

# Solicitation for Partners



## 2024 Night Market Concept



Submissions due by 6pm on March 19, 2024

## Civic Center Conservancy

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# CIVIC CENTER NIGHT MARKET CONCEPT

## 1) SUMMARY OF SOLICITATION

**We are seeking a Partner to help us co-create and co-execute a “Night Market” concept for Civic Center Park, which will bring in Denver’s diverse communities to enjoy a vibrant food and beverage marketplace with retail and entertainment mixed in. We hope to launch this activation in summer 2024 and execute it up to three times this year.**

We are seeking a Partner who has:

- Experience developing and executing market-style events, especially in outdoor and/or park settings
- Strong team/capacity to work with a variety of vendors
- Excitement to co-create a new concept for Civic Center Park and Downtown Denver
- Commitment to amplifying Denver’s quality of life, civic and community engagement, and economic vitality
- Commitment to elevating vendors and performers from historically marginalized groups and communities. Ideally, their team composition also reflects representation from these groups.

## 2) ABOUT CIVIC CENTER CONSERVANCY

Civic Center Conservancy is dedicated to keeping Denver’s Civic Center Park **active** and **thriving** for all. As an independent nonprofit, the Conservancy engages individuals, businesses, and community groups as champions for this essential public space. It attracts people to the park, supports the park’s upkeep, and ensures it meets the needs of anyone who gathers there for today and for the future.



The Conservancy was born in 2004 when a group of private citizens, concerned about the state of Civic Center Park, stepped in to care for it. It works closely with the City and County of Denver to ensure the Community’s vision is brought to life through its mission while elevating and sustaining this historic space as a vibrant iconic cultural community hub.

Civic Center Park was created over a century ago as the City's primary public gathering space and governmental center. It is one of the few intact City Beautiful parks left in the Country and is recognized as Denver's first National Historic Landmark. Civic Center Park is the primary green space in the center of Denver and serves as both a regional and neighborhood park.

Civic Center Park remains the heart of Denver, which is primarily due to the Civic Center Conservancy's work. The Conservancy continuously strives to ensure the park is welcoming, clean, and beautiful for everyone, every day. We structure our goals to accomplish that around three pillars:

- **For the Park** – The Conservancy supports the Park's upkeep by raising funds to restore its historical structures, enhance its natural spaces & advocate for investment in this essential public space. We do this in partnership with the City through a public-private partnership. The City takes care of the basic needs of the grounds, while we step in to fill the gaps & ensure the park reflects the people & the spirit of the City.
- **For the People** – The Conservancy serves as the Park's community builder, activating the space & providing opportunities for engagement year-round. Events & programs like Civic Center EATS & the Black Love Mural Festival ensure those who visit the park connect with the spirit of the City & become part of its legacy. The Conservancy also engages small businesses, neighboring cultural institutions, arts organizations & other local groups in bringing diverse voices & audiences to the park. In addition, it serves as the keeper of the park's rich history & educates others on its role in shaping Denver.
- **For the Future** - Spaces like Civic Center Park require a caretaker who is connected to the people who use the park, who advocates for improvements & who transforms the space to meet the needs of anyone who gathers there today & long into the future. The Conservancy is responsible for shaping the vision for the future of the park, coordinating conversations between the City leaders & those who use the park every day, & advocating for public & private investment needed to keep this space thriving.

### 3) CIVIC CENTER CONSERVANCY'S COMMITMENT TO DIVERSITY, EQUITY, ACCESS, AND INCLUSION



Civic Center Conservancy has a goal of engaging 200 diverse communities by 2027 using its Park Utilization Framework. This framework uses a collective social impact programming model that empowers underserved voices to tell their stories in the heart of Denver.

Starting in 2021, the Conservancy has worked to transform how it engaged, built relationships, and partnered with communities that have historically been excluded from or not had meaningful access to public spaces like Civic Center

Park. In an effort to better reflect Denver and its diverse communities, the Conservancy changed its internal operations and composition, as well as the types of external-facing programs we create and support. In three years, our board has gone from 4% BIPOC-identified to nearly 30%; likewise, our BIPOC-identified staff went from 0% to 40%. Programmatically, we changed how we approach our work through a lens of Collective Social Impact – how can we partner with organizations where, together, we can affect societal change on a local level. We developed the Civic Center WORKS program in partnership with an organization that provides workforce development for unhoused people, employing them while providing landscaping training and mentoring alongside Denver Parks & Recreation staff. In 2024, we

expanded this program to include youth workforce development in partnership with two organizations specializing in that field. Civic Center EATS, our food truck program, has a food access program, EATS for ALL, where we help lower cost barriers for anyone who needs it. Lastly, we have intentionally developed relationships with leaders of diverse community groups to empower them to bring their events to Civic Center Park, letting them tell their own stories and celebrate their own communities in this important civic space.

In an effort to elevate Denver's diverse communities, the Conservancy is committed to have high representation of vendors and performers from groups historically marginalized from accessing opportunities to vend at large events in Denver, including but not limited to women, BIPOC, immigrant, LGBTQ+, and people-with-disabilities communities.

#### 4) OVERVIEW OF OPPORTUNITY

Civic Center Conservancy ("Conservancy", "CCC") is seeking to develop a partnership with a cultural organization, non-profit, or local for-profit company ("Partner") that will serve as both curatorial director and event planners for a new concept we are calling Civic Center NIGHT MARKET for the heart of the City. While the Conservancy has more than 15 years' experience running a food truck lunch event, we hope to identify a partner with specific expertise in running markets, i.e. large events with multiple types of vendors that attracts a variety of patrons who stay to enjoy the market throughout the evening.



In 2021, Civic Center Conservancy, alongside the City and County of Denver hosted a series of public engagement meetings focused on the next 100 years of Civic Center Park called, "Civic Center Next 100". Out of the more than 3,000 points of public feedback, a commonly identified desire of the community was to have year-round activation in the park at the heart, and center of power, of the City and County of Denver, including activations during evening hours that were temporally accessible to more people.

**Building on the cultural phenomenon of night markets that began in large cities within Asia and has already seen success at locally-produced events, the Conservancy believes that an evening food and beverage-centered event, mixed with retail and performances, will elevate local food and retail small businesses and artisans and attract thousands of adults, couples, and multi-generational family patrons.** With the Next 100 feedback and our more than 15-year history of its flagship summer lunchtime food truck event, Civic Center EATS, the Conservancy is excited to pilot this new NIGHT MARKET event.

NIGHT MARKET aims to activate Civic Center Park with a high-energy, dynamic food and retail-centered event on up to three Friday evenings in the summer and early fall. Three dates have already been identified and permitted with Denver Parks & Recreation, aiming for the third Friday of the month for better promotional messaging:



- Friday, July 19
- Friday, August 16
- Friday, September 20



We envision each event will feature food trucks, stands, and carts; local beer, wine, and spirits vendors; local artisan retail merchants and craft vendors; a performing arts stage for local talent; and a family and kids activation area; all in the evening hours. That said, we are open to working with our Partner on a different scope for the event. Some non-negotiables are the dates and the need for a set-up and strike all in one day. We desire attendance to range from 3,000 – 5,000 patrons between ages 0-99,

with a concentration of patrons in the 21 – 45 age range.

## 5) ROLES AND RESPONSIBILITIES

Partner will:

- Thought partnership alongside CCC in the further development of the event concept, budget, and design.
- Lead the design and feel of the event, including marketing, layout, and vendor and performer curation.
- Lead the development of the vendor application and selection process.
- Lead the operational plan and timeline of each event for vendors and patrons.
- Lead the development and execution of vendor fees, requirements, and sales tracking.

Civic Center Conservancy will:

- Lead the project management administrative process, including setting necessary meetings, deadlines, and milestones for the partnership.
- Lead the acquisition of all permits and licenses necessary for the activation through Denver's relevant agencies: Parks & Recreation, Special Events, Arts & Venues, and Excise & License, amongst others.
- Support the execution of operational requirements for the activation of Civic Center Park, including but not limited to fencing, portable toilets, custodial, waste disposal, security and police, and furniture.
- Provide financial underwriting for event production expenses and Partner Fees. Please see the section below on financial arrangements.
- Provide thought partnership on the successful elements of the event, including activation layout within the Park, best event design for the space, etc.
- Lead the marketing and promotion responsibilities of each event.

As this is ultimately a partnership, after selection – we anticipate Partner and CCC will outline a more detailed Scope of Work in the Partnership agreement.

## 6) FINANCIAL ARRANGEMENTS

Currently, the Conservancy has \$20,000 allocated in its 2024 budget for this event concept. We anticipate this amount is enough for the development, curation, management, and all event-related expenses for **one night** of NIGHT MARKET, inclusive of any fees for Partner's services.

We are currently seeking additional sponsors/underwriting to add a 2<sup>nd</sup> and 3<sup>rd</sup> night. We forecast we will need close to \$60,000 to run NIGHT MARKET three times, inclusive of the Partner management fee.

We have identified other potential sources of funding for the NIGHT MARKET concept, including but not limited to:

- Corporate Sponsorships
- Product Sponsorships
- Vendor Fees
- Beverage Sales



The Conservancy anticipates there is the ability to generate approximately at least \$5,000 per night in vendor fees and beverage sales alone.

*As part of your proposal, please indicate what portion of the \$20,000 would be allocated to your Partner Fee and what part would be allocated to the event budget. Also indicate how you would anticipate sharing revenues with the Conservancy for vendor fees, beverage sales and any sponsorships brought in. We welcome creative approaches to the financial structure of this opportunity.*

## 7) SELECTION CRITERIA

Interested applicants must meet the following criteria to be successful:

- Be based in Denver or the 6-county metro area (Adams, Arapahoe, Broomfield, Douglas, and Jefferson)
- Be in good standing with the Colorado Secretary of State.
- Capacity to deliver design, planning, and execution of up to three NIGHT MARKET activations in 2024.
- Commitment to amplifying Denver's quality of life, civic and community engagement, and economic vitality.
- Commitment to elevating vendors and performers from historically marginalized groups and communities. Ideally, their team composition also reflects representation from these groups.
- Ability to meet partnership expectations of regular planning meetings and delivery of permitting and licensing requirements.
- Compile a team that demonstrates the experience and ability to successfully execute the NIGHT MARKET activation.

## 8) APPLICATION

Potential Partners should submit their application to [activations@civiccenterconservancy.org](mailto:activations@civiccenterconservancy.org) by 6pm on March 19, 2024. Only complete applications will be considered. The application should contain and address the following:

### Background Information

- Primary Contact Name
- Email
- Phone Number
- Company/Organization Name
- Organization's bio (mission, values, etc.)
- Is your company or organization women-owned or women-led, BIPOC-owned or BIPOC-led, or Immigrant-owned or Immigrant-led?
- Organizational Annual Budget

### Organizational Qualifications

- Key Staff – Name, roles, years of experience in those roles
- Organizational Relevant Experience and up to three examples.
  - In your examples of past work, please provide information about the following:
    - Experience, if any, producing events in outdoor venues in Colorado, especially any managed by Denver Parks & Recreation
    - How you recruited vendors and performers
    - An overview of your selection criteria for vendors
    - Sustainability efforts within the entire event
    - DEIA efforts made
    - Operational partners you developed and fostered for the execution of the event
    - Any awards or acknowledgments you received for the events
    - (Optional) – any media or collateral for the event
- At least 3 Professional References (contact information only, no letters)
- Current Relevant Certifications and Licenses, including but not limited to:
  - CO Secretary of State Certificate of Good Standing
  - Business License
- Disclosures – Do any staff or Board members, past or present, of the applicant organization have a relationship with staff or Board members, past or present, of the Conservancy? *Note – having a relationship to the Conservancy is not grounds for disqualification, however, knowingly failing to disclose a relationship to the Conservancy is grounds for disqualification.*
- Any other pertinent information not addressed above

### Budgetary Considerations

- Please share one example of a past event's budget, including revenue and expenses. You can leave out any proprietary information.

- Of the \$20,000 per event that the Conservancy is committing, what portion of that amount would go towards your Partner Fee, not accounting for other sources of revenue?
- What do you anticipate a revenue share with the Conservancy would look like?

## 9) SELECTION PROCESS

Once the deadline has passed, all applications will undergo a thorough review process, which includes the following:

- Review by Conservancy Staff for application completeness
- A holistic review and scoring by the Community Activation Collaborative, a body of 12 diverse community members charged with representing their respective communities in the Conservancy's work.
- Interviews with top finalists by Collaborative and Conservancy Staff
- Final selection of Partner by Conservancy staff by mid-April
- Formal Partnership Agreement executed no later than late April
- Planning begins no later than early May

## 10) QUESTIONS

Please reach out to Eric Raya Steinbeiss, Director of Community Partnerships + Activations, at [ers@civiccenterconservancy.org](mailto:ers@civiccenterconservancy.org) with any clarifying questions you may have.

