

# REQUEST FOR PROPOSALS

New York City Economic Development Corporation



## Atlantic Basin Upland Events Programmer

Release Date: Monday, March 22, 2010

Submission Date: Thursday, May 27, 2010

**REQUEST FOR PROPOSALS**  
**“ATLANTIC BASIN UPLAND PROGRAMMER” – PROGRAM MANAGEMENT SERVICES**

New York City Economic Development Corporation (“NYCEDC”) is seeking proposals for the development and implementation of a public events program (the “Program”) that utilizes the bus staging area at Pier 11 of the Brooklyn Cruise Terminal in the Atlantic Basin (the “Site”) on non-cruise days. It is contemplated that the Program may consist of a variety of commercial and/or non-profit uses such as festivals, markets, arts and performance events, and recreational uses. Proposals should make every effort to respond to, incorporate, or address potential events identified by local community leaders, as shown in Exhibit 1.

**A. PROJECT OVERVIEW**

NYCEDC is a not-for-profit corporation designed to protect and enhance New York City’s (the “City”) job and revenue base through the provision of comprehensive economic development services. NYCEDC leases the Site from the Port Authority of New York and New Jersey (PANYNJ).

Formed by Piers 10, 11, and 12 on the Red Hook waterfront, the Atlantic Basin is a unique protected body of water centrally located in New York Harbor with views of Manhattan, Governors Island and New York Harbor. Although underutilized until recently, the Atlantic Basin is now an integral part of the bustling Brooklyn waterfront. Recently, the Brooklyn Cruise Terminal, which has up to 60 port calls annually, and the relocation of a major beverage distributor to Pier 11 that utilizes the Red Hook Container Terminal at Pier 10 have resulted in a maritime revitalization surrounding the Atlantic Basin.

The Site is located adjacent to the Atlantic Basin and Pier 11, bounded to the east by Imlay Street and the south by Pioneer Street (see Exhibit 2). The Site is rectangular in shape and approximately 2 acres in size. On cruise days, the Site functions as a bus staging area supporting cruise operations. The Site, with the exception of four (4), 53 foot containers, is completely vacant on non-cruise days. Site access for vehicles and pedestrians is via Browne Street and pedestrians can also enter via a gate at Pioneer Street.

In an effort to strengthen the connections of the Site to the Red Hook community and the waterfront, NYCEDC is offering a unique opportunity for a qualified event programming entity (the “Programmer”) to program a variety of events on the Site on the approximately 300 days a year it is available for use (see Exhibit 3 for the cruise schedule). Given the Site’s prime location in close proximity to the waterfront, this is an excellent opportunity to create public space and programs in the heart of a working waterfront and promote deeper public engagement with the City’s maritime past and present.

Red Hook is an exciting neighborhood with a nascent arts scene, a mix of long-standing businesses and new entrepreneurs, and an active local residential community. The use of the Site for community, not-for-profit, and/or commercial uses, or a mix thereof, presents a rare opening for a Programmer to bring a diverse set of events to an underserved but thriving and culturally rich neighborhood. It is also a unique opportunity to attract visitors from other parts of New York City to the Brooklyn waterfront, and to program events in a non-traditional setting.

**B. PROPOSAL STRUCTURE AND CONTENT**

Selection will be based on NYCEDC’s evaluation of the quality of the written proposals; the degree to which community desires, specifically set forth in Exhibit 1, are met; the quality and relevant experience of the respondents; the demonstrated success of the respondent to successfully implement similar activities in other locations, and the feasibility of the projected project budget. Each proposal should emphasize the potential Programmer’s relevant experience, with a statement describing the proposed approach to the project. Specifically, each proposal should include the following:

- A description of the organization's qualifications, including 3-5 references and descriptions of similar projects undertaken by the organization (including website addresses for relevant projects, if applicable). References should include the names and telephone numbers of contact persons at the client organizations.
- A detailed description of the programming vision for the Site. Site plans or other graphics illustrating proposed use of the site are encouraged.
- A description of the Programmer's plan for community access and participation. Plans for coordinating site development and programming with local organizations and civic groups are encouraged.
- A description of the organization's experience and expertise in all of the specific Services contemplated under this RFP, including event programming, location management experience, and other related services.
- A proposal of the organization's plan for structuring, marketing, and implementing the Project, including the anticipated Project timeline and budget (specifically revenues and expenses). This proposal should clearly demonstrate the Programmer's ability to coordinate and complete the Project by the required milestone and end dates in a cost-efficient manner, acknowledging that neither NYCEDC, the PANYNJ nor the City will make no financial contributions to the success of the Project.
- A description of the organization's history, if any, in contracting or doing business with NYCEDC and/or the City.
- A detailed breakdown of all project costs required to complete each of Task 1 through Task 3, described in Appendix A. This breakdown should include sources and uses of funding, including pay to staff and subcontractors.
- Staffing schedule. All Programmers must submit a complete Staffing Schedule, which includes names and resumes of all individuals in the Programmer's firm who will be performing and/or supervising the Services.
- A general description of the qualifications any subcontractor firms that will be performing the Services, if any, as well as the names and resumes of individuals who will be performing and/or supervising the work of any subcontractors. Note that the Programmer shall retain, directly supervise, and coordinate the activities of as few or as many sub-Programmers as necessary.

Submission of a Doing Business Data Form, available at <http://www.nycedc.com/ProjectsOpportunities/WorkingWithNYCEDC/>

### **C. QUESTIONS REGARDING PROPOSAL**

Potential Programmers can submit questions regarding the RFP by emailing [atlanticbasinupland@nycedc.com](mailto:atlanticbasinupland@nycedc.com) by **4 pm on Thursday, April 22, 2010**. Answers to these questions will be posted by **the end of the following week**, at [www.nycedc.com/RFP](http://www.nycedc.com/RFP). No questions will be accepted after **4 pm on Thursday, April 22, 2010**.

### **D. INTERVIEWS**

Interviews may be held with any, none, or all of the Programmers after the receipt of proposals. Interviews with NYCEDC would be scheduled after its initial review of proposals.

### **E. SITE VISIT/QUESTION & ANSWER**

In addition, there will be an opportunity to visit the Site. Potential Programmers will assemble at the Site on **Monday, April 19, 2010 at 10 am** to view the Site and for a question and answer session. Those who wish to attend should RSVP by contacting Radhika Patel at [rpatel@nycedc.com](mailto:rpatel@nycedc.com) on or before **Monday, April 12, 2010 at 4pm**. Interested Programmers are strongly encouraged to attend this site visit. For those who are unable to attend, the questions asked and answered at the site visit will be posted on the website by **Tuesday, April 27, 2010**.

For all Atlantic Basin questions that do not pertain to the subject matter of this RFP, please contact Josh Nachowitz at [jnachowitz@nycedc.com](mailto:jnachowitz@nycedc.com).

## **F. SELECTION**

NYCEDC will review each Programmer's proposal in its totality. The selected Programmer, if any, will be a responsible Programmer, whose proposal was submitted to this solicitation and, in NYCEDC's sole determination provides the best quality, diversity, and efficacy in execution of the Project. NYCEDC reserves the right to decline to select a Programmer, or to select more than one Programmer. In the event that more than one Programmer is selected, the selected Programmers may be required to modify their proposal to ensure coordinated delivery of the Project. The selected Programmer(s) shall be subject to clearance of NYCEDC's Internal Background Investigation Questionnaire and/or the City's Department of Investigation Vendex background investigation program.

## **F. SUBMISSION**

Proposals are due on **Thursday, May 27, 2010 no later than 4 pm**. Please submit five (5) sets of your proposal in hard copy and one (1) electronic copy on disk to the location listed below. Proposals can be submitted by hand or via regular mail, express mail, or another nationally known overnight courier. Proposals received after the indicated date and hour and/or at a different location may not be considered.

Maryann Catalano, Senior Vice President, Contracts  
New York City Economic Development Corporation  
110 William Street, 6<sup>th</sup> Floor  
New York, NY 10038

## **APPENDIX A SCOPE OF SERVICES**

### **I. Introduction:**

NYCEDC is offering a unique opportunity to a qualified Programmer to program approximately two acres of paved open space that currently functions as the Brooklyn Cruise Terminal bus staging area on non-cruise days. The Site is located in the Atlantic Basin, in close proximity to the thriving waterfront community of Red Hook, Brooklyn. The objective of this Request for Proposals ("RFP") is to solicit proposals from potential Programmers to develop a wide array of programming for the Site on the approximately 300 days it is not in use by the Brooklyn Cruise Terminal (see Exhibit 3 for the cruise schedule).

In January 2010, NYCEDC conducted a roundtable with Red Hook businesses and residents to discuss community needs for the Site. A list of these potential uses has been included as Exhibit 1 in this RFP. It is anticipated that the Programmer would develop a Program that includes careful consideration and inclusion of at least some of the ideas generated from the roundtable.

NYCEDC is seeking a Programmer to plan a diverse mix of uses for the Site that will accomplish the following goals:

- Attract visitors from outside the Red Hook community to the Atlantic Basin waterfront;
- Enhance local community experience through entertainment and recreational opportunities;
- Improve and maintain connection with the waterfront, including cooperative programming with the waterside programmer;
- Increase patronage to local businesses through proactive outreach efforts;
- Provide a minimum of five (5) days per month, including at least one (1) weekend day (subject to availability based on the cruise schedule) for community-focused programming, to be determined in conjunction with the Red Hook community

### **II. Site Location and Capacity:**

The Site is an approximately two acre, open-air rectangular staging area located adjacent to the Atlantic Basin waterfront. As stated, the Site functions as a bus staging area on days when a passenger vessel is calling at the Brooklyn Cruise Terminal, Pier 12 (BCT). The Site is currently unoccupied on those days when there is no cruise-related activity. There is no electricity or plumbing on Site. Any construction on the Site for events must be temporary and completely dismantled prior to the next day in which a vessel will be calling at BCT. No events can take place on days when a vessel is calling at BCT. In some cases, there may be capacity for on-site storage; however, the possibility of storage will be determined on a case-by-case basis and is wholly dependent on the proposed use and permissible at the sole discretion of NYCEDC and the the PANYNJ, the Site landlord. Additionally, in the event that a ship must make an emergency berthing request, events could be cancelled or postponed with very little advance notification.

NYCEDC shall grant Site access to the Programmer for the purpose of executing the Program. Any legal agreement entered into by the Programmer is subject to approval of the PANYNJ and is subject to the following terms and conditions:

- The Programmer accepts the Site in the condition in which it is found when the Programmer first enters into possession thereof, or as it is on the date of the Program commencement, whichever is earlier;
- The Programmer may use the Site for the sole designated purpose of the Program and preparations at the Property related thereto (the "Work"). The Work may not include creating any permanent alteration of the Property without the express consent of NYCEDC.

- The Programmer shall be responsible for obtaining all permits necessary to implement the Program, including without limitation a Temporary Place of Assembly (TPA) permit;
- Neither the City, NYCEDC, nor PANYNJ shall be responsible or liable in any way for the security of the Programmer's property on the Site during the Program;
- The Programmer shall forever defend, indemnify and hold harmless the City, NYCEDC, Apple Development Corporation, and PANYNJ, and their respective representatives and employees from any and against any and all liabilities, claims, demands, penalties, fines, settlements, damages, costs, expenses and judgments of whatever kind of nature, known or unknown, contingent or otherwise ("Losses"), arising out of or related to the agreed use of the Site for the permitted term.
- The Programmer shall, at its sole cost and expense, comply with and observe the provisions of its legal agreement with NYCEDC and any and all laws, rules, regulations, requirements, ordinances, resolutions and orders of NYCEDC, the City, and any of all administrations, departments, bureaus, and boards of federal, state, and local authorities ("Laws") applicable to the Program, the Site, and /or use of the Site.

NYCEDC will not provide any funds, security, liability or insurance coverage to launch or maintain any aspect of the Program. Any subsequent programs or services that extend beyond the initial Program launch are expected to be self-sustaining through other funding sources, such as sponsorship or grants made to the Programmer. Revenue generating programming must be pre-approved by NYCEDC and PANYNJ, and NYCEDC and PANYNJ will reserve 8% of the revenue generated to cover administrative costs for the Site. In addition, for those events that charge general admission, the Programmer must set aside a designated number of tickets to be made available to local community residents at a discounted rate. Programming that does not generate revenue will be exempt from payment of administrative costs of the Site. It is anticipated that the Program would launch as soon as possible, with a minimum of one event planned for Summer 2010 at the Site. The contract would continue through the end of 2011, with a possibility for renewal based on a review of services provided.

### **III. Potential Programmers:**

The Programmer may be a single entity or a consortium of entities that collaborate on the programming under an umbrella organization. In addition, while this RFP is seeking a Programmer to manage a variety of uses at the Site on a permitted basis, NYCEDC will also accept proposals for the programming of a single (one-time) event at the Site.

### **IV. The Services:**

Although the Programmer is expected to adhere to the outlined Tasks, the Programmer may suggest alternative approaches and additional tasks it deems necessary to effectively achieve the Program objectives. Such alternative approaches include, but are not limited to, flexibility in the programming uses, the number of events to be scheduled, the number of community days above the minimum five (5) days per month required, and the format of the "kick-off" event. If an alternative approach is accepted, the Services will be amended to reflect such changes.

### **Task 1: Program Proposal**

#### **Task 1.1**

Prepare a detailed program that outlines the Programmer's proposal to use and manage the upland programming at the Atlantic Basin, which shall include, but not be limited to: program concept and structure; the number of days of potential programming; selection criteria of events proposed by an entity other than the Programmer; proposed fees for admission to events; duration and schedule of uses; construction, installation, and de-installation of any necessary stages or sets for uses; responsible parties' ability to provide adequate insurance, liability coverage, and security; and obtaining required permitting and approvals from local authorities as necessary and applicable.

#### Task 1.2

Develop a project timeline for the Program (from Contract Start Date to Final Completion), including time required to obtain permitting and approvals, and proposed schedule of events.

#### Task 1.3

Submit an overall Program budget, which shall include a breakdown, by sources and uses, of the Program's planning and implementation costs.

#### Task 1.4

Provide resumes of the proposed Programmer team including the organization's staff, and qualifying individuals, organizations and associations (i.e. local artists groups, cultural organizations, business affiliates, etc.)

***Deliverable: A submission that provides a detailed outline of the Programmer's proposal which shall include the Program, budget, timeline, team list and organization, success metrics and relevant assumptions.***

### **Task 2: Program Participant Outreach, Recruitment and Marketing**

#### Task 2.1

Define and develop a strategy to market, develop, and advertise the Program to the general public and potential participants, including integration with local artists, businesses, and cultural groups.

#### Task 2.2

Develop a coordination plan to work with the waterside programmer on at least two annual events that tie the waterside and upland sites together.

#### Task 2.3

Develop a coordination plan for outreach to the local community for community days and to engage the wider Red Hook residential and business community in the Program.

#### Task 2.4

Research and negotiate placement, timing and duration of marketing materials for the Program.

#### Task 2.5

Coordinate production of marketing materials including press releases, brochures, events and a website to target wide audiences and increase visitorship to the area.

***Deliverable: A clearly defined marketing plan to engage/solicit work proposals from Program participants; a detailed description of outreach to ensure programming throughout the contract term; a final list of participants who will participate in the Program.***

### **Task 3: Program Implementation**

Task 3.1: Manage, coordinate, and implement the Program, including without limitation:

- i. Overall Program Management
  - Manage Program costs and adhere to Program budget
  - Manage and coordinate Program-related staff and sub-Programmers
  - Liaise with the general public; manage inquiries related to the Program
  - Coordinate with the local community to schedule Community Days
  - Coordinate schedule with NYCEDC and the Brooklyn Cruise Terminal
- ii. Program

- Plan and schedule events at the Site, and provide necessary on-site coordination
  - Provide services necessary to produce single events within the Program, such as assistance in conceptualization, selection of work, promotional writing and any necessary construction and de-installation;
- iii. Marketing the Program
- Develop and implement a plan to promote and advertise the Program to the general public, the local community, and the media throughout the term of the Program, which may include press packets, advertising, invitations and receptions etc.
  - Develop and implement at least one kick-off event in Summer 2010 intended as:
    - A marketing effort for the Program
    - An event to meet the goals stated in Section 1.

***Deliverable: The Program and promotion plan***



## EXHIBIT 1

### **EDC – Atlantic Basin Upland Roundtable**

January 20, 2010

5:30 p.m. – 8:00 p.m.

Brooklyn Cruise Terminal

**Final Report**

2/22/10

#### **Purpose of Roundtable:**

- Address community needs for more local activities and attractions that connect the community to the waterfront
- Solicit ideas from the Red Hook community about potential programming uses at the site and to complement waterside programming
- Generate ideas about how to increase traffic to businesses in the area
- EDC will use this input to help inform the RFEI/RFP process and select a site programmer that can best meet the needs of the community

#### **Roundtable Schedule:**

- 5:30 – 6:00 Participants arrived, registered. Refreshments from Margaret Palca Bakery
- 6:00 – 6:15 Welcome and site update - Ashley Cotton (EDC Vice President and Head of Government and Community Relations)  
Introduction and roundtable overview - Barbara Janowitz (Facilitator)
- 6:15 – 7:15 Breakout groups led by PHA staff members Abir Sabet, Esther Brunner and Josephine Trzaska
- 7:15 – 7:45 Report-backs from breakout groups and discussion
- 7:45 – 8:00 Summary, next steps and closing – Barbara Janowitz

#### **Roundtable Participant Breakout Groups:**

After an update by Ashley Cotton and introduction by Barbara Janowitz, roundtable participants met in three smaller groups to brainstorm programming and site usage for the Atlantic Basin Upland site, within the site parameters. Participants were advised that planned programs must meet the objectives of:

- providing events for the community
- attracting people to Red Hook and the Atlantic Basin
- increasing visitorship to Red Hook businesses

#### **Major Ideas/Themes for Programming and Site Usage** (consensus from all groups):

- **Recreational use** – camping, bike rental, skate park
- **Art installations**
- **Retail** - container stalls and other opportunities
- **Trade shows**
- **Markets** - Green, flea, farmers
- **Festivals** - Food and wine, art, carnival, county fair
- **Event space** – (some annual, some one-off) outdoor movies, concerts, theatre, art

- **Children's events**
- **Greening the parking lot**
- **Community days** – programming by and for community

Other suggested ideas for site usage or usage on adjoining waterfront site (these were outside of the parameters set for discussion, or not directly related):

- Water-borne transportation (ferry pick-up/drop-off)
- Regatta (using waterfront for boating competition/show)
- Greenway (linking with other planned greenways along the Brooklyn waterfront for recreation and beautification)
- Tapping into cruise market (for retail patronage)
- Keep sliver of parking lot open on cruise days (for retail or storage use)

#### **Next Steps:**

- RFP to be released Winter 2010
- Respondents to have two months to submit proposals
- Selection of a site programmer by the end of Spring 2010
- Summer 2010 event to be held at the site to launch programming - TBD

#### **ATTACHMENT 1: 3 BREAKOUT GROUPS' MAIN PROGRAMMING IDEAS (top choices in bold):**

Breakout Group 1 (Abir Sabet, group leader)

- **Skate park/Sledding hill**
- **Campground** (came from idea of no electricity, no plumbing)
- Better connection to waterfront
- **Containers used for retail stalls** – on cruise days
- Opportunity to use some space all year? Buses use less than entire lot
- **Flea Market/Green Market/Food and Wine Festival**
- **Special Events: circus, carnival, concerts, theatre**
- Use facilities in cruise terminal
- **Sand – equestrian events, volleyball, sporting events**
- **Outdoor movies**
- Use terminal parking lot
- **Ferry connection**
- **Water-borne transportation**
- Other business opportunities in the Atlantic Basin
- **Red Hook regatta**
- Synergy between water and land
- **Outdoor sculpture site/outdoor art**
- **Greenway – include bike parking**

Breakout Group 2 (Esther Brunner, group leader)

- **Country Fairgrounds** (proposed name Red Hook Fairground) featuring themed fairs, circus, farmer's market, fish market, flea market, food and wine show, kayak/boat show
- **Music Events** – Concerts
- **Trade Shows/Commerce**
- **Children/Youth Events** (primarily during weekdays) featuring bike and skateboard park, remote control car races, after-school programs, day camps
- **Green It!** – motto applicable to all of the above: utilize vegetation to smooth the hard gray asphalt appearance of the parking lot
- Annual permits to cover all usage (streamline permit process so not so burdensome)

- Schedule events annually to build public perception and usage

Breakout Group 3 (Josephine Trzaska, group leader)

- **Children's Playground/park**
- **Bike Rentals**
- Outdoor (Drive-In) Movies with local concessionaires
- Container shops
- Information Booth
- **Boat Show**
- Sporting events for youth
- **Public sculpture**
- **Connection to waterfront programming**
- **Landscaping/beautification**
- One-off events
- **Farmer's Market**
- **Flea Market**
- **Music, concert series, dance**
- Skate park
- Children's programming
- Art and Wine Festival
- **Community Activity Day** – certain number of days each year just for community programming

**EXHIBIT 2: SITE MAP**



**EXHIBIT 3 : BROOKLYN CRUISE TERMINAL SCHEDULE**

The following is a list of days when a vessel is expected in port for 2010.

**Monday, January 04, 2010**

**Thursday, April 15, 2010**

**Thursday, April 29, 2010**

**Sunday, May 09, 2010**

**Tuesday, May 18, 2010**

**Friday, May 21, 2010**

**Thursday, May 27, 2010**

**Saturday, June 05, 2010**

**Monday, June 07, 2010**

**Monday, June 14, 2010**

**Wednesday, June 23, 2010**

**Thursday, July 01, 2010**

**Friday, July 02, 2010**

**Tuesday, July 06, 2010**

**Sunday, July 11, 2010**

**Tuesday, July 13, 2010**

**Monday, July 19, 2010**

**Tuesday, July 20, 2010**

**Sunday, July 25, 2010**

**Thursday, July 29, 2010**

**Saturday, August 07, 2010**

**Sunday, August 08, 2010**

**Saturday, August 14, 2010**

**Saturday, August 21, 2010**

**Saturday, August 28, 2010**

**Friday, September 03, 2010**

**Saturday, September 04, 2010**

**Saturday, September 11, 2010**

**Sunday, September 12, 2010**

**Friday, September 17, 2010**

**Saturday, September 18, 2010**

**Sunday, September 19, 2010**

**Saturday, September 25, 2010**

**Saturday, October 02, 2010**

**Thursday, October 07, 2010**

**Saturday, October 09, 2010**

**Tuesday, October 12, 2010**

**Saturday, October 16, 2010**

**Saturday, October 23, 2010**

**Monday, October 25, 2010**

**Monday, November 01, 2010**

**Monday, November 08, 2010**

**Tuesday, November 16, 2010**

**Saturday, November 27, 2010**

**Wednesday, December 08, 2010**

**Sunday, December 19, 2010**

**EXHIBIT 4: DOING BUSINESS DATA FORM**

# ATLANTIC BASIN UPLAND PROGRAMMING RFP

New York City Economic Development Corporation



**New York City Economic Development Corporation** (NYCEDC) is seeking proposals for the development and implementation of a public events program that utilizes the bus staging area at Pier 11 of the Brooklyn Cruise Terminal in the Atlantic Basin (the Site) on non-cruise days. NYCEDC is offering a unique opportunity for a qualified event programming entity to program a variety of events on the Site on the approximately 300 days a year it is available for use. Given the Site's prime location in close proximity to the waterfront, this is an excellent opportunity to create public space and programs in the heart of a working waterfront and promote deeper public engagement with the City's maritime past and present.

## Site Context

The Site is owned by the Port Authority of New York New Jersey, and leased to NYCEDC. The Site is located adjacent to the Atlantic Basin and Pier 11, bounded to the east by Imlay Street and the south by Pioneer Street. It is rectangular in shape and approximately 2 acres in size. On cruise days, the Site functions as a bus staging area supporting cruise operations. Site access for vehicles and pedestrians is via Browne Street and pedestrians can also enter via a gate at Pioneer Street.

Red Hook is an exciting neighborhood with a nascent arts scene, a mix of long-standing businesses and new entrepreneurs, and an active local residential community. The use of the Site for community, not-for-profit, and/or commercial uses, or a mix thereof, presents a rare opening for a Programmer to bring a diverse set of events to an underserved but thriving and culturally rich neighborhood. It is also a unique opportunity to attract visitors from other parts of New York City to the Brooklyn waterfront and to program events in a non-traditional setting.

It is contemplated that the Program may consist of a variety of commercial and/or non-profit uses such as festivals, markets, arts and performance events, and recreational uses. Proposals should make every effort to respond to, incorporate, or address potential events identified by local community leaders, as detailed in the RFP.

## RFP Process

Proposals will be evaluated on how they meet the goals delineated in the RFP and a variety of other criteria. These criteria include integration of community goals into the plan, and financial feasibility.

## PROPOSAL REQUIREMENTS

- Description of proposed project
- Detailed program proposal, including marketing and outreach plan
- Proposed program schedule
- Financial information about respondent and project
- History of respondent team in working on similar projects
- Description of community integration plan

## How to Submit

Five (5) copies of the submission and one (1) electronic version of the submission on disk in PDF and Excel formats, identified by "Atlantic Basin Upland Programming" on the envelope, must be **submitted to and received by NYCEDC by 4 p.m. on Thursday, May 27, 2010**. Such proposals must be delivered to the following address: New York City Economic Development Corporation, 110 William Street, 6th Floor, New York, NY 10038, Attn: Maryann Catalano, Senior Vice President of Contracts

## Conditions, Terms & Limitations

This RFP and any transaction resulting from such proposals are subject to the conditions, terms and limitations set forth in an Appendix attached to the RFP.

## Further Information

For further information regarding the proposal requirements or the Site, please contact: Radhika Patel, Senior Project Manager, New York City Economic Development Corporation, 110 William Street, 5th Floor, New York, NY 10038, **212.618.5730**, [rpatel@nycedc.com](mailto:rpatel@nycedc.com).

