

Questions and Answers

INNER HARBOR DEVELOPMENT - PHASE 3A

Buffalo, New York

CANALSIDE – VISITOR EXPERIENCE

2012 Assisted Programming

Solicitation Issue Date: August 18, 2011
Proposal Due Date: September 23, 2011

Issued by:

Erie Canal Harbor Development Corporation

A subsidiary of the New York State Urban Development Corporation d/b/a
Empire State Development Corporation

95 Perry Street, Suite 500
Buffalo, NY 14203
716-846-8200

On Wednesday August 31, 2011, the Erie Canal Harbor Development Corporation held a non-mandatory, pre-submittal conference at 95 Perry Street, Suite 500. The presentation and attendance sign-in sheet are attached for your reference.

The following Questions were submitted to ECHDC prior to the September 2, 2011 deadline:

Q1. Will being chosen for 2012 lead to an ongoing partnership with ECHDC?

A1. The programming period is only for May – December, 2012. However, the ECHDC would like to develop partnerships with organizations so that regular, consistent, and high-quality programming is offered annually at Canalside.

Q2. How do you weigh the benefits of frequency versus bringing in a one-time influx of new visitors?

A1. Bringing visitors to Canalside is a major goal of the ECHDC. This can be achieved with a single, highly-attended event or multiple, lower-attended events.

Q3. Are organizations that receive funding from ECHDC allowed to do additional fundraising during their event?

A3. Yes. We encourage organizations to find sponsors or other partners to help offset the programming costs. However, we do discourage charging for events or fundraising at the event itself.

Q4. What areas should we focus on for programming?

A4. Locations for programming should occur within Canalside, and more specifically, within those areas shown on the map in the RFP.

Q5. Are there any areas that will not be available at the beginning of the season?

A5. Assume that the site in May will look like the site does today. While other areas may be seeded or have sand added, these may not be ready until June or July.

Q6. What if our proposal involves ongoing ways to enhance the visitor experience at Canalside, rather than daily or one time programming?

A6. These types of proposals are welcomed. If they are public-private ventures, they should be submitted under the Special Programming category.

Q7. If our organization has several proposals, should we submit one large proposal, or submit a proposal for each idea?

A7. Each “idea” should be submitted as a single proposal. There are no limitations on the number of proposals an organization can submit.

Q8. How should we take into account weather conditions for fall/winter programming?

Q8. The organization must make an assumption regarding the weather outlook during the time of their programming, and plan accordingly. Include site amenities necessary to account for poor weather. This cost can be borne by the organization and/or ECHDC, just be clear in the proposal.

Q9. Are we allowed to sell concessions during our programming, and if so, are there any products/brands that we should avoid due to prior sponsorship commitments?

A9. Concession can be sold during programming. ECHDC does not have any sponsorships and/or commitments in place at Canalside.

Q10. How do we fill out the standard forms required as part of the RFP?

A10. Please fill out as much of your organizations information as possible. These are only required if ECHDC and your organization have a direct contract. Nearly all organizations will be contracted through our 2012 “Operations, Security and Marketing” contract holder.

Q11. Is the 50% match requirement mean a 1:1 or 100% match?

A11. In our efforts to engage more organizations and offer more programming, ECHDC is encouraging the organization to contribute as well. We have deleted “requirement”, and replaced it with “goal”. Therefore, ECHDC is requesting that organizations do their best to meet a 1:1 match goal, either with in-kind or cash contributions. Cash contributions can be offset with sponsorships, concession sales, etc. as outlined in the RFP.

2012 ASSISTED PROGRAMMING



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CANALSIDE - VISITOR EXPERIENCE

2012 ASSISTED PROGRAMMING

PRE-PROPOSAL MEETING AGENDA

August 31, 2011
Noon

Programming Objectives

2011 Success

2012 Goals

Categories

Location

Funding

Questions



Erie Canal Harbor
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CANALSIDE – VISITOR EXPERIENCE

2012 ASSISTED PROGRAMMING

Programming Objectives

The *Canalside Visitor Experience - 2012 Assisted Programming* will reflect the community's desire to enhance the project area as an outdoor visitor space offering an array of appealing activities, integrating arts and cultural experiences with recreational activities, regular programming, waterside opportunities and special events capitalizing on the diversified resources in the Western New York region. The Erie Canal Harbor Development Corporation, through its contract with Buffalo Place, Inc., has been providing programming at Canalside since 2008.

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2011 Success



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2012 Goals

Increase Visitors

Number of Events

Type of Events

Appeal to a wide visitor demographic

Young, old, urban, suburban, local, out-of-town

Extend the Waterfront "Season"

Build Partnerships

Find a "signature" event?



2012 ASSISTED PROGRAMMING

Categories

General

Appeal to a wide audience demographic

Ability to draw large and/or repeat audiences

Feasibility/Cost of proposal

History and Experience of the Organization w/ similar endeavors



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CANALSIDE – VISITOR EXPERIENCE

2012 ASSISTED PROGRAMMING

Categories

Story of Buffalo

As the place where Buffalo began, where much of its wealth was created, and many of its people came through, Canalside offers an opportunity to showcase the City for residents and visitors alike.

Relevance to the Story of Buffalo

Relevance to the Waterfront

Relevance to local history, culture and/or the arts

Educational value



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Categories

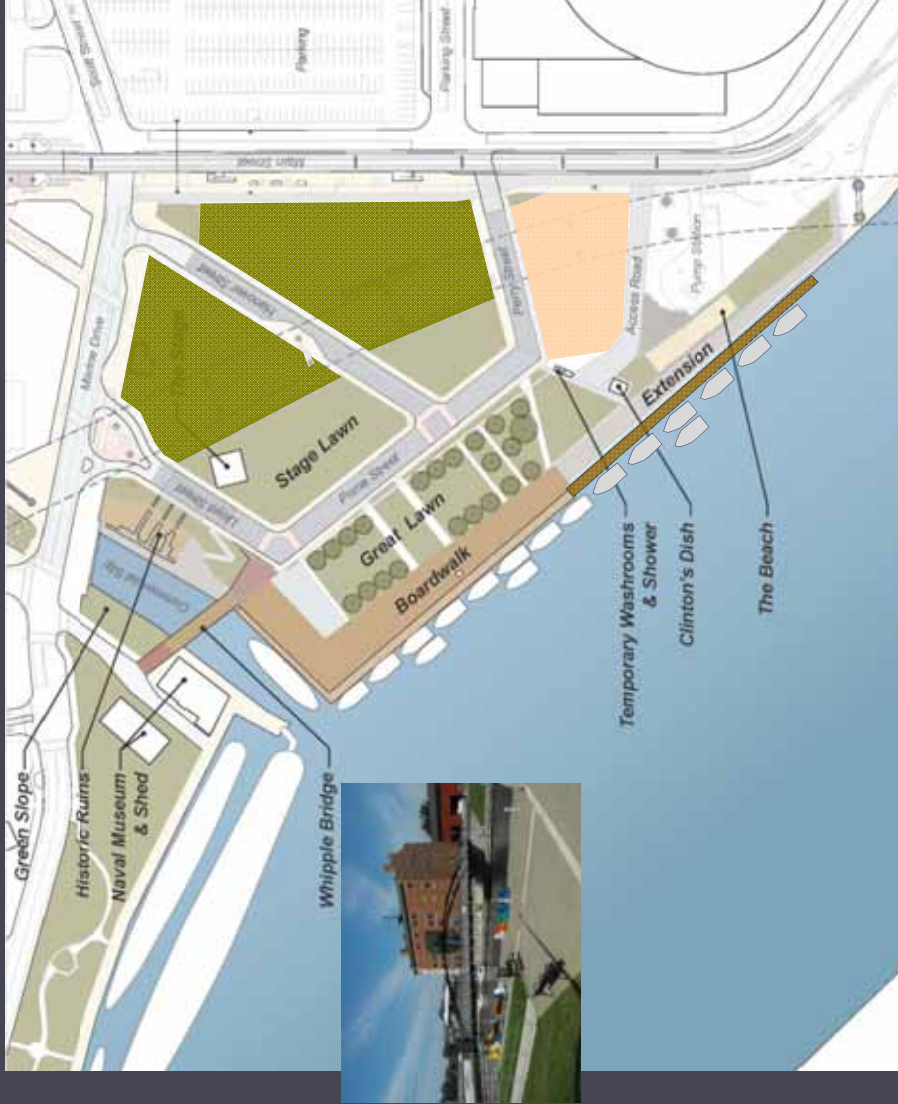
Special

Each year, the ECHDC receives proposals that would not fit either of the above programming categories. Special Programming is a category designed to allow those proposals that do not fit the other Categories to be submitted for consideration.

Uniqueness, “wow” factor, and/or “big idea”
Appeal to a wide audience demographic
Ability to draw large and/or repeat audiences
Feasibility/Cost of proposal
History and Experience with similar endeavors



2012 ASSISTED PROGRAMMING



Location



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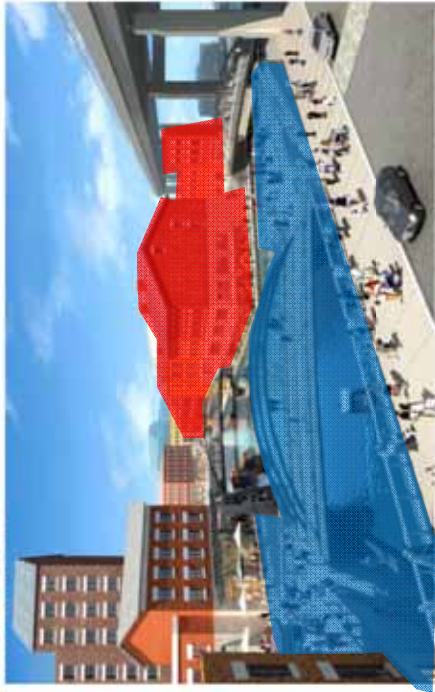
CANALSIDE – VISITOR EXPERIENCE

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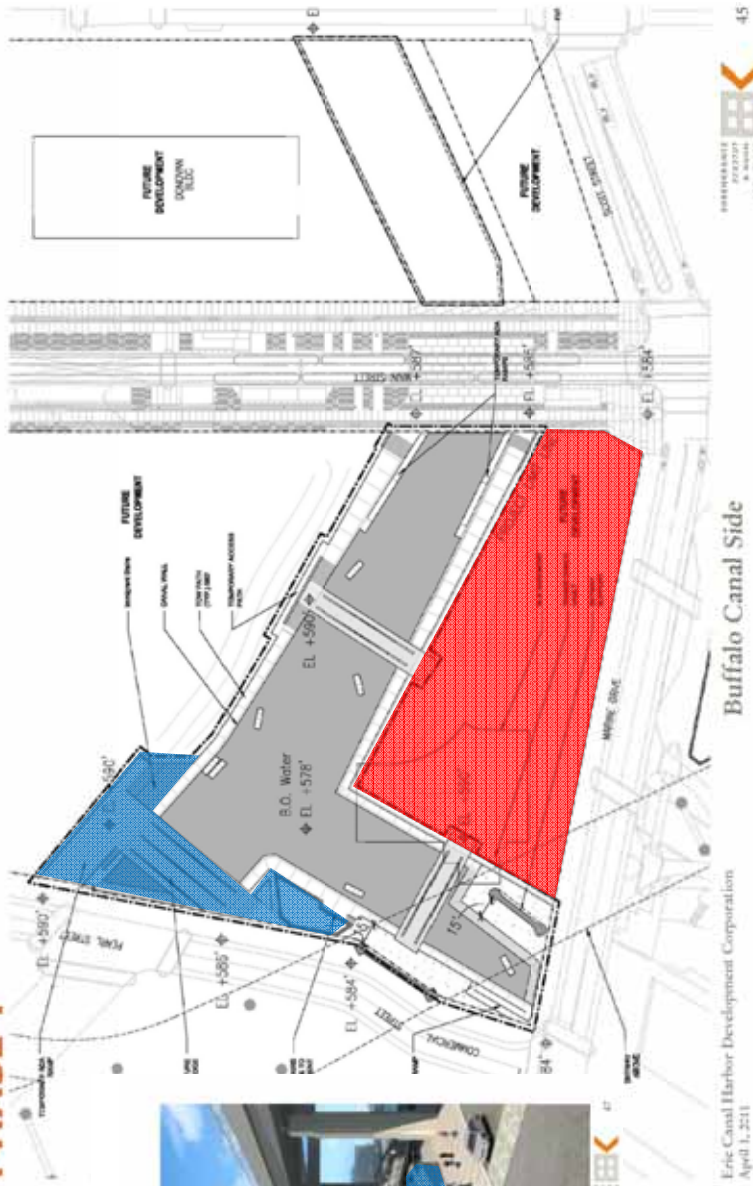
Location



PUBLIC CANALS



PHASE 1



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CANALSIDE – VISITOR EXPERIENCE

2012 ASSISTED PROGRAMMING

Funding

	<u>General</u>	<u>Story of Buffalo</u>	<u>Special</u>
ECHDC Category Maximum	\$50,000	\$150,000	Unknown
Individual Proposal Maximum	\$2,500	\$10,000	Unknown
Match <i>Goal</i> (cash or in-kind)	1:1	1:1	1:1

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2012 ASSISTED PROGRAMMING



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CANALSIDE – VISITOR EXPERIENCE

Canalside - Visitor Experience
2012 Assisted Programming, Pre-Proposal Meeting

August 31, 2011 at 12:00 pm at ECHDC

SIGN-IN

No.	Name	Organization	Telephone	E-mail Address
26	Barbara Leggett	Explore & More	655-5131	bpleggett@exploreandmore.org
27	Jorien Brock	Pride Center of WNY	852-7743	jbrock@pridecenterwny.org
28	Debra Goodman	YA - WNY	881-0917	debra@yawnny.org
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Canalside - Visitor Experience
2012 Assisted Programming, Pre-Proposal Meeting

August 31, 2011 at 12:00 pm at ECHDC

SIGN-IN

No.	Name	Organization	Telephone	E-mail Address
1	VALERIAN RUMINSKI	Niagara City Opera	716 931 0591	VALERIAN.RUMINSKI@niagara-opera.com
2	Jackie Albarella	Albarella Media	716-570-4513	jackie@albarellamedia.com
3	Julie Leatherbarrow	Saturday Artisan Market	716-597-5759	Julie.leatherbarrow@glasgow.k12.ny.us
4	DOMY PERRELLI	UB Neurological Study	716 645-2297	perrelli@buffalo.edu
5	MARIA ALBARELLA	CREEKVIEW SERVICES INC.	716 866-0106	MALBARELLA@GMAIL
6	Ted Kriazuk	Music is Art	716-880-3377	tkriazuk@musicisart.org
7	ALAN BAUMGARDNER	Chameleon Communications	716 886 6300	alan@echam.com, kin@echam.com
8	Lauren Makkeyenko	Tiffet Nature Preserve	716-825-6397	lmakkeyenko@sciencebuff.org
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EVALUATION FORM

Name/Organization:			
Name of Event, Festival or proposed Activity/Programming:			
Evaluation Criteria	Maximum Points	Reviewer's Score	Written Comments
Supports or Emphasizes the Story of Buffalo	20		
Mass Appeal	20		
Community Value	15		
Frequency	10		
Funding Request	15		
Organization's Match	10		
Other Needs	10		
Total Points	100		

Key Elements to Review

- "Authentic" Buffalo
- Builds Story of Buffalo brand
- Builds Canalside brand
- Foundational - can build on for the future
- Entertainment Value
- What part of the site is being used (Wharf, Ruins, etc.)
- Wide demographic interest?
- Educational Value
- Uses Local Resources
- Collaborative Effort
- Diversity
- Not Duplicating Existing Offering
- Occurs more than once
- How long is the programming
- Extends the season - or is "off season"
- How much \$ does the Organization need from us?
- Is the programming free to the public?
- How much is the Organization providing?
- Are they using sponsorships/vendors/other sales to offset cost?
- Does the Organization require storage or other amenities?
- Will the facilities be present in 2011?
- Are these amenities under our control?

Reviewer Name: _____

Reviewer Signature: _____