



## **Pocket Park @ 589 Ellicott Activation Request for Information – July 2024**

### **Introduction**

The Buffalo Niagara Medical Campus (BNMC) is seeking responses to a request for information to activate its Pocket Park Site located at 589 Ellicott. The activated Park will serve as a leisure and place-making resource for the over 16,000 people who live and work on the Buffalo Niagara Medical Campus.

2024 Will be a pilot year with limited scope for this project. Following the 2024 summer season, BNMC will review progress and assess expanding scope for 2025.

Please let us know of your interest in responding to this request by close of business on Friday, July 8. The deadline for receipt of final responses is Friday, July 12.

### **Brief BNMC Background**

For more than twenty years, The Buffalo Niagara Medical Campus organization (BNMC) has been a driving force of Buffalo's economic renaissance. Throughout its management of the growth of Buffalo's premier innovation district, the BNMC has foregrounded smart economic, social, and environmental development, prioritizing health & well-being and sustainability.

### **Our Values**



- We value **new thinking**, new ideas, innovation, and entrepreneurship.
- Diversity, equity, and **inclusion** are at the core of all that we do.
- Building **community** and integrating networks makes us who we are.
- **Sustainability**, health, and well-being are driving forces in all that we undertake.

### **More about the BNMC and the Pocket Park at 589 Ellicott**

In 2022, BNMC added a tented structure and turf to its parking lot at 589 Ellicott to create a gathering space on the Campus for all who live and work here. At lunchtime, the space is filled with people enjoying food trucks, and playing corn hole that BNMC provides. The Pocket Park has also intermittent beer gardens and food events during evenings over the summer. A typical event will attract several hundred people after work.

The entire area measures approximately 100 feet x 75 feet and is covered by a 60 feet x 40 feet tent with sides. BNMC will make existing select furniture (collapsable tables and chairs), Wi-Fi, power, and portable restroom facilities available to respondents. Images of the Park in context and during lunchtime activities are included at the end of this RFI.

Moving forward, the BNMC seeks to activate the Park more consistently during the early evening hours.

### **Project Goals**

BNMC has identified the following goals and objectives for activation of the Pocket Park

1. Activate the space to provide a sense of place and engagement for all who live and work on Campus.
2. Become a central after-work social and leisure resource.
3. Attract new visitors to the Campus.



## Scope of Work

We welcome proposals from vendors to activate the Park on Thursdays and Fridays during the summer of 2024 beginning in August and continuing until October 15. While Saturday and Sunday would be out of the scope of our 2024 plans, BNMC is open to ideas and discussion that may include those days too.

We are seeking to activate a beer garden in the Pocket Park with additional activities as the operator might like to include to attract customers. Additional activation activities could include the following:

- Fitness or dance classes
- Activities for families
- Corn hole or other casual sports tournaments
- Quizzes

We are open to creativity and innovation in presenting events at the Park. BNMC reserves the right to approve all additional proposed activities in the beer garden.

The Pocket Park has a dedicated power source, Wi-Fi, tables and chairs, and some recreational games. All other items necessary to present an event in the space should be provided by the respondent. In addition:

- Respondents may charge for activities, food, beverage, etc. during events in 2024.
- BNMC will not seek payment for use of the Park facility for activities within the scope of work in 2024.
- BNMC will assist in marketing events at the Pocket Park via its channels and contacts both on Campus and in the surrounding neighborhoods.
- Portable restroom facilities will be provided by BNMC at the Park.
- BNMC will require the operator to enter into a contract for services.
- Respondents will need to provide certificates of insurance and waivers to BNMC prior to hosting an event at the Pocket Park.



- Respondents must secure any necessary licenses from the appropriate State and City authorities for all events hosted at the Park.
- Respondents will be responsible for all clean-up and trash disposal following any activities and events held at the Park.

## **Budget**

For 2024 the BNMC seeks Thursday and Friday operators who can operate at a profit in the Park on those evenings. The BNMC will provide the space and defined amenities free of charge but will require a full profit/loss statement related specifically to operations at the park at the end of the season as part of a contractual agreement.

## **Criteria for Selection**

The selected operator will be evaluated based on a number of elements, including but not limited to the following criteria:

- The ability of your firm to execute activities and events in accordance with the scope of work.
- Respondents' program budget and the ability to execute engaging, fun events will also be an important consideration as operators are evaluated.
- Above all, we are seeking a partner and collaborator in this process. We welcome the opportunity to learn about similar collaborative projects respondents may have undertaken in the past.

## **Please provide the following information:**

- Tell us about your company/partners and how you will approach the project.
- How will you deal with the licensing/permitting process?



- Do you plan to provide food in the Pocket Park (BNMC will require a sample menu)? How will you approach this?
- What would your hours of operation be in the space?
- What types of activities will you plan in the Beer Garden to attract customers?
- What experience do you have in providing these kinds of services?
- Do you have similar arrangements with other partners currently?
- Evidence of eligibility to apply for and receive all necessary permits.
- We anticipate the first Beer Garden will take place on August 8th or 9th; how will you meet this schedule?
- What is your proposed budget?

### **Schedule**

RFI Release Date: July 1, 2024

Expression of Interest due: July 8, 2024

Proposals due: July 15, 2024

Decision: July 19, 2024

Target Start Date: August 8 or 9, 2024

Target End Date October: 10 or 11, 2024

Proposals, and questions should be directed to:

Harmony Griffin

Buffalo Niagara Medical Campus

640 Ellicott Street, Buffalo NY 14203

[hgriffin@bnmc.org](mailto:hgriffin@bnmc.org)



The Pocket Park on the Buffalo Niagara Medical Campus