

RFP: Sunnyside Shines Seeks Market Manager for Bliss Plaza Pop Up Market Program

Sunnyside Shines seeks proposals for the position of Market Manager to coordinate a series of weekend popup markets in Bliss Plaza, located under the elevated 7 train at 46th Street and Queens Boulevard. The purpose of the pop up market program is to activate Bliss Plaza, Sunnyside's most highly (foot)-trafficked location, while highlighting the variety of local merchants within the larger Sunnyside Shines Business Improvement District. Markets are targeted for the following dates in 2020: April 4-5 (full weekend), May 2 (Saturday), June 6 (Saturday), September 5 (Saturday), and October 3rd (Saturday.) There is further potential for the Market Manager to be engaged for the Holiday Season 2020 for an outdoor market in Bliss Plaza under a contract extension.

The Market Manager will apply for a 29-day concession permit through the New York City Department of Transportation and will ensure full compliance with all terms of the permit and plaza usage. The Market Manager or their staff is expected to be onsite during all six market days from 9 am-4 pm. The Market Manager will be assisted onsite by a member of the Sunnyside Shines' staff.

Our ideal Market Manager will:

- Be able to work with a theme for each event (April: Japanese Cherry Blossom Festival, June: Pride, etc.) This might include helping to identify entertainment partners, artistic/craft activities, or specialized vendors to assist in enhancing each Market and making it more of a "Destination."
- Will track and share sales data for each market day.
- Will aggregate social media handles and promotional photos for participating vendors and share with Sunnyside Shines to assist our team with preparing promotional materials for each market.
- Will have their own social media assets through which they will co-promote the event.
- Offer preferential vendor fees and priority for Sunnyside Shines' network of local vendors, although the ideal Market Manager will also have their own network of vendors who can supplement the offerings at each Market Day;
- Can commit to accepting vendors for the entire season, provided they meet a deadline of February 15th to register for the season;
- Provide friendly, punctual, proactive onsite service during Market Days. Although Sunnyside Shines' will co-staff these events, we look to the Market Manager to be the main point of contact for our vendors and primary problem solvers for any day-of concerns.

All proposals will be given consideration, with a preference for Managers who are familiar with the DOT's 29-Day Concessions Program and who are already in position of an IRS 147-C letter. Please include a) Desired per-diem fee (daily market management fee payable to Market Manager by Sunnyside Shines) and b) proposed vendor fee chart, elaborating on

preferential fees for Sunnyside Shines network vendors, regular fees for vendors outside of our network, and differential, if any, between food- and non-food oriented vendors.

Completed proposals should address the Market Manager's past experience, familiarity with the Sunnyside community, and ability to proceed with the 29-Day Concession permitting process in a timely manner. Proposals should be submitted by email to **info@sunnysideshines.org** by the deadline of 5 pm on Friday, December 6; please include the subject header "Market Manager."