

Party in the Park RFP 2022: Questions and Answers

1. With the 4th of July falling on a Tuesday in 2023, and the long Holiday weekend falling June 30-July 4, would you consider the PITP start date of Thursday July 6, and running for 6 consecutive weeks concluding on August 10? The thought being that people will be anxious to 'get the summer started'.

Answer: For consistency throughout the next few years as July 4 approaches landing on a Thursday, we prefer to begin the series the first full week after the holiday (July 13, 2023, July 11, 2024, July 10, 2025, etc.) in order to maximize attendance.

2. Would you consider relocating the 2023 Party in the Park to Parcel 5 (desperately needs a new more attention getting name, BTW)?

Here are a few good reasons to consider:

1. Every so often an event such as PITP needs a little refreshing.
Hitting the Refresh Button on PITP: Moving it a few blocks to the more comfortable and scenic location gives attendees room to spread out- giving more room for: dancing, chairs, MVP Family Zone, CGI and other sponsor activations, and more room for the successful Bazaar in the Park that showcases local creatives giving opportunities to sell their merchandise. And a smoking area if so desired.
2. Equally important, all attendees can enjoy direct sightlines to the stage. Bleachers could be brought in for seating to the rear of the venue, and the back of said bleachers can be used for COR/PITP as well as sponsor signage.
3. Since the venue would be used only for six weeks, the stage (and possibly bleachers) could remain in place and reduce weekly set up costs.
4. Placement of the stage can be 'slid' forward or back to adjust the size of the venue to accommodate anticipated audience sizes.
5. Fewer RPD hours needed as major thorough fares will not have to be closed to traffic on days of events.
6. Having a major event such as PITP on Main Street would add necessary and needed vibrancy to Downtown's City Center and spur other development and activities.
7. Parcel 5 is closer to area bars and restaurants, potentially increasing foot traffic for those local businesses

Answer: The City has invested heavily in the electrical infrastructure at Dr. MLK Jr. Park to make it easy for events to occur there. In addition, Dr. MLK Jr. Park is substantially better suited for a ticketed event than Parcel 5. Currently, Parcel 5 has no on-site permanent power for an event, no on-site indoor storage capability (i.e. the garage at Dr. MLK Jr. Park), and the open nature of the Parcel makes the stage viewable from outside the site, which is difficult for a ticketed show. Keeping the stage in place on site at Parcel 5 for six weeks would require immense costs in 24/7 security and renting the stage for that amount of time with our vendor.

All of that said, the City is NOT opposed to considering a switch of venue to Parcel 5 in the next few years. It would require more thoughtful, organization-wide planning for improvements to power and other infrastructure including Wi-Fi. In 2023, the City would like to remain at Dr. MLK Jr. Park and focus on the schedule shift to six shows. At the end of 2023, together with the promoter, the City will review the impact of the schedule shift on the series. If the series continues to show growth and increases in attendance with the schedule change, we are open to discussing location changes and costs for investing in the infrastructure it will require after that.

3. Can food vendors and exhibitors who qualify in the MWBE and are brought in as subcontractors count in the MWBE total?

Answer: To count toward the total, there needs to be a written agreement between the promoter and the vendor/exhibitor demonstrating their commitment to participating at the events at the time of proposal submission. For example, if a cleaning company is a MWBE and they have a formal agreement with the promoter to provide cleaning services at events.