

**RFP #G6710 – Hudson River Dance Festival Production Services**

**RFP Questions and Answers**

December 14, 2022

**Questions** are presented below in **bold**, with answers from the Trust in *italics*.

- 1. May firms respond to parts of the RFP, or must they respond in totality?**
  - A. Interested parties should respond in totality, referencing the scoring criteria. All respondents are welcome to add an additional party or entity if needed to complete all tasks set forth in the scope of work and may submit a joint proposal.*
  
- 2. How will you divide the events out between the selected event marketing agencies?**
  - A. The Hudson River Dance Festival is one event occurring over the course of two days annually in the summer. The Trust is seeking event production services for this RFP. The scope of work for this RFP does not include event marketing services.*
  
- 3. Is the Trust accepting proposals for art / murals for engagement for the festival?**
  - A. No. The Trust is not accepting proposals for art/murals for engagement for the festival. It is not a part of the scope of work for the RFP.*
  
- 4. Is there a particular format or template that the RFP needs to follow for the 4 parts requested. If so, where can I obtain a copy?**
  - A. No, there is no particular format or template for a proposal. Please include all the information outlined in the Proposal Description. The Trust will review each proposal for completeness, so it is important to ensure all components of the proposal are included.*
  
- 5. What is your history working with event agencies in the past? AOR or project? Length of tenure?**
  - A. The Trust regularly engages event agencies for various events in Hudson River Park using a competition solicitation process. Contracts are generally awarded by the Trust for a five-year period. The Dance Festival is now in its 6<sup>th</sup> year; for the past five years the Trust has worked with one event agency for event production services to support it. Other events, such as Blues BBQ, have been produced annually for over twenty years.*
  
- 6. Aside from the deliverables listed in the RFP, what characteristics / type of partnership are you looking for in your event agency?**
  - A. The Consultant should have experience producing events of a similar size and scale. The Trust is seeking to find a responsive, reliable, communicative and detail-oriented agency. The Dance Festival is one of the Trust's premiere events and would require interaction with Park patrons, donors, elected officials and*

*other distinguished guests, so we are seeking an event agency that can cater to this audience and deliver high quality production services.*

**7. Who is the incumbent and how long have they worked with the agency? Will the incumbent be bidding?**

*A. The Trust has worked with Q+A Productions, LLC over the past five-year period. Q+A Productions, LLC is eligible to submit a bid along with any other qualified event production agency that meets the RFP requirements.*

**8. Do you have any preferred A/V vendors?**

*A. No.*

**9. Do we need to provide restroom facilities for the attendees as well?**

*A. No, attendees may utilize the restroom facilities at Chelsea Piers.*

**10. If we have a VIP reception, is there an interest in having a speaker panel and/or more dance performances?**

*A. We do not anticipate having a VIP reception in 2023; past VIP receptions have been refreshments only.*

**11. What is the budget for the overall event?**

*A. Please see Question 13.*

**12. Regarding the Respondent's Maximum Contract Price, what is this referring to? Only the sub-consultant fees? Is this the total budget for the sub-consultants only, or does it apply to our fee and the overall budget?**

**"For the purpose of completing this lump sum fee proposal, Respondent's Maximum Contract Price should include a Sub-consultant Budget that does not exceed \$25,000 annually." - does that mean per subcontractor or total sum for subcontractors in any year? What if the needs of the production exceed that (i.e. if the cost of renting a particular kind of equipment exceeds \$25k) - is there any way to get approval to exceed that amount with a particular subcontractor?**

*A. A Sub-consultant Budget Maximum does not apply to this RFP. Please see [RFP Addendum No. 1](#). The Maximum Contract Price, which includes sub-contractors, talent, supplies, and any other expenses, applies to the entire overall project budget and fees for the entire five-year period.*

**13. Do you have any budget parameters?**

*A. The contract value for the 2022 Hudson River Dance Festival was approximately \$165,000, inclusive of talent fees. The Trust expects that the Hudson River Dance Festival for future years will be comparable, with annual increases for rising event production costs.*

**14. Are we locked to a fixed cost for the 5 years, or can there be an annual increase due to rising costs?**

- A. Generally, the Trust anticipates 3% increases annually in multi-year contracts. Agencies should include a complete 5-year fee schedule in their proposal. Competitive pricing is one of the selection criteria.*
- 15. What is the allocated budget for the artists?**
- A. There is no set budget for the talent; it is up to the producer to manage the overall budget, inclusive of talent fees.*
- 16. Is the consultant responsible for negotiating the contracts for the performers?**
- A. Yes.*
- 17. Will the Trust be providing a separate budget for vendors and services not specified in detail, such as portable restrooms, catering, etc.?**
- A. All fees associated with executing the scope of services should be included in the Consultant's fee schedule. The Trust does not have any additional budget requirements. The services provided by the Trust are detailed in the RFP.*
- 18. Are funds distributed for rentals by the awarded firm subject to the subcontractor regulations? How do rentals impact utilization goals?**
- A. Yes, all funds under this contract are subject to MWBE/SDVOB participation goals. The awarded respondent must make best efforts to use MWBE and SDVOB vendors to rent necessary equipment and supplies or provide required ancillary services in order to meet utilization goals. The ability for respondents to meet MWBE/SDVOB goals is one of the RFP's selection criteria.*
- 19. Is there a separate budget for talent? Does the Trust pay the artists/talent directly?**
- A. No. There is no separate budget for talent. Budget for talent is inclusive in the Consultant's fee. The Consultant pays talent directly. The budget for talent in 2022 was \$40,000.*
- 20. Are permit fees and other related fees part of the Consultants' costs? Or are such fees paid directly by the Trust?**
- A. All permit fees and other related fees are paid by the Consultant; the Trust does not pay for costs above and beyond the fee paid to the Consultant.*
- 21. Where can we find information on spend from the 2022 event? Are you looking for submissions to include permit costs or only sourcing fees?**
- A. Information about the previous festivals may be found on our website, on the event calendar. Submissions should include all fees related to producing the Event. The contract value for the 2022 Hudson River Dance Festival was approximately \$165,000, inclusive of talent fees.*
- 22. What happens if there is additional pricing that may go over pricing that is provided in the RFP? Would the company be able to send addendums to make up for those costs?**
- A. No, the Trust does not reimburse additional expenses.*

**23. Can companies from outside the United States apply for this contract?**

*A. Yes, however, the nature of this RFP is to provide event production services for a large in-person event that would require the company to have a physical presence in New York City in order to effectively provide the services required in the scope of work.*

**24. Can we perform the tasks (related to RFP) outside USA?**

*A. While it may be possible to do a small portion of the tasks set forth in the scope of work in the RFP outside the United States, the majority of the tasks to provide event production services for a large in-person event would require physical presence in New York City in order to effectively provide the services required.*

**25. Does the Consultant need to attend in-person meetings?**

*A. Yes.*

**26. Can we submit the proposals via email?**

*A. Yes. As detailed in the RFP, all submissions should be made via email to the email address provided: [DanceFestRFP2023@hrpt.ny.gov](mailto:DanceFestRFP2023@hrpt.ny.gov)*

**27. What is the overall schedule including load in/out, rehearsal, show date/time?**

*A. The Consultant may begin load in 1 – 2 days prior to show date. Rehearsal times are at the discretion of the Consultant, as needed by talent. Load out should be complete within 24 hours of the event concluding.*

**28. Should there be bad weather, is there an alternative date in mind?**

*A. No. The Hudson River Park Dance Festival is an annual two-day festival with no rain dates.*

**29. What do you anticipate being the largest entertainment act to be booked?**

*A. Talent is to be confirmed and will reflect the same level of talent of past years.*

**30. Do you have examples of past lineups?**

*A. Please see below:*

- *EVIDENCE/Ron K. Brown – Grace (Excerpt)*
- *Martha Graham Dance Company – Errand Into The Maze*
- *Dorrance Dance – Boards & Chains (Excerpt from EMT: The Initial Approach/EMT: Double Down)*
- *Calpulli Mexican Dance Company – Excerpts from Boda Mexicana & Puebla: The Story of Cinco de Mayo*
- *Ballet Hispanico – Sombrerísimo*
- *Camille A. Brown & Dancers - New Second Line*
- *Dormeshia & Gabriel Roxbury - Rhythm Migration*
- *Doug Elkins and Dancers - O, Round Desire*
- *Taylor 2 - Aureole*

**31. Historically, what have the on-site sponsorship activations been?**

- A. Past activations have included consumer goods, food & beverage, utilizing pop up tents that are complementary with the Trust's brand.*
- 32. Is there a maximum attendance that will be allowed at any given time?**
- A. The space is open to the public, tickets are not required. Average attendance is approximately 2,000 people per night. We do not anticipate needing to cap attendance.*
- 33. Can you provide further insight on what marketing material is required regarding the 'Provide marketing collateral, in a timely fashion, to Trust's Senior Director of Marketing & Events' line?**
- A. The Consultant is the liaison between the talent and the Trust; materials referenced include collecting and providing talent social media handles, press quotes, information for the festival program.*
- 34. Are you looking for the producer to be involved in the marketing campaign development for the festival and the creation of marketing collateral?**
- A. No, marketing is not part of the scope of work in this RFP.*
- 35. Do you have brand guidelines and past promotional items that can be referenced while pricing? Where are the existing event materials that will be provided by the Trust currently located? Must whomever is awarded the contract load-in / load-out these materials to their current storage location?**
- A. Consultant is not responsible for the creation of marketing materials; the Trust will transport all marketing materials to the event site.*
- 36. Are you interested in capturing content of the performances?**
- A. No. Capturing content is not part of the scope of services for this RFP. The Trust has staff who will capture any needed content.*
- 37. Who would the awarded firm report to?**
- A. Kira Levy, Senior Director of Marketing & Events.*
- 38. How many people must provide approvals during the planning process?**
- A. Kira Levy will facilitate feedback during the planning process and be the point of contact for the contract.*
- 39. To manage expectations, how quickly would the approval process/sign off be?**
- A. This is an established event in the Park; we anticipate approvals being efficient.*
- 40. What would you consider to be a successful event? What are the greatest successes in terms of metrics with your events over the last three years? How could your event campaigns improve?**
- A. A successful event is one that causes minimal upset during load in/out, provides a good experience for guests and talent alike, provides excellent production, and ensures good representation of the Park.*

**41. What are the challenges or barriers that prevented the agency from reaching its KPIs and growth hitting goals for events in the past?**

*A. The Trust has met internal event goals in the past.*

**42. What are your priority segments to target for attendance?**

*A. This event is free and open to the public; we want to ensure that all New Yorkers, tourists, dance enthusiasts from the tri-state area, are encouraged to attend the festival. In addition, the Trust invites Board members, donors, elected officials and other Park patrons to attend the event as a way to showcase the Park.*

**43. Regarding this statement in the RFP: “Provide a minimum of one (1) Consultant staff member to support the Trust’s Event team with onsite production, including pre-event setup support, day of event support, and event break down support. Consultant shall identify and provide the applicable contracts or agreements evidencing the hiring of the Consultant staff member by April 30, 2023, which shall be subject to the approval of the Trust.” Can an existing in-house producer be assigned to this job?**

*A. Yes, the assigned person for onsite support can be an existing staff member.*

**44. Regarding this statement in the RFP: “All proposals become the property of the Trust.” Does this give you the ability to use any elements from our proposal in the execution of the Festival with another Contractor?**

*A. The statement “All proposals become the property of the Trust” means the Trust will not return the proposals that it receives in connection with this RFP. The proposals would be considered records that are subject to the Trust’s FOIL policy, which means the proposals would be available upon request to the public. Any elements in the proposal would be available to anyone that requested such information with certain specific FOIL exceptions.*

**45. From what location are hand loaded production elements carried (distance from the truck to the stage/BOH)?**

*A. Materials may be loaded in from the layby adjacent to Chelsea Piers.*