



**February 8, 2012**

## **Summer Events at Waterfront Park: REQUEST FOR IDEAS**

Responses Due: February 29, 2012

### **PURPOSE**

[Waterfront Seattle](http://www.waterfrontseattle.org) ([www.waterfrontseattle.org](http://www.waterfrontseattle.org)) aims to raise awareness of the incredible potential of the Central Waterfront as a civic space in the heart of Seattle as we prepare for the removal of the Alaskan Way Viaduct. As part of that goal, the City of Seattle wishes to create new cultural activities to attract people to the Central Waterfront, helping activate the waterfront and support waterfront businesses during this period of transition.

Toward that end, the City is soliciting individuals or organizations to produce a series of summer concerts and/or events in Waterfront Park for the summer of 2012. The Office of the Mayor Mike McGinn and the departments of Parks and Recreation, Planning and Development, and Transportation are working together to move it forward and will support the successful applicant. While this will be a one-time permit for a series in 2012, if it is successful we would aim to continue the series in coming years.

### **LOCATION**

Waterfront Park is a crescent-shaped pier lying between Pier 57 (Miner's Landing) and Pier 59 (Seattle Aquarium). See attached aerial map.

### **GENERAL CONCEPT**

The information provided here relates to the idea of a concert series in the Park. For this idea, a barge would be brought within the crescent of the pier to serve as a performance stage. The audience would occupy the pier itself, with views of the stage framed by Elliot Bay and the Olympic Mountains.

- Events may be ticketed, free to the public, or a combination of the two. Ticketed areas must be limited to the area of the park owned by Seattle Parks and Recreation (See Site Specifics and Department of Natural Resources information below.)
- Food and beverage service, including alcohol, is allowable in the area of the park owned by Seattle Parks and Recreation (see Site Specifics below). The wood decking area owned by Parks equals 23,696 SF.

In addition to this particular idea, we are open to any and all proposals that would meet the general purpose described above.

### **SITE SPECIFICS**

As shown in the attached property ownership map, a portion of the Waterfront Park pier is leased from the Department of Natural Resources. The area to the inland of the Inner Harbor Line is owned by

Seattle Parks and Recreation. The area to the waterside of the line is owned by the Department of Natural Resources (DNR) and is leased from DNR by Parks.

## **CROWD CAPACITY**

Total square footage of the pier is approximately 40,500 SF. Recommended space limits allow 15 SF/person, or approximately 2,500 people in total. Large standing loads, such as parked vehicles or large mechanical equipment, may not be placed in the park.

## **COSTS AND FEES**

Following an initial inquiry regarding a barge and a concert series in this location, DNR has provided the following information:

- **Barge:** It appears the barge could be allowed under a Right of Entry authorization (R/E). The type of R/E will depend on whether the event organizer charges for the concerts.
  - If the event organizer charges the public for the concerts, the event organizer could apply for a Commercial R/E. This type of R/E carries a fee of \$1,000 for the first year and \$500 annually for up to four additional years.
  - If the concerts are free to the public on a first-come, first-served basis, the event organizer could apply for a Recreational R/E. This type of R/E carries a fee of \$500 for the first year and \$100 annually for up to four additional years. DNR would likely still authorize a Recreational R/E if donations were collected during the event.
  - These DNR fees and limitations may not apply if the barge is moored only on a temporary basis – i.e. one to two days at a time.
- **Park deck/audience:** DNR's anticipated responses will also depend on whether the event organizer is proposing to use the DNR portions of the park deck during the concerts.
  - If the event organizer charges the public for the concerts, DNR will not likely approve audience presence on the DNR portions of the park deck without a new lease with Seattle Parks, as allowing commercial use on public property may violate the intent of the previous lease with Seattle Parks and Recreation. For this reason we will likely not be able to permit audiences outboard of the parks-owned portions of the park.
  - If the concerts are free to the public on a first-come, first-served basis, DNR would likely approve audience presence on the DNR portions of the park deck, as public access is consistent with the intent of the previous lease.
  - DNR has no jurisdiction on the City's use of its private land for concert audiences.

## **CITY OF SEATTLE PERMITTING**

- **Special Event Fee:** If the concerts qualify as major special events, this fee is determined by ordinance as non-negotiable. See <http://www.seattle.gov/specialevents/> for more info. In all likelihood this event would require a special events permit.
- **Seattle Parks and Recreation Park Use Fees:** Once sufficient information is provided regarding a viable proposal, Parks will negotiate Park Use Permit Fees to help reduce the financial risk of the operation.

## **BARGE RENTAL, OPERATIONS AND LIABILITY COSTS**

To be determined and handled by the event organizer.

## **ELECTRICAL SUPPORT**

200 amps available in Waterfront Park.

## **CHANGES IN WATER LEVEL**

Tide tables for the month of August, 2012 indicate daytime tidal fluctuations ranging from six to thirteen feet. The City will require a viable plan for stabilizing the barge and any staging/rigging while in the vicinity of the Park.

## **REQUESTED RESPONSE**

Please submit responses in electronic format, either attached to an email or submitted on CD. Submissions should contain:

1. A brief description of your idea, including but not limited to:
  - a. Dates, style, and number of performances
  - b. Target audience and type of talent; estimated size of audience
  - c. Description of how the venue would be used and how logistics would be addressed (staging/set up, services at the event, transportation)
  - d. Draft budget, including estimated revenues
  - e. Any additional proposed programming
2. Resume and any relevant supporting materials demonstrating your successful experience in producing similar events, including handling financial arrangements, addressing liability, marketing, procuring talent and event management.
3. Ideas for public programming that could be provided, such as free children's concerts or community uses.

## **SELECTION CRITERIA**

- Quality of the proposed program
- Community benefit, i.e., feasibility of the project to bring significant numbers of people to the waterfront and to appeal to a diverse population
- Level of public benefit provided; additional programming, such as children's concerts or other community events will be considered favorably.
- Previous experience with similar events in publically-owned venues
- Proven ability to work cooperatively and collaboratively with governmental agencies and community stakeholders
- Demonstrated ability to work within a timeline and budget
- Ability to successfully realize the proposal

Additional programming, such as children's concerts, Summer Streets Summer Streets (see [www.seattle.gov/transportation/summerstreets.htm](http://www.seattle.gov/transportation/summerstreets.htm)) or other community events will be considered favorably. Waterfront Seattle represents the interests of all Seattle's cultures and encourages responses that reflect and welcome the broad diversity of our city's communities.

**RESPONSES DUE**

Postmarked, delivered, emailed, or faxed by February 29, 2012 to:

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**NOTIFICATION OF RESULTS**

If necessary, respondents may be asked to meet with members of the review panel to explain their project in greater detail. Given the short time frame, applicants will be notified of the panel's decision as soon after the due date as is practically possible.

**QUESTIONS?**

Victoria Schoenburg, Strategic Advisor

Center City Parks, Seattle Parks and Recreation

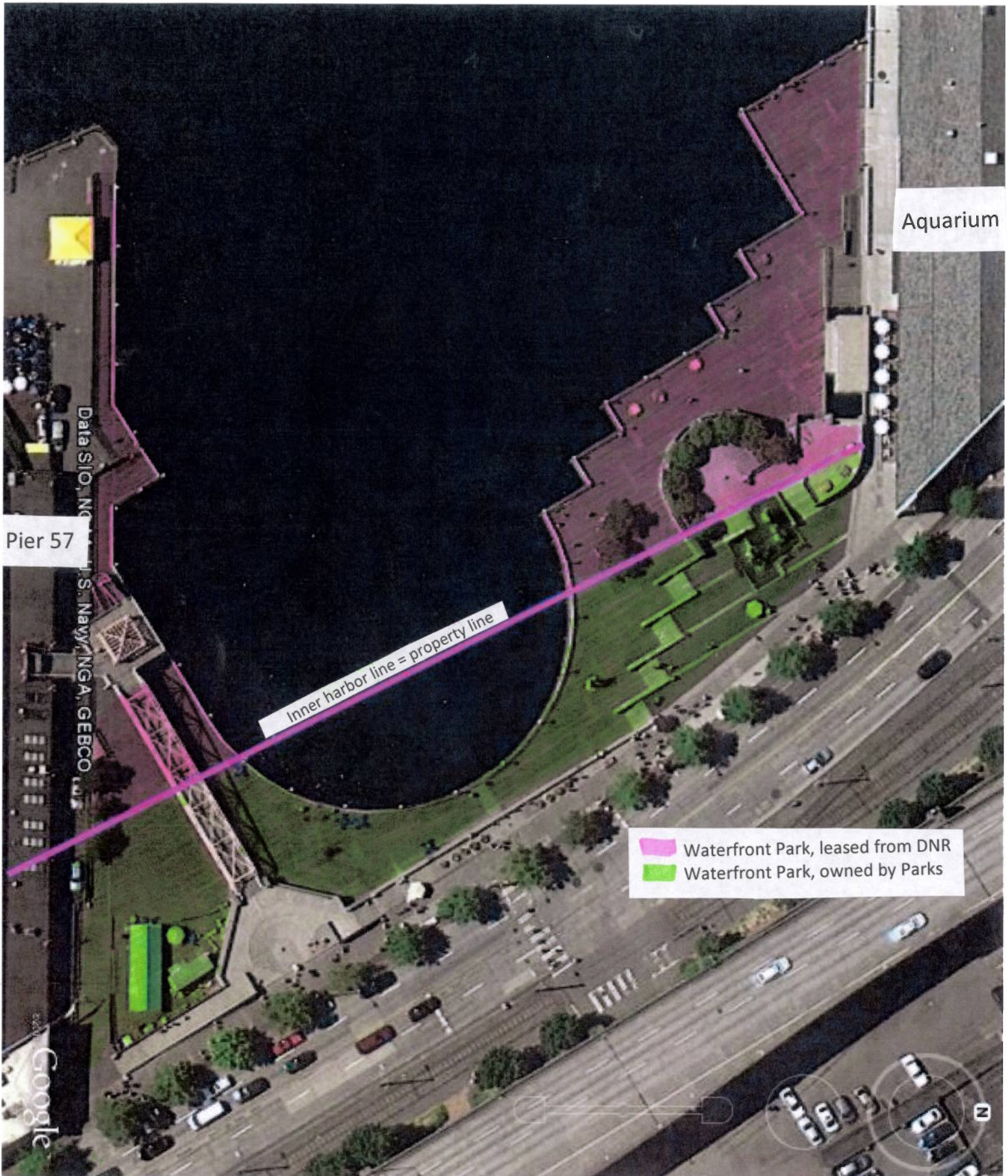
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Attached document: Aerial map of Waterfront Park



WATERFRONT PARK