

Flatiron/23rd Street Partnership
Event Planning & Management Services for Holiday Programming 2017 RFP
Questions and Answers

- 1. Does the budget include operational/production elements such as physical games, giveaways, uniforms, sets/staging, equipment, transport, digital/social, A/V, etc. and/or the actual permit costs (e.g. space, SAPO, Health permits, amplified sound permits, etc.) or only the coordination/management thereof?**

It is anticipated the selected firm will be paid \$20K-30K to plan and produce the holiday events. This includes event planning, outreach to businesses (if applicable to proposed concept), outreach to talent (if applicable to proposed concept), set-up/breakdown of events, and managing and staffing the events.

The BID will be responsible for obtaining the Street Activity Permit Office (SAPO) for all events, including sound permits. The BID receives the permit from SAPO for its programming, and as the sponsoring organization there is no fee assessed. The selected event firm will be expected to provide the necessary information, including site plans and run-of-show, for the Flatiron BID to submit to SAPO. The event firm will also be expected to obtain the appropriate health permits if food and/or beverages are distributed.

- 2. Is the budget inclusive of management of the awareness campaign in addition to execution of the "23 days of Flatiron Cheer"?**

In addition to the Flatiron BID staff, the chosen firm will also work in collaboration with the BID's public relations team from Anat Gerstein Inc. who will oversee and direct a robust campaign leading up to and during the holiday program. Any additional awareness efforts suggested by the firm should be included in the proposed budget.

- 3. Does the budget include coordination of and costs associated with the launch event (e.g. staging, giveaways, A/V, podium, talent, entertainment, etc.)?**

The event firm will work with the Flatiron BID and Anat Gerstein to plan and produce the launch event. In terms of audio visual equipment the BID can provide up to 2 wired microphones, 2 mic stands, 2 speakers, 1 mixer, some auxiliary cords/adaptors, a projector, and a laptop if needed.

4. Are production and execution of holiday banners, tree, etc. as outlined in the 2016 calendar part of the request?

While the Holiday Banners and Walking Tours will be themed around the holiday programming, the BID will be responsible for these elements. The Walking Tours can be considered the programming element on Sundays during December. The BID supports the tree lighting ceremony in Madison Square Park. As such, the BID would not produce a competing event on the plaza on the night of the tree lighting ceremony in the park (2017 date TBD; typically on a Tuesday evening in early December).

5. From the 2016 calendar, it appears there are 6 days of Plaza Activation, plus 3 Winter Wednesdays/Solstice. Is the expectation for approximately 9 days of activity within the 23 days of cheer? Or what is the expectation for 2017 of total event days/hours?

We would like for some type of event, or activity, to take place each day; however we are open to other concepts that would work with the selected installation to make the plaza feel like an active destination for the holiday season. Considering the budget, it is anticipated that some events during the program will be larger in scope, and some will be smaller. For 2016, some of those elements were exclusively online, such as website content, social media contests and engagement, etc. It is up to each firm to decide how best they'd like to program the 23 Days of Cheer. We are not tied to how things have been done in the past, but also remain open to replicating any or all past events.

6. What does the "Walking Tour" entail and is this part of the events?

The BID partners with professional tour guides to produce free Flatiron historical walking tours every Sunday at 11am, rain or shine. The BID will work with our guides to include Holiday themed content during the month of December. Each proposing firm can choose to either count the Walking Tours as part of the 23 Days programming, or offer an additional "holiday cheer" component on those Sundays as well.

7. Will the events/activities be exclusive to the North Plaza or extend throughout the Flatiron/23rd Street Partnership BID boundary map?

It is anticipated that events related to the holiday program will stay within the North Plaza. This is also because the large-scale holiday installation will be located in the North Plaza near 23rd Street. However, if there is substantial need, the South Plaza could be an option.

8. Could you kindly provide examples of previous events that were well received by the public during the “23 Days of Flatiron Cheer?”

Past programming included the following: hot beverage distribution; food drive; face painting; gift wrapping; live music; comedy performance; prize wheel; ugly sweater competition; and balloon twister. The most popular events in the past have been the prize wheel, hot beverage or food distributions, and live performances. Again, we are not tied to any of these events, but at the same time, we remain open to replicating any or all of these past events. A key component of the program from the BID’s perspective is the involvement of local businesses and cultural entities with the goal of actively promoting BID businesses and attractions during this busy time of year.

9. Should the event programming coordinate with the theme for the 2017 Installation? If so, could you please provide any information regarding this year’s installation?

The winning installation will not be announced before the submission date for this RFP, which is August 23rd. For firms who are invited to interview, the BID will share additional information about the winning installation prior to interviews (early September).

10. Does the Flatiron BID have an affiliation with any organizations that should be included or leveraged in the creative concepts?

Yes, there are a large number of local businesses that we would like to continue working with. Contact information and/or introductions will be made. It will be the responsibility of the event firm to work out ideas, deals, and any other sort of participation with the local businesses. All participating businesses should be located within the Flatiron District, and specifically the boundaries of the Flatiron BID, with the exception of a few businesses that are “Friends of the Flatiron Partnership,” (We can share these additional partners with you as well). Please reference the map of the BID boundaries in the RFP.

11. The 2016 Program Calendar, Appendix D, includes mostly weekend events. As such, should we focus budgeting efforts around weekend programming and not for the full 23 days, similar to last year?

See Question #5

12. For any events requiring A/V, will the BID be providing these elements (microphone, speakers, etc.) as they did for the 2016 events? Or should A/V equipment be included in the program budget?

See Question #3 for a list of A/V equipment we can provide.

13. If needed, will power for A/V equipment be provided through the power box on the plaza? Or will a generator rental be required?

Access to power on the North Plaza is possible, we prefer not to have generators on the plaza if possible.

14. Please provide a snapshot of your feedback for the onsite programming that worked really well over the past 5 years, along with the programming you might not be inclined to activate again.

See Question #5. All event proposals should take into consideration the weather during December. We are open to discussing any concept and will advise on past experiences where appropriate.

Success will be determined by several factors as determined by the Flatiron BID staff and the BID's Marketing Committee. While each factor is important, not every metric has to be completely fulfilled in order for an event to be considered successful. Some of the following determinants of success should be considered:

- Were people engaged with the event?
- Did people participate on social media?
- Was the feedback from the participants positive/negative?
- How many people attended?
- How much publicity did the event attract?
- Was the event effectively branded as a Flatiron BID event?
- Were local businesses engaged and successfully promoted?