



**CAMDEN COMMUNITY
PARTNERSHIP**

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**REQUEST FOR PROPOSALS
2024 Camden Night Gardens Art Event Coordinator**

**Submissions due:
January 12th 2024 by 12:00pm**

**Prepared by:
Camden Community Partnership, Inc.
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2 Aquarium Drive, Suite 310
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I. Introduction and Invitation to Bid

Camden Community Partnership (CCP) is seeking the services of an experienced arts event consulting and coordination services firm to assist with developing and implementing artistic programming for the 2024 Camden Night Gardens, a nighttime public outdoor festival celebrating the local arts and culture of the City of Camden. This event is tentatively scheduled for the evening of Friday, May 24, 2024 and is considered the summer kick-off event for the Connect the Lots initiative, a multi-dimensional, community-driven initiative to activate Camden, New Jersey's vacant and underutilized spaces through the identification and implementation of artistic, cultural, and recreational projects and activities.

The Camden Night Gardens event coordinator should have experience creating and carrying out urban nighttime art events and should prioritize working with local artists and community to develop suitable artistic programming for the 2024 Camden Night Gardens, from conceptual development to production execution. The advisor will be required to be on the ground, in Camden, NJ, to plan, implement, oversee and report on several aspects of the projects proposed here.

II. Connect the Lots Initiative Background

Connect the Lots (CTL) is a multi-dimensional, community-driven initiative to activate Camden, New Jersey's vacant and underutilized spaces through the identification and implementation of artistic, cultural, and recreational projects and activities. Led by Camden Community Partnership, in partnership with the City of Camden, Connect the Lots is a collaboration that includes the residents and stakeholders of Camden. Established in 2014, Connect the Lots has stimulated the Camden artistic community in an effort to cultivate pathways of economic and social opportunity for Camden residents.

Connect the Lots seeks to reconnect Camden's residents with newly improved community assets through artistic, cultural and recreational projects and programming. By creating and sharing memories in these open spaces, Camden residents increase their sense of pride in their neighborhood and, as a result, the social, environmental and civic fabric of the community becomes stronger.

Connect the Lots events have included outdoor concerts and festivals, outdoor nighttime movies, a pop-up skatepark, outdoor fitness classes, public art, and many other activities that bring vibrancy to Camden's open spaces.

III. Camden Night Gardens Background

In 2014, CCP and community stakeholders developed the Camden Night Gardens to temporarily transform the site of the former Riverfront Prison (demolished in 2010) from a community disgrace into a vibrant public event on North Camden's Waterfront. CCP hoped to show governmental officials, funders, stakeholders, and residents the great potential that the site had for the creation of a signature waterfront open space. Just two years later that vision is a reality with Cooper's Poynt Waterfront Park: a brand new park which includes an ADA accessible playground, grassy areas for play, a half-mile multi-purpose trail for biking, walking and running, landscaping, lighting and views of the Ben Franklin Bridge and Philadelphia.

This year Camden Night Gardens will once again return to its original location, the successfully revitalized Cooper's Poynt Waterfront Park, transforming this waterfront play space into a wonderland of light and projections to visually connect neighborhoods, engage the community, and attract visitors from the region. This annual nighttime public arts festival that fosters community vibrancy through the arts and attracts upwards of 5000 people has become a meaningful part of the revitalization that has been achieved through culturally and community driven placemaking in Camden.

Cooper's Poynt Waterfront Park showcases both the event and the location as hallmarks of Camden's recent revitalization and creates a platform for diverse creative expression that attracts economic activity to the area. The event serves as the annual kick-off celebration for the Connect the Lots initiative and summertime in the city.

Each year, Camden Night Gardens is curated with a specific theme showcasing Camden-related topics such as Walt Whitman, connectivity and rebirth.

Hallmark features of the Camden Night Gardens include:

Zip Line (2018):

A towering thrill ride added heart pumping excitement to the experience of Night Gardens 2018. The bravest festival-goers paid \$5 each to take a ride on the 300 ft zip line that enabled passengers to soar 2 at a time high above Cooper's Poynt Waterfront Park. The 2 minute trip adding beautiful vistas and fun-loving screams to the festival atmosphere.

Light Projection: Water Tower and City Hall (2014 - 2018)

The North Camden water tank and Camden City Hall have served as the focal points for Camden Night Gardens Festivals. The tower and logo became the creative starting point for a site-specific light projection. The preexisting CAMDEN logo was framed within a large circle of shifting colored light, and its letters were traced out and filled with vibrant colors and kaleidoscopic patterns. Visible from afar, the shimmering surface of the water tower and the radiant CAMDEN RISING logo beckoned visitors to the site of the festival.

Shadow Stage (2014, 2015, 2018)

Set at the foot of a monumental North Camden water tower, the "Shadow Stage" stood as the central hub for the festival's spectacular array of poetry, music, and dance performances. To create the "Shadow Stage," the water tower was cast in luminous white light and transformed into a vast projection screen. The performers' bodies took the form of giant silhouettes floating and shimmering upon the surface of the water tower, creating fleeting images and mesmerizing patterns of movement that provided spontaneous accompaniment to their performance.

CAMDEN and CITY INVINCIBLE Public Art Project (2014 and 2015)

The Camden Night Gardens presented the collaborative effort of individual artists, each contributing their unique creative vision to produce a visually dynamic mural along the Delaware River: 8-foot tall "CAMDEN" letters in 2014 and 14-foot tall "CITY INVINCIBLE" letters in 2015. Working throughout the night of the festival, the team of artists presented a spontaneous act of performative painting for visitors to the festival, culminating in an iconic logo for the city's cultural vitality and vibrant diversity.

Light Graffiti Photography (2014, 2016)

Light graffiti is a technique used to create visually electrifying images by manipulating various light sources while taking a long exposure photograph. In essence, the technique allows one to draw in space, using pure

light as a pencil. At the Camden Night Gardens Fall Festival, visitors were given the opportunity to collaborate with artists to create luminous and original self-portraits using this innovative process. A team of photographers armed with cameras hooked up to large screen monitors worked with visitors and graffiti artists to create dazzling self-portraits, with the superimposed graffiti ranging from simple drawings of hearts, stars, and text to mesmerizing abstract patterns. The light graffiti portraits were displayed on a large monitor at the festival as well as on the Camden Night Garden's Facebook page, allowing visitors to express themselves and become active contributors to the festival's artistic vision.

Additional elements of the Camden Night Gardens have included Blacklight Basketball, an interactive Victrola recorder, the Pleasure/Data Gardens, illuminated BMX biking and projections of Walt Whitman's work. Please visit <http://www.connectthelotscamden.com/camdennightgardens.html> for additional details.

IV. Scope of Work

The selected consultant will work with representatives from CCP, the City of Camden and other community groups to curate art projects, musical performances, amusement, recreational and cultural events for the 2024 Camden Night Gardens, to be held at Cooper's Poynt Waterfront Park (near Delaware Ave. & State St) on Friday, May 24, 2024. These activities should include a combination of light projection, sound, music, public art and interactive art and cultural or recreational events, including elements of the hallmark features listed in section IV. The consultant must be able to meet several times with CCP staff and/or community residents during the planning of the Camden Night Gardens to develop and implement these event activities. The selected consultant should clearly communicate any needs to CCP in order to successfully implement the Camden Night Gardens. The consultant should also provide coordination services, set up management and day-of services for the Camden Night Gardens, to ensure that the Camden Night Gardens runs smoothly and on schedule.

CCP is responsible for securing all approvals for venue and coordinating with property owners. CCP will assist in coordination of activities and contracting artists, community groups where necessary. The consultant is fully responsible for set-up and take-down of CNG event. CCP is responsible for ancillary event activities such as the community organization showcase and securing food vendors.

Phase 1 - Planning

- Conceptualize all activities at the 2024 Camden Night Gardens with CCP Staff. The selected consultant must work with CCP to identify local community artists and organizations to implement these projects.
- Conduct at least 3 on-site meetings with CCP Staff and other stakeholders to discuss proposed Camden Night Garden activities, event logistics and required infrastructure for event.
- Participate in monthly conference calls with CCP and weekly calls in the 4 weeks leading up to the event
- Develop various artistic, recreational, interactive or cultural activities for all ages at the Camden Night Gardens. This will involve working directly with artists to negotiate a fee for service.
- Work with CCP to obtain and secure proper insurance and permitting for the event.
- Work with CCP to secure subcontractors and/or vendors to provide lighting, wiring, tents, tables, chairs, electricity and any other necessary event items for the festival grounds and for art activities.
- Work with CCP and stakeholders to develop a schedule of events and an event map with locations of activities.

Phase 2 - Execution

- Implement all activities at the 2024 Camden Night Gardens with CCP Staff. The selected consultant must work with CCP to identify local community artists and organizations to implement these projects.
- Implement various artistic, recreational, interactive or cultural activities for all ages at the Camden Night Gardens. This will involve working directly with the artists to make sure that they are well accommodated.
- Work with CCP, subcontractors, vendors, artists, fire and safety teams and volunteers to coordinate set-up and takedown of event. The selected consultant must oversee that the festival ground is returned to its pre-event state.

Phase 3 - Analysis

- Create, manage and reconcile event budgets, expenses and timelines. The selected consultant must adhere to project timelines and budget guidelines and submit invoices in a timely manner.
- Manage and execute event debrief, analyzing recommended improvements and changes.
- Create a 1 minute video recap of the 2024 Camden Night Gardens. There shall be 2 rounds of edits with CCP. The recap video will be used to promote the Camden Night Gardens to stakeholders.

Deliverables:

- Meeting notes from any community meetings.
- Design files of marketing materials deemed necessary.
- Specifications of light, wires, seating, and electrical equipment needed for the event.
- Map of festival ground, including the location of light, restrooms, tents, stages, wires, seating, electrical equipment and any other necessary equipment.
- 2024 Camden Night Gardens recap video.

V. Proposal Submittal Information

Each consultant responding to this RFP shall submit, on or before the submission deadline date, a proposal to be called the "RFP- 2024 Camden Night Gardens Arts Event Coordinator." This should include a cover letter, table of contents, and the information outlined below:

A. Identification

1. Name of firm, address, telephone and fax number of main office and any branch office that will be involved in the project.
2. Name, title, address, telephone, fax number, and email address of the principal-in-charge.
3. List of sub-consultants, including information requested in 1 and 2 above, including any MBE, SBE and WBE affiliation for each sub-consultant and general nature of type of service to be provided on the property by each sub-consultant.

B. Consultant Qualifications & Experience

Firm should provide a detailed description of qualifications and experience, including the in-house team for this project, any relevant project experience and other projects in the City of Camden. The expertise of any additional sub-consultants who have agreed to be part of this project should be detailed. The respondent shall provide a thorough description of any relevant projects and shall describe the firm's ability to carry out the scope of work of this project. Firm should highlight other special events and/or experiences in cities in this region. Please send images and links to video, websites of relevant events, programs and projects produced by the consultant team.

C. Project Methodology/Proposed Theme

The respondents shall briefly state their own understanding of the issues and tasks of the project at hand and describe the ideas and methodology to carry out a successful Camden Night Gardens as described in the Scope of Work. Technical proposals should clearly specify the firm's methodology for the completion of all tasks. Project methodology shall clearly explain both the technical and management approach to the project. Methodology should include initial thematic ideas for the Camden Night Gardens event.

D. Schedule

CCP seeks to commence this project within 6 weeks of the proposal submission deadline. All tasks would need to be expeditiously carried out in order to meet the Camden Night Gardens date of **May 24, 2024**. A project schedule showing the start and completion of each phase of work shall be submitted with the proposal.

E. Fee Proposal

Respondents should provide a fee proposal for performing all tasks of the project scope of work for professional services and execution. The budget for this proposal should not exceed \$75,000.

CCP reserves the right to award all, none, or some of the phases of work described. Fee proposals submitted should be valid for 12 months.

In addition, hourly rates for the proposed personnel, direct/indirect costs, and equipment, materials, and supplies should be submitted. If additional work is authorized under this contract as a change order, consultant will hold the same fee rates and schedule attached with this submission.

All reimbursable expenses (including, but not limited to, items such as travel, printing and delivery charges) must be included within the submitted fee for the designated phase.

CCP is responsible for venue costs for the 2024 Camden Night Gardens. The proposed budget should not include venue costs.

CCP is responsible for all city services costs, including police, EMT, trash and other services. The selected consultant is responsible for providing electricity to run any additional site amenities. CCP is also responsible for all costs including rentals and fees for ancillary event details, such as marketing.

VII. **Proposal Administration**

A. Submission

Respondents shall deliver OR mail three (3) hard copies and one (1) electronic copy on CD or flash drive of their proposals (in a clearly marked, sealed envelope) to:

Brian Fisher, Project Manager
Camden Community Partnership, Inc.
Ferry Terminal Building
2 Aquarium Drive, Suite 310
Camden, NJ 08103

ATTN: RFP-2024 Camden Night Gardens Art Event Consultant

All proposals shall be submitted no later than 12 PM on Friday, January 12, 2024.

Proposals will not be accepted after the time specified for submission. Proposals received after the hour appointed will be deemed invalid and returned unopened.

B. Inquiries

Any explanation required by respondents regarding the interpretation of the requirements of this RFP should be requested in writing and received no later than 12 PM on January 3, 2024.

Inquiries should be addressed to Brian Fisher, PM, Camden Community Partnership via email only at bfisher@camdencpinc.com. Please include the title of "RFP- 2024 Camden Night Gardens Art Event Consultant" on the subject line of any email message.

Oral responses will not be provided and any information given to a prospective respondent will be furnished to all respondents, via email, as an addendum to the RFP.

To identify your firm as a potential respondent to receive any addendum to the RFP, please send an email with your firm name and contact information to Brian Fisher, PM, and Camden Community Partnership via email only at bfisher@camdencpinc.com

C. Evaluation Criteria

CCP will evaluate each proposal submitted at its discretion and recommend a firm to the CCP Board of Directors. Consultants will be evaluated according to the following qualifications-based criteria:

Quality and Completeness of Proposal (10%)
Relevant Experience (25%)
Proposed Project Methodology/Theme (45%)
Schedule (15%)
Cost (5%)

This RFP does not commit CCP to award a contract or to procure a consultant for services. CCP reserves the right to reject all proposals, accept sections of separate proposals, to negotiate with competing consultants, and/or make no award. Award may be based solely on initial offers. CCP may interview the firms that submit a proposal. Award may be made to the responsible firm whose proposal is most advantageous to the project, with price and other factors considered.

D. Insurance Requirements

The Consultant shall secure and maintain in force, for the term of the contract, insurance coverage provided here in. The selected Consultant shall provide CCP with current certificates of insurance for all coverage and renewals thereof which must contain the provision that the insurance provided in the certificate shall not be canceled for any reason except after thirty [30] calendar days written notice to CCP. CCP, the State of New Jersey and the City of Camden shall be listed as additional insureds on the policy.

Comprehensive Liability: Comprehensive liability insurance for the benefit of the Consultant and sub-consultants is to be written as broad as the standard coverage form currently in use in the State of New Jersey, which shall not be circumscribed by any endorsements limiting the breadth of coverage. The policy

shall include an endorsement [broad form] for contractual liability insurance, an endorsement for completed operations insurance, and an endorsement eliminating the explosion, collapse and underground [XCU] exclusion. Limits of liability shall not be less than \$1,000,000 per occurrence for bodily injury liability and \$1,000,000 per occurrence for property damage liability.

Comprehensive Automobile Liability: Comprehensive automobile liability insurance covering owned, non-owned and hired vehicles must be carried by the Consultant and its sub-consultants. The limits of liability shall not be less than \$1,000,000 per occurrence for bodily injury liability and \$500,000 per occurrence for property damage liability.

Workers Compensation: Workers Compensation insurance, applicable to the laws of the State of New Jersey and other State or Federal jurisdiction is required to protect employees of the Consultant or any sub-consultants who will be engaged in the performance of this contract. The insurance shall include employer's liability protection with a limit of liability not less than \$250,000.

Professional Liability Insurance: The Consultant shall maintain Professional Liability insurance for itself and sub-consultants. The limits of liability shall not be less than \$1,000,000 per occurrence and \$2,000,000 aggregate. The insurance carrier shall be registered with the New Jersey Department of Insurance and licensed or authorized to conduct business in the State of New Jersey, as required by law. In the event of a loss, the Consultant shall be held responsible for payment of the deductible as though there were no deductible. Such insurance shall be maintained for a period of not less than six [6] months following the actual completion and acceptance of the project by Owner. Contractual Liability Insurance is not acceptable.

Please include proof of insurance with your proposal.

E. Equal Employment Opportunity Provisions

Companies and their sub-consultants will not discriminate on the basis of race, color, national origin, or sex in the award and performance of this contract.

All potential firms must demonstrate a commitment to the effective implementation of an affirmative action plan or policy on equal employment opportunity. The potential firm must insure equal employment opportunity to all persons and not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, physical disability, mental disorder, ancestry, marital status, criminal record, or political beliefs. The company must uphold and operate in compliance with Executive Order I 1 246 and as amended in Executive Order I 1 375, Title VI and VII of the Civil Rights Act of 1964, the Equal Opportunity Act of 1972, the Fair Employment Practices Act, and the American with Disabilities Act of 1990.

VI. Miscellaneous

A. The Contract will be between CCP and selected firm. The contract will be a lump sum, not-to- exceed contract. Reimbursable expenses, except where otherwise noted in this RFP, shall be included in the lump sum contract cost.

CCP will not compensate for normal and reasonable office expenses, including but not limited to: telephone charges, photocopying, duplication/copying, blueprinting, postage, transportation to or from

sites within Camden County, express/overnight mailing, and other reasonable business-related expenses.

- B. The Consultant(s) shall be required to provide written certification that the project is in compliance with applicable design standards.
- C. The Consultant(s) will be required to comply with requirements of P.L. 1975, c 27 (Law Against Discrimination in Public Contract).
- D. Any item that, in the opinion of the Consultant, may have been inadvertently omitted and would be necessary for successful completion of the project should be included in the proposal and documented.
- E. Payment of all sub-consultants shall be the sole responsibility of the Consultant. Nothing contained herein shall create a contractual relationship between any sub-consultant and the CFP.
- F. All work products produced by the Consultant(s) and its members, and/or by any third party during the term of the Contract resulting from this RFP are the sole property of Camden Community Partnership (CCP). CCP shall be the sole owner of all digital data, graphics, and documents, as well as all hardcopy and publishable documentation resulting from the reports.
- G. CCP has the right to use, distribute or dispose of the work products without the consent of the Consultant.