



Old Post Office Plaza Request for Proposals for 2012 Programming

Downtown Now! is issuing grants of up to \$5,000 for arts and cultural organizations to provide programming for The Old Post Office Plaza from April through December of 2012. A great emphasis will be placed on quality, creative programming that showcases local talent. Interested parties are encouraged to submit proposals that include a programming and promotions plan. To find out more about the Plaza, prospective applicants can: attend an open house **at 2p.m on January 27**; visit the Partnership for Downtown St. Louis' Web site at www.downtownstl.org; and/or request copies of the Plaza brochure and site plan from Najah Fennoy at nfennoy@downtownstl.org.

Programming Goals:

In an effort to address the diverse entertainment and recreational needs of the various users of Downtown, Downtown Now! seeks to provide programming that:

- 1) Engages the downtown working, resident and visitor audiences
- 2) Highlights downtown's role in the region
- 3) Makes the most of downtown's unique environment
- 4) Explores the Plaza's versatility by using a multitude of media
- 5) Promotes activity throughout the day

Overview of the Plaza

The Old Post Office Plaza is a unique and intimate space that showcases an award-winning design that incorporates extensive landscaping and water features with a sculpture "Torso di Ikaros" by Artist Igor Mitoraj, highlighting the Greek Mythology of Daedalus and Icarus as its focal point. Located at the corner of 9th and Locust, this open space is surrounded by restaurants, hotels, office and residential buildings and truly is in the heart of downtown.

Special features of the 30,000 sq. ft. Plaza include: a 5,000 sq. ft. open square, a 700 sq. ft. theatre plateau, a labyrinth complete with numerous benches, cascading steps leading to a basin, a video wall and a dramatic ramp, "Daedalus Rise," leading to a stunning waterfall. All of these effects lend themselves to creative uses. For additional consideration, the Plaza is WiFi accessible, offers electric hook ups and tent ties for programming needs. An audio/visual system is not included in the Plaza and any audio/visual needs must be met by the entity providing programming.

Funds for programming are provided, in part, by US Bancorp CDC. Programming will be managed through the Partnership for Downtown St. Louis.

Proposal Submittals

Organizations are encouraged to submit proposals featuring individuals or groups of artists they wish to highlight at the Old Post Office Plaza. All proposals should demonstrate a thorough understanding of the Plaza and outline how the applicant and his/her members intend to use the site to provide programming. Proposals should also include brief overviews of credentials for any proposed artists. A Review Committee will rank the applications and the proposals that most closely address the criteria stated below will be awarded grants.

Proposals cannot exceed (10) pages in length and must contain a (1) page executive summary. All proposals must be printed on both the front and back of recycled paper. **No binders** please.

All proposals should include the following information:

- A detailed budget for the programming, including A/V costs, marketing, compensating the performers and whether the sponsor organization intends to provide any matching contributions
- Quantity and timing of proposed programs
- Name of the group/organization performing
- Medium used in each performance
- Target audience for each performance
- A/V equipment needs and how they would be accommodated
- Detailed Plan for promoting these events. Must list The Partnership for Downtown St. Louis as an event sponsor
- Proof that organization is insured

Programming Criteria:

A Downtown Now! Committee will score programming applications based on the following criteria:

- 1) **Willingness to leverage grant dollars and provide the best programming value**
- 2) **Addresses Plaza goals**
- 3) **Helps promote Downtown;** shows an understanding of how to market events
- 4) **Reinforces cultural diversity**
- 5) **Ease of program execution**
- 6) **Creativity** of the proposed programming
- 7) **Ability to attract an audience**
- 8) **Organization's history of providing quality programming**

Review Process:

Downtown Now! will accept proposals until February 17th and will notify grant recipients if they have received an award by March 2nd. No applications will be accepted directly from individuals; rather **they must be submitted by a sponsoring organization familiar with the individual's abilities, history and talents.**

Downtown Now! is under no obligation to fund programming proposals in their entirety and may select parts of the programming proposals or allocate resources depending on the number of applicants and the resources available. Upon the award of a grant, Downtown Now! will discuss and confirm with grantees how the grant funds are intended to be used. If either party is dissatisfied with the proposed approach, it may decide to not award or accept the grants.

Timeline:

- January 20th:** The Request for Proposal process opens and prospective applicants can contact Najah Fennoy of the Partnership for Downtown St. Louis with any questions via email at **nfennoy@downtownstl.org**
- January 27th, 2p.m.:** First Open House at the Plaza for all prospective applicants
- February 17th, 5 p.m.:** The RFP process is officially closed
- March 2nd, 5 p.m.:** Successful applicants will be notified of their award.