



Request for Interest Westlake Park and Occidental Square Activation

Summer 2019

The Downtown Seattle Association, in cooperation with other downtown stakeholders, entered into a five-year agreement with the City of Seattle to manage and program Westlake and Occidental parks. This new public/nonprofit collaboration with Seattle Parks & Recreation established a new model for activating and managing urban public spaces in Seattle.

This public/nonprofit park activation model enhances Westlake Park and Occidental Square by ensuring dedicated staffing, regular daily programming and investment in new, colorful park amenities to keep these spaces vibrant, clean and welcoming for all. To continue this work, DSA is looking for community partners to bring services/programming to the parks that will help activate the parks during the 2019 summer season (June-September).

Programming should enhance the environment of Westlake Park and/or Occidental Square; and provide positive social, environmental and/or cultural impacts, creating an enjoyable park experience for all. The concepts listed below represent past and current programming ideas that have been implemented in the parks, but other ideas are strongly encouraged as well:

- Fitness classes
- Arts & craft classes
- Children's education
- Children's activities
- Music performances
- Dance performances
- Animal/pet activities
- Language classes
- Adult education classes/lectures
- Other creative park experiences

Evaluation Process

DSA staff and community stakeholders will review the proposals. The committee will score proposals and identify the highest quality proposals considering feasibility of implementation in the parks.

Timeline

- Request for Interest distributed: March 11
- Proposal deadline: March 29
- Proposal review: April 1-5
- Partners notified*: by April 10

**At which time DSA and partners will discuss specifics of individual agreements to be mutually agreed upon.*

For questions, please contact:

Jennifer Casillas
VP, Public Space Operations & Events
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(206) 613-3225

Proposals must include the following:

- Organization Name
- Organization Address
- Primary Contact Name/Email/Phone Number
- Indicate if organization is classified as a Women and/or Minority Business Enterprise (WMBE)
- Proposed Services/Programming: Describe the services or programming your organization can provide at the parks.
- Impact Statement: Provide a statement summarizing the positive impact to the greater community and how it will enhance the park environment.
- Experience: Demonstrate applicable experience that relates to park programming; references are accepted.
- Park Preference: Indicate if you are interested participating in Occidental Square, Westlake Park or both.
- Schedule of Operations:
 - How many days and at what frequency are you able to offer programming?
Example: Once a week, once a month, etc.
 - What is the intended duration of the programming proposed? Programming should be no less than two hours a day.
- Physical Arrangements & Equipment Needs: Describe the amount of physical space you need, what equipment you will bring, and/or equipment you would request from DSA.
- Cost of Service: DSA will enter into a separate partner agreement with each organization which will include fee for services. Please include the fee per program and/or fee range.

Proposers should be aware of these additional considerations.

- There is limited electrical power in Occidental Square and Westlake Park. Power needs must be kept to a minimum, and if any is needed it must be mutually agreed upon before the partner agreement is signed.
- There is no parking allowed in the park, all vehicles must be parked offsite at your own expense.

Once selected, partners will need to:

- Provide DSA a copy of a City of Seattle Business License
- Provide the necessary insurance requirements to program in the parks
- Obtain all necessary permits health permits (if applicable)

Please indicate if you would like to be involved in Westlake Park and/or Occidental Square in other ways.
Yes / No

Please indicate if you would you like to receive newsletters/emails/announcements about park programming. Yes / No

Please indicate if your organization is a Women and Minority Owned Business. Yes / No

The City of Seattle defines WMBE firms as businesses that are at least 51 percent women- and/or minority-owned.