event production work in NYC, preferably that include live entertainment and vendors similar in theme to those included above.
2. Three (3) references: Provide a list of three applicable references. Include name, title, and contact information for each reference as well as a brief description of the specific services provided.
3. A breakdown of the proposed budget, including any additional equipment costs, based on an initial term of one year, with 4 optional one-year renewals by the Trust. The budget range for Year One is up to \$150,000.00. Subsequent years will be adjusted at the rate of 3% annually.
4. Any other information regarding the proposal that may be useful in evaluating the response.

Scope of Services Summary:

The Consultant is responsible for managing the production of this two-day event. SUBMERGE Marine Science Festival 2022 will take place at Hudson River Park's Pier 84, located on the mid-town Manhattan waterfront, on Friday, October 14 from 10:00 AM – 2:00 PM and Saturday, October 15 from 11:00 AM to 3:00 PM. The dates and location of the SUBMERGE Marine Science Festival for calendar year 2023 and any optional years exercised by the Trust will be provided by the Trust. The Event offers students and the public the opportunity to engage with scientists, technology, and Hudson River Park activities like fishing, kayaking, and vessel tours.

The Consultant and all subcontractors engaged by Consultant are subject to the Trust's Park Over Plastic Initiative stipulations as outlined in [Schedule 1](#).

The Consultant shall provide the following services, which the Trust may update from time to time, for the SUBMERGE Marine Science Festival (the "Event"):

Task 1: Talent Acquisition and Coordination

The Consultant shall book and manage up to four (4) science, wildlife or Hudson River themed performers/groups/bands (collectively, the "Talent") of similar quality and diversity to past Events. Past examples include [Arm of the Sea](#), [Mad Science](#), and [Wildlife Institute of Eastern New York](#). Specific services include, but are not limited to:

- Negotiate, book and produce performances of local, regional and national Talent;
- Manage all contracts and payments;
- Provide and coordinate the fulfillment of any Talent contract riders agreed to, including travel and technical requirements, and on-site hospitality;
- Provide marketing collateral, in a timely fashion, to Trust's Senior Director of Marketing & Events; and
- Arrange for pre-Event promotional appearances whenever possible, upon request.

All Talent is subject to approval from the Trust; Talent should be submitted to the Trust for review by no later than July 1, 2022.

Task 2: Event Production and Operations

The Event location, identified as Hudson River Park's Pier 84 (the "Pier"), is located at West 44th Street on the West Side Highway. The Pier features a mix of lawn, trees and concrete spaces and is used for a wide variety of programs and activities. The Pier is approximately 680 feet long by 130 feet wide. The Pier has no electric and limited water supply. There is no inside storage facility located on the Pier.

The Consultant shall provide the following Event production services:

- Plan, produce and oversee all elements required to execute the Event;

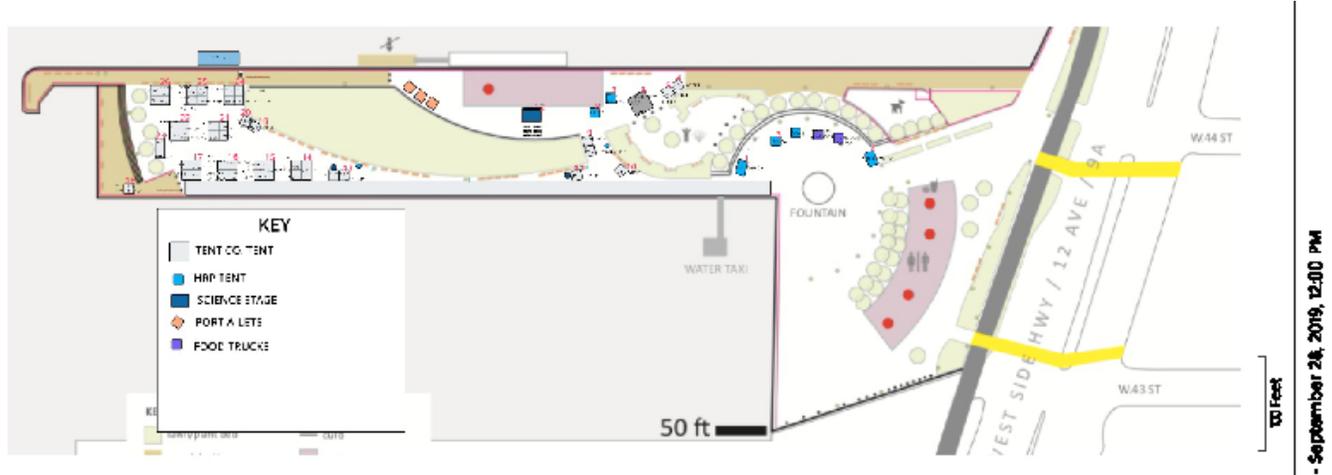
- Coordinate and manage all onsite equipment and materials required for Trust-approved layout for the Event;
- On-site supervision of the delivery and pick-up of all Event equipment;
- On-site management during load in, set up and load out of the Event including, but not limited to equipment, supplies, staff, exhibitors, volunteers, subcontractors, sponsors and concessions; and
- Execute on-site sponsorship activations;
- Manage relationship with all participating exhibitors (approximately fifty (50) attending) including:
 - Receiving and processing exhibitor applications;
 - Handling coordination regarding exhibitor insurance and resource needs;
 - Scheduling and managing on-site arrival, setup, and departure of exhibitors;
 - Coordinating exhibitor parking and research and/or historic vessel berthing; and
 - Managing any other miscellaneous questions or requests from exhibitors.
- Manage relationships with all subcontractors including:
 - Securing Event subcontractors including, but not limited to Event Talent, photographer and family-entertainment (e.g. face painter and chalk art);
 - Coordinating subcontractor insurance, parking, and resource needs;
 - Scheduling and managing on-site arrival, setup, and departure of subcontractors; and
 - Managing any other miscellaneous questions or requests from subcontractors.
- Manage Event feedback from exhibitors and attendees including:
 - Developing digital survey tools to solicit Event feedback;
 - Implementing survey for exhibitor feedback at the conclusion of Event;
 - Implementing Event survey for attendee feedback during the Event; and
 - Implementing Event survey for volunteer feedback at the end of volunteer shifts.
- Provide a minimum of three (3) Consultant staff members to support the Event with onsite production, including load in, setup and load out;
- Secure all permits necessary for the execution of the Event including, but not limited to, those permits issued by New York City Police Department (sound permit) and the New York City Department of Small Business Services (temporary place of assembly and Type II Alteration Permit) and provide copies to the Trust. Event capacity will be determined by Temporary Place of Assembly (TPA) permit;
- If requested by the Trust, Consultant must implement COVID-19 precautions, which may include health screenings and the distribution of masks and hand sanitizer;
- Write the Event “Run of Show” and oversee the “Run of Show” schedule of the Event;
- Implement site plan, as designed and approved by the Trust (components to include, but not limited to, stage, amenities (i.e. food, entertainment, waste), family-entertainment (e.g.. face-painting, chalk art, etc.), standing/seating areas, exhibitor stations, research and/or historic vessels, emergency aisles, audio positions, and green room/waiting area/queuing configuration for Talent);

- Build a scaled floor plan including electrical and water needs. There are no hard-wired electric connections at the Pier. Consultant is required to establish, source and set up electrical needs for Event. The Pier is approximately 680 feet long by 130 feet wide;
- Build a signage plan, as approved by the Trust, for basic event wayfinding and layout at the Event. The Trust will produce all signage for the Event;
- Create and implement Event themed aesthetic including a distinctive Event entrance; and
- Coordinate and manage all aspects of the following Event elements:
 - Parking: secure approximately twenty-five (25) parking spaces per day for exhibitors and Talent;
 - School Buses: organize arrival schedule of school buses attending Event;
 - Security: overnight security for Event site from load in through load out;
 - Volunteer & Exhibitor Food Vendor: secure meals, including a light breakfast and boxed lunch, for Event to feed approximately two hundred and fifty (250) Event volunteers and exhibitors each day; and
 - Staff & Volunteer t-shirts: design and print, with approval from the Trust, approximately one hundred and fifty (150) staff and volunteer Event t-shirts.

Task 3: Equipment, Installation and Breakdown

The Consultant shall specify, source and procure all Event-related equipment and services including staging, sound, lighting, electrical, tents, trailers, tables, chairs, distinctive Event entrance, power source(s), security, and communications equipment. The Consultant shall detail all required equipment for the Event, and supply to the Trust for review by no later than June 1, 2022, and each year thereafter during the Term by June 1. Listed below for reference is the 2019 Event configuration of rental equipment and site map.

Description	Quantity
20' x 20' High Peak White Frame Tent, 8' Legs (weights included)	14
30' x 20' Losberger Tent to cover stage (weights included)	1
28' x 20' Stage, elevated 2' high with 3 step stairs and hand rails	1
Folding Plastic Chairs, white	250
6' x 30" Rectangular Tables	110



The Consultant shall coordinate the load in and set up of rental equipment to Hudson River Park’s Pier 84 (the “Event Site”) on Thursday, October 13, 2022 during normal business hours and in accordance with Trust directives on safe entry and exit into the Park and shall coordinate the breakdown and pick up the rental equipment after the Event by Saturday, October 15, 2022 at 11:45 PM. The Trust will provide Event dates and locations for 2023, 2024 and any optional years.

Production elements should be hand-loaded into the Event site. All vehicles utilized by the Consultant that weigh over 16,000 lbs. must use protective paver barriers (supplied by the Trust) to protect 550 feet of Park pavers. Be sure to include the cost of labor to install protective barriers for this purpose if you anticipate using large vehicles (over 16,000 lbs.) to set up and break-down tents and other rental equipment.

The Trust will provide the following resources to support the Event:

- Event signage, including design and production;
- Initial exhibitor recruitment;
- Event marketing materials, including design and production;
- Portalets;
- Barricades;
- Waste receptacles removal services; and
- Park Enforcement Patrol (not for use as a part of event security plan).

Task 4: Food and Beverage Concession Management

The Consultant shall procure and contract a minimum of two (2) diverse, kid-friendly food trucks (the “Concessions”) for the Event, with offerings such as tacos, sandwiches and pizza. Consultant will ensure that all Concessions follow Park Over Plastic Initiative stipulations as outlined in Schedule 1.

The Consultant shall manage and support the Concessions with the following services

- Recruit and be point of contact for Concessions;
- Confirm all menu items and communicate menus to Trust in a timely manner;
- Secure all permits and insurance necessary for the execution of the Event, including but not limited to those permits issued by the New York City Department of Health (health permit/caterers license) and provide copies to the Trust in a timely manner;
- Schedule and manage on-site load in, set up and load out of participating Concessions; and
- Manage any other miscellaneous questions, requests or problems from participating Concessions during Event.

Task 5: Volunteer Coordination and Supplies

The Consultant will coordinate Event volunteers to support the setup, programming, and breakdown of the Event. The Trust will recruit approximately one hundred (100) Event volunteers. The Consultant will create a volunteer plan, train and manage volunteers on the day of the Event. One Consultant staff member should be dedicated as Volunteer Manager. Volunteer Manager will be responsible for the advanced training and coordination of Event volunteer team. One example of advanced training is developing a webinar outlining the Event general information and volunteer tasks and responsibilities. Each volunteer must be provided one (1) meal and one (1) volunteer t-shirt.

Volunteers have previously had the following responsibilities to support the Event:

- Welcome tent coverage and attendance counters;
- Event ambassadors, for both general event information and Park educational initiatives;
- Event survey facilitation for attendee feedback;
- Day of exhibitor and talent support; and
- On site crowd and direction management.

Day of Event responsibilities of Volunteer Manager can include, but are not limited to:

- Manage volunteer tent and coordinate volunteer check-in, welcome, training and breakdown;
- Coordinate volunteer shift turnover and designate lunch breaks;
- Roving support to ensure event is well-staffed and shift volunteers are adequately meeting exhibitor and event needs; and
- Facilitate volunteer check-out and post-shift surveys.

Task 6: Exhibitor Coordination and Supplies

As part of the Event, the Trust will recruit exhibitors and introduce them to the Consultant. The Consultant will contract with and coordinate all needs for exhibitors at Event, including scheduling and resource needs at the Event.



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The Consultant shall manage and support the exhibitors with the following services:

- Coordinate and support all Event needs, including insurance;
- Coordinate and support load in/out, including parking and vessel berthing;
- Facilitate set up needs, including electricity and water; and
- Provide a light breakfast and lunch.

Exhibit A
Fee Schedule:

Consultant should respond to this request with breakdown of fee, and how each deliverable will factor into the overall fee.

YEAR ONE (2022)		
Task	Services	Fee
Task 1	Talent Acquisition	
Task 2	Event Production	
Task 3	Rental Equipment, Installation and Breakdown	
Task 4	Food and Beverage Concession	
Task 5	Volunteer Coordination	
Task 6	Exhibitor Coordination	
	Sub-Consultant Budget not to exceed amount	\$25,000
Year One Maximum Contract Price		\$150,000.00

YEAR TWO (2023)		
Task	Services	Fee
Task 1	Talent Acquisition	
Task 2	Event Production	
Task 3	Rental Equipment, Installation and Breakdown	
Task 4	Food and Beverage Concession	
Task 5	Volunteer Coordination	
Task 6	Exhibitor Coordination	
	Sub-Consultant Budget not to exceed amount	\$25,000
Year Two Maximum Contract Price		\$154,500.00

YEAR THREE (2024)		
Task	Services	Fee
Task 1	Talent Acquisition	
Task 2	Event Production	
Task 3	Rental Equipment, Installation and Breakdown	
Task 4	Food and Beverage Concession	
Task 5	Volunteer Coordination	
Task 6	Exhibitor Coordination	
	Sub-Consultant Budget not to exceed amount	\$25,000
Year Three Maximum Contract Price		\$159,135.00

YEAR FOUR (2025)		
Task	Services	Fee
Task 1	Talent Acquisition	
Task 2	Event Production	
Task 3	Rental Equipment, Installation and Breakdown	
Task 4	Food and Beverage Concession	
Task 5	Volunteer Coordination	
Task 6	Exhibitor Coordination	
	Sub-Consultant Budget not to exceed amount	\$25,000
Year Four Maximum Contract Price		\$163,909.05

YEAR FIVE (2026)		
Task	Services	Fee
Task 1	Talent Acquisition	
Task 2	Event Production	
Task 3	Rental Equipment, Installation and Breakdown	
Task 4	Food and Beverage Concession	
Task 5	Volunteer Coordination	
Task 6	Exhibitor Coordination	
	Sub-Consultant Budget not to exceed amount	\$25,000
Year Five Maximum Contract Price		\$168,826.32

Schedule 1:
Park Over Plastic Initiative

The Trust is a leader in environmental stewardship and through its Park Over Plastic initiative encourages occupants of the Park to join its stewardship efforts; and the Consultant agrees to advance the efforts of the Hudson River Park's Park Over Plastic initiative through the discontinuation of single-use plastics as set forth below.

Consultant shall:

- A. Refrain from the distribution and selling of single use plastic bottle(s), straw(s), cup(s), tableware, bag(s), utensil(s), food container(s), and stirrer(s).
- B. Use non-plastic products within Hudson River Park. A list of some current plastic alternative vendors and products are included in the Green Resource Guide. Suggested green alternatives include, but are not limited to:
 - Paper, plant-based or reusable bottles, straws, cups, tableware, bags, utensils, food containers and stirrers
 - Waxed-lined paperboard food and beverage containers
 - Glassware
 - Biodegradable trash liners
 - Reusable or paper tablecloths and decorations
- C. Reduce the use of plastic packaging and opt for bulk products with minimal wrapping and low waste food service companies.
- D. Use commercially reasonable efforts to use biodegradable products and compost event waste.
- E. The Consultant is encouraged to partner with the Trust in advocating and educating the public on the Park Over Plastic initiative through signage, displays, and other partnering opportunities as brought forth by the Trust.
- F. Basic Information:
 - Hudson River Park's Green Resource Guide: https://hudsonriverpark.org/app/uploads/2020/11/HRPK_Park_Over_Plastic_Green_Guide.pdf
 - List of certified compostable companies to buy from, the Biodegradable Products Institute: <https://www.bpiworld.org/>
 - NY based reusable container delivery service: <https://www.deliverzero.com/>
 - NYC based compost collection and transport information: <https://www1.nyc.gov/assets/dsny/site/services/food-scraps-and-yard-waste-page/commercial-requirements>
 - Product Stewardship Institute's low food waste guide: https://cdn.ymaws.com/www.productstewardship.us/resource/resmgr/files/psi_plastic_reduction_guide.pdf
 - Great Forest's zero waste checklist: <https://greatforest.com/sustainability101/zero-waste-event-guide-10-step-checklist/>