



**City of Seattle
Seattle Center
REQUEST FOR PROPOSALS**

ACTIVATION OF NORTH FUN FOREST AREA

INTRODUCTION

The City of Seattle, through its Seattle Center Department, invites and welcomes your proposal to activate all or some portion of 68,000 square feet of flat, paved outdoor space (identified in Exhibit 1). As Seattle Center moves towards implementation of its Century 21 Master Plan, it intends to select proposals to occupy the space for all or a portion of the period spanning **May 2010 thru December 2011**, and enter into a license with the selected Proposer(s).

BACKGROUND

Seattle Center attracts approximately 12 million annual visitors to its 74-acre campus, encompassing commercial and free programs, world-class arts and cultural organizations, the Space Needle, and active and quiet open spaces. Its mission is to be the home for the finest cultural and educational organizations, sports teams, festivals, community programs and entertainment facilities for the people of Seattle and the Northwest, and to delight and inspire the human spirit in each person and bring us together as a rich and varied community.

Since the 1962 World's Fair, the Fun Forest has occupied a four acre area of the campus under a facility use and concession agreement with Seattle Center. The Fun Forest is divided into a north and south section, separated by the Seattle Center Monorail station. By December 31, 2009 the Fun Forest will vacate the north 68,000 square foot area, but will continue to provide amusements on the south section (see Exhibit 1) until the fall of 2010.

In January 2012, Seattle Center will begin preparing our facilities and grounds in anticipation of a six month celebration of the 50th Anniversary of the World's Fair (April – October 2012). The interim between spring 2010 and December 31, 2011 provides an opportunity for Seattle Center to host temporary new attractions and events that will foster activation and incubate ideas that could be implemented within the Century 21 Master Plan framework. Proposals for the area are envisioned as ranging from single events to seasonal or even longer duration activities/events. This RFP seeks proposals for the use of the north section of the area to be vacated by the Fun Forest.

SITE DESCRIPTION

1. Size: 68,000 square with two groups of four trees and a small booth in the middle of the site (see Exhibit 2).
2. Surface: The site is relatively level and paved with asphalt, except for some landscaping areas (see Exhibit 2).
3. Landscaping: The northern edge, and the southwest corner of the site are landscaped with trees and low bushes. Two bosques of trees (four in each) are located in the center of the site, with landscaping and seating surrounding the base of the trees.
4. Adjacent Uses.
 - a. South: The Monorail station, with its steady flow of 1.2 million riders per year, and the Space Needle just beyond the Monorail.
 - b. North: Memorial Stadium, used by Seattle Schools for football and soccer, and evening adult and youth soccer leagues.

- c. East: The Experience Music Project (EMP), which attracts over 450,000 annual visitors.
 - d. West: Center House, free and open to the public 362 days a year, hosts the City's cultural festivals and seasonal celebrations. Center House is home to a food court, the Children's Museum with 250,000 annual visitors, Center House Theater, a 300 student public high school and administrative offices for the Seattle Center.
5. Restrooms: The Center House has restrooms that are adjacent to the site.
 6. Utilities: There is 208 volt, three phase show power distributed around the site.
 7. Parking: The Seattle Center provides approximately 3,300 public parking spaces from 7 AM to midnight, seven days a week.
 8. Truck Access: Available during limited time periods for loading and unloading only.
 9. Event Labor: Seattle Center collective bargaining agreements will determine the extent to which Seattle Center staff versus a proposer's employees will be used for admissions, stage, sound, janitors, building trades and grounds maintenance. Seattle Center will work with the selected Proposer(s) to determine relevant jurisdictions and estimates of associated labor costs.
 10. Event Equipment: Seattle Center inventory of available event equipment and rental costs are available upon request. Seattle Center will work with selected Proposer(s) to determine their individual equipment costs if they choose to use Seattle Center's inventory.
 11. Tent: A geodesic dome structure with a diameter of 70 feet and approximate capacity of 200 people will be available for use on the site if desired by the Proposer(s). Lighting, audio-visual equipment and HVAC are not included. Rental cost of the structure will be negotiated as part of a proposal.

PROGRAM GUIDELINES

1. Seattle Center will consider a full spectrum of options that range from a single or series of events to a seasonal or ongoing activity. The selection team is open to a full spectrum of commercial and/or not-for-profit options (excluding amusements that would duplicate what is provided by the Fun Forest thru Oct. 2010).
2. Seattle Center is interested in identifying creative approaches for the use of the space. Activity must be open during reasonable hours (no earlier than 8 AM and no later than 11 PM).
3. Seattle Center's primary goal is to find the best overall activation concept(s) for the site that contribute to furthering the mission of the Center. Important selection criteria will include the Proposers' ability to fund, implement, operate and market their proposal.
4. Events/activities do not have to be mutually exclusive. For example, during the fall a haunted house could occur simultaneously with a corn maze and art installation.
5. Seattle Center anticipates a range of events/activities that are commercial and non-commercial. Pricing for the site/facility will be dependent on the proposed use or event. Seattle Center is open to revenue sharing arrangements and encourages Proposer(s) to develop mutually beneficial terms. Factors that will be considered in negotiating rental terms will include:
 - a. Commercial type of event that is expected to provide revenue to Seattle Center.
 - Size of event footprint
 - Number of days/weeks/months the site will be used, including load-in and load-out time

- Whether the event is private or open to the public
 - If open to the public, whether the event is ticketed or free admission
 - Sales of merchandise or food & beverage
 - Existing Seattle Center rental rates for similar event types and facilities
 - Infrastructure, utilities, equipment and/or staffing to be provided by Seattle Center
- b. Public programs, events and activities that are free or low cost and which Seattle Center may consider co-sponsoring.
- Alignment with Seattle Center Productions' programming goals
 - Level that the event/activity celebrates and connects diverse cultures; creates learning through joyful engagement; surprises and delights guests with art, entertainment and creativity; showcases communities as they share their talents and interests; provides a place for passive reflection.
 - Does the event celebrate the diverse nature of our region and/or reach a population that is under-served at Seattle Center?
 - Does the event meet Seattle Center's goal of inspiring spirit and bringing people together?
 - Does the event have the potential to feel like a gift to our community encompassing the aspects of quality, fun and artistry?
 - To what extent does this event represent a unique and/or innovative opportunity for Seattle Center and our patrons?
 - Will this event be relevant to the public's current interests and draw an audience beyond their stakeholders?
 - Does the event serve a City of Seattle, City Council or Mayor's priority and or initiative?

SUBMITAL REQUIREMENTS

As part of your RFP response please provide specific information regarding the following:

1. Provide a general overview of your organization.
2. Provide examples of similar activities or events that you have implemented in the past, and supporting data indicating how the activity/event was received by the public.
3. Present a detailed plan of your proposed site use, including conceptual design, management and operation of the site. What time period do you propose utilizing the site? Please list alternate dates that will work for you. What are your site requirements? What would be your hours and days of operation? How would you staff the activity/events?
4. Explain how your vision meets the Seattle Center's objectives and mission and activates the site.
5. Provide a detailed project schedule, assuming your proposal is selected in February 2010, through set-up, operations and take down of event.
6. How does your team propose working with the Seattle Center? Elaborate on the roles that you would anticipate Seattle Center and your team playing in communications, decision making, marketing.
7. Explain how your proposal coincides with the rental terms identified in 5.a and 5.b above.
8. Provide specific information on your financial strength, balance sheets and anticipated loans to implement your proposal. If Proposer has experience with the type of activity/event being proposed, they must submit related financial data for the past experience.

SUBMITAL INFORMATION

Please submit 8 copies of your RFP response no later than 5:00 PM on January 11, 2010 to:

Neal Erickson
Seattle Center Redevelopment
305 Harrison Street, Room #109
Seattle, WA 98109

SCHEDULE

We anticipate the following schedule:

RFP Responses due	Jan 18, 2010
Select Short list for interviews	week of Feb. 1
Interviews	week of Feb. 8
Selection	week of Feb. 22
Contract(s) Signed	Late March 2010

INQUIRIES

Joan Rosenstock 206-684-8541 joan.rosenstock@seattle.gov

The RFP, addenda and similar announcements are available on <http://ebidexchange.com/seattle>. A list of all inquiries and responses will be published on this website as an addendum by January 5, 2010. Proposers must complete a free registration prior to viewing, printing and saving the RFP and notices to their own equipment at no cost. Notwithstanding efforts by Seattle Center to provide such notices, it remains the obligation and responsibility of the Proposer to learn of any addenda, responses, Q&A, or other notices issued by Seattle Center. Registering at Ebidexchange.com and being placed on the list for this RFP is the only way to ensure notification of any subsequent addenda or announcements.

The RFP can also be obtained on the Seattle Center's home page: <http://seattlecenter.com>

Seattle Center's Century 21 Master Plan is available at: <http://seattlecenter.com/media/century21b.asp>

This document is not an offer to enter into an agreement with any party. No agreements or understandings between the Seattle Center and the selected proponent(s) shall be binding until contract documents have been duly executed. Seattle Center reserves the right to reject any and all proposals and to waive any immaterial defects and irregularities in proposals at any time in its sole discretion.



Exhibit 1

Location
At Seattle
Center

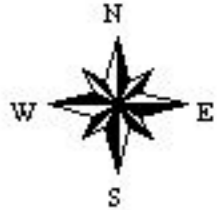




Exhibit 2.

Available Area
for Events
and Activities

