

BERMUDA

TOURISM AUTHORITY

Bermuda Tourism Authority

Request for Proposal (RFP)

Town of St. George Open-Air Activation

Themed Around Gunpowder Plot

Date: July 10, 2019

1. BACKGROUND

A collection of thought leaders in St. George, who have business interests in the old town, have informed the Bermuda Tourism Authority of a pressing need to make the UNESCO World Heritage Site livelier. Similarly, Norwegian Cruise Line's passengers have voiced concern about the quality of the visitor experience when they visit the Town of St. George. Both constituencies seek a liveliness that makes St. George a less sleepy, more desirable location – one that encourages those who visit the town to stay longer and spend more. Meantime, the National Tourism Plan aspires to leverage the island's history and culture more often in the visitor experience.

2. PURPOSE OF THIS REQUEST FOR PROPOSAL

This RFP aims to find a partner experienced at infusing excitement and energy via event planning and production, mixed with the ability to curate and execute a memorable open-air experience. The successful partner will be obliged to weave the cultural relevance and historical significance of the Gunpowder Plot into the final product in a manner that is respectful of history and suitable for families.

This St George Open Air Activation should take place twice per week on Monday and Wednesday during daylight hours, running from August 5 to September 4, 2019. The target audience of this activation is multifaceted. All target audiences are important, but they should be prioritized as follows:

- *Norwegian Gem & Norwegian Escape* Cruise Ship Passengers
- Summer Air Arrival Visitors
- Local Bermuda Residents
- Non-Norwegian Cruise Ship Passengers

It's intended this RFP will result in finding a partner who can curate a program that appeals to the audiences above and solves the issue highlighted by thought leaders in St. George and visitors to the town – persons concerned the town lacks the kind of liveliness that stimulates spending and encourages people to spend more time in the area.

3. RFP REQUIREMENTS

Please ensure your submission, at a minimum, covers the important items below:

- Create a program that articulates how you plan to execute an open-air summertime activation in St. George including what partners you aim to work with, where in the town the activities will take place, time of day and budget allocation information;
- Thematically, the submission should have clear and consistent connections to the Gunpowder Plot. The intent is to expose the rich history of the Gunpowder Plot to more visitors by leveraging its

connection to the histories of America, Great Britain and the Revolutionary War and highlighting the role Bermuda played—including the historical developments at Tobacco Bay 245 years ago;

- Clear explanations of how your intended program will appeal to the identified target audiences;
- The name of your company or organization, including the person assigned as project lead for this activation and that person's relevant work experience. Please also include contact information for email, mobile phone and mailing through the post.

4. BUDGET

The program series will be five weeks long, two activations per week, for a total of ten activations. Norwegian Cruise Line is the sponsor of this activation. Its cruise ship passengers are the primary target audience.

The budgeted amount for the entirety of this activation, over ten activations, is \$50,000. The budget amount must cover all fees associated with putting on the event including the event planner/producer's costs, execution (including labor), performers, etc. Submissions should clearly show how the money will be spent to satisfy the defined purpose of the RFP.

Because of the limited time between the RFP process and the launch of the program, it would be appropriate – perhaps even recommended – that the programming is ramped up over time. For example, the week 1 activation due to start on August 5 may be less robust than the activation planned for week 5.

5. USEFUL INFORMATION

- Primary Target Audience is made up of **8 Norwegian cruise calls in August and 2 Norwegian cruise calls in September**
- **Norwegian Escape** | Arrives Wednesday AM | Departs Friday PM
- **Norwegian Gem** | Arrives Sunday PM | Departs Tuesday PM
- These Norwegian ships berth in Dockyard and passengers have access to a free tender that brings them directly to St. George, where they disembark at Penno's Wharf
- Tender scheduled **arrival times** in St. George on **Mondays & Wednesdays: 9:45am; Noon; 2:15pm**
- Tender scheduled **departure times** from St. George on **Mondays & Wednesdays: 10am; 12:30pm; 3pm; 5:15pm**
- **Harbor Nights** takes place every Wednesday evening and should not conflict with this activation in any manner
- **Destination Dockyard** takes place every Monday evening and should not conflict with this activation in any manner

- [2019 Cruise Ship Schedule as of June 5, 2019](#)

6. DESIGNATED CONTACT PERSON

The designated contact person at the Bermuda Tourism Authority for this RFP is Glenn Jones, Chief Experience Development Officer: experiences@bermudatourism.com

All communications related to this RFP, including clarification questions and expressions of interest, are to be in writing via email and must be directed only to the designated contact person with the subject heading "Open-air Activation 2019 Gunpowder Plot". A brief notification via email will suffice for expression of interest.

7. SCHEDULE OF KEY DATES

RFP Issued	July 10, 2019
Expression of Interest (optional)	July 16, 2019 @ 5pm
RFP Submission Deadline	July 22, 2019 @ Noon
Review Process	July 22-23, 2019
Response to Applicants	July 24, 2019
1st Activation	August 5, 2019

8. PROPOSAL FORMAT AND DELIVERY

All proposals must be submitted electronically to experiences@bermudatourism.com by **July 22, 2019 at Noon**. No hand-written copies will be accepted. Submissions should not be dropped off in-person.