

Chelsea Triangle & 10th Avenue Park



Event Planning Guide

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CHELSEA IMPROVEMENT COMPANY

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Overview

About the Spaces

10th Avenue Park and Chelsea Triangle are located at the crossroads of New York City's most vibrant neighborhoods: the Meatpacking District and Chelsea. Both spaces provide invaluable access to the diverse neighborhood of noted restaurants, world-renowned fashion brands, nightlife hot spots, art galleries, and more.

10th Avenue Park

Situated between 14th Street, 10th Avenue and the West Side Highway, 10th Avenue Park is a sundrenched 0.75 acre refuge featuring a round central lawn, encircled by a crown of trees. Park amenities include seasonal plantings, tables, and chairs. CIC also offers a variety of free fitness classes, ranging from yoga to belly dancing. The annual Food & Wine Festival also calls the 10th Avenue Park home each year during their October culinary extravaganza.

Chelsea Triangle

Reclaimed in 2009 as a pedestrian plaza, the Chelsea Triangle was transformed by CIC from a roadbed into an urban oasis. The Triangle is conveniently located at the heart of the district at 14th Street and 9th Avenue, providing a street-level space for performances, recharging, and excellent people-watching. Moveable chairs, tables, and umbrellas, large seasonal planters, and a variety of ongoing programming make the Chelsea Triangle a bustling hub of activity in the neighborhood. CIC's Thursday night salsa classes have become a neighborhood staple, with clamoring participants and media coverage.

About Chelsea Improvement Company

The Chelsea Improvement Company (CIC) is a nonprofit neighborhood redevelopment corporation that seeks to improve the day-to-day lives of the people who live, work, and visit southwest Chelsea. Through sanitation, security, events, and streetscape design, CIC has created a more inviting neighborhood, enhancing the area's visual appeal for the vibrant array of visitors, office workers, and residents.

About the Neighborhood

Industry Hubs

Southwest Chelsea is home to a bursting scene of technology, media, sports, and entertainment companies as well as high-end restaurants, retailers, and art galleries:

Technology: Google, Apple,

Media: Food Network, NY1 News, Lifetime Networks

Sports: Major League Baseball, CBS College Sports

Arts & Entertainment: Milk Studios, Phillips de Pury & Company, Atlantic Theater Company

Fashion: Puma Sport Fashion, Diane von Furstenberg, Theory, Nike

Hospitality: Moët Hennessy, Hotel Gansevoort, The Standard Hotel, Chelsea Market

Process

Event Proposal: In order to determine whether your proposed event is appropriate for the Chelsea Triangle or 10th Avenue Park and to determine an appropriate site fee, we ask that you submit a proposal, following the outline on pages 8 and 9. Please provide as much information as possible and answer all questions to the best of your ability. Elaborate whenever possible to provide a full and clear description of your proposed event.

Submission Time: For large-scale events, it is recommended that you submit your proposal as far in advance as possible, generally three to six months prior to your preferred event date(s). Proposals for other events may be considered with a lead time of at least one to two months.

You may submit your proposal via fax, mail, or email.

Fax: Send your completed proposal and supplementary materials to 212-719-3499,
Attn: Events Department.

Mail: Events Department
Chelsea Improvement Company
1065 Avenue of the Americas, Suite 2400
New York, NY 10018

Email: Submit your proposal in email attachments appropriate for PC download (Microsoft Word, Excel, or PDF files) to: events@urbanmgt.com.

Response Time: Fully completed proposals are usually reviewed within one to two weeks after submission. We cannot provide an estimated fee for your event without a complete proposal. Additionally, an on-site walkthrough with the CIC Events Department may only be scheduled once all materials are submitted and questions are answered. The original proposal may require minor revisions due to time and space restrictions, park/triangle rules, or logistical complications.

Free Fitness Classes

Chelsea Triangle & 10th Avenue Park Summer 2010

Over 3,000 participants attended the free weekly SharQui (belly dancing), yoga, salsa, and capoeira classes offered by Chelsea Improvement Company throughout the summer months.

In partnership with local dance and fitness studios, CIC's public spaces became weekly destinations to get fit and have fun.



Fees

Estimated fees will only be given after a complete proposal is submitted and reviewed.

The fee for your event is determined by the following, among other considerations:

Type of Event: Whether the event is corporate, commercial, promotional, informational, or public.

Disruption of Public: Whether the event disrupts public use of the park/triangle, including obstructing pedestrian traffic flow or closing off any part of the park to the public.

Construction: If extensive construction (large structures) is required or large/heavy duty equipment is necessary.

Length of Time: The total amount of time in the park from load-in through load-out.

Fees are determined according to the details in your proposal. The more detailed your proposal, the more quickly and accurately we can estimate your fee.

NOTE: Chelsea Improvement Company receives no city, state or federal money and is funded entirely by earned income. A large part of this revenue comes from fees charged to those who wish to use our park and public spaces for a commercial, profitable, promotional, or exclusive event. All site fees are used to operate, maintain, and improve the park and plaza's beauty and functionality.



Malaysian Night Market Chelsea Triangle September 14, 2010

Malaysia Kitchen NYC transformed the Chelsea Triangle into a vibrant open-air market reminiscent of the famous markets found in Kuala Lumpur and Penang. Hundreds of people came to experience the sights, sounds, aromas and tastes of classic Malaysian street food from local restaurants including Fatty Crab, Spice Market, Café Asean, and others. CNNi reported that “it was so crowded in early evening that it was hard to move around...but that didn’t stop Asian foodies from lining up.”

Adding to the colorful atmosphere were Malaysian cultural dancers on a dedicated stage.

Supplemental Costs & Permits

Liability Insurance: Event planners must provide liability insurance. A typical policy covers a minimum of \$3 million per occurrence, naming Chelsea Improvement Company and the City of New York as additional insureds. Workers compensation of at least \$1 million is also required.

Damage Deposit: All events must provide a deposit to pay for any damage to park/triangle property or other violations of the site agreement. The deposit amount is based on the size and nature of the event.

Park Amenities: If your event disrupts or has the possibility of disrupting the services of park/triangle amenities (food kiosks and others), you must work out an agreement with each disrupted amenity outside of any contracts or permits you have with Chelsea Improvement Company or the City (Hudson River Park Trust, Film Office, Department of Transportation, etc.). Compensation for loss of revenue by park/triangle amenities may be included in those disruption agreements.

Security: If necessary, events are responsible for hiring a private security company. The Events Department will work with you to recommend a proper plan.

Sanitation: There is sanitation staff in the park/triangle during hours of operation. If your event requires additional sanitation, your staff may provide those services to our satisfaction or you may hire our staff at an hourly rate.

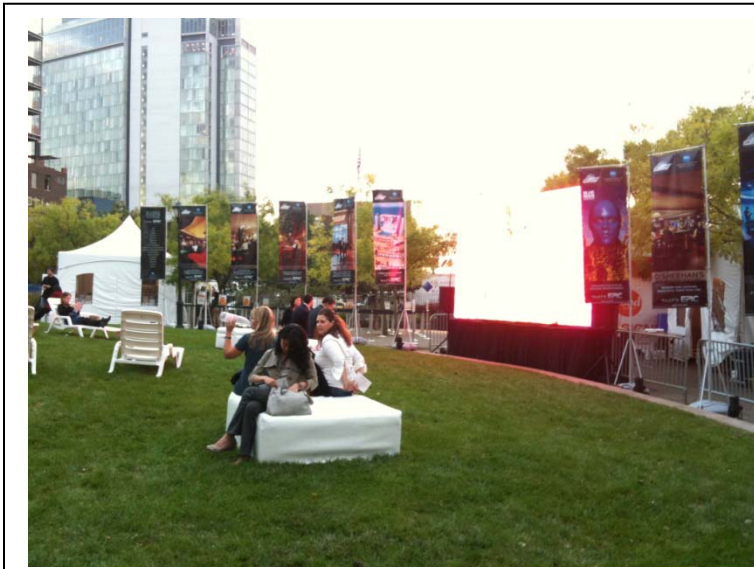
Permits: You will need other permits associated with holding events in New York City including, but not limited to, NYPD Amplified Sound Permits, Street Activities Parking Permits, Transportation Department Permits, Department of Buildings Permits, music copyright licenses (BMI, ASCAP, and/or others), and any other license or permit that may be necessary.

We will help you determine which additional permits are required for your event, but you are responsible for obtaining all permits, paying all fees associated with them, and providing copies of each permit to CIC in advance of your event.

- **NYPD Amplified Sound Permit**
This permit is necessary in order to have amplified sound at your event. To inform the police about your permit application, call the Midtown South Precinct at 212-239-9811. You must apply in person to the Midtown South Precinct at 357 West 35th Street, New York, NY 10001 to be issued an amplified sound permit. There is a one-time \$45 fee for the permit.
- **Street Activities Parking Permit**
Parking permits for adjacent streets can be obtained from the Street Activities Permit Office at 212-788-7567 or online at <http://www.nyc.gov/html/cecm/html/office/office.shtml>. You must submit detailed information in writing about the use of the street for your event. Fees are dependent upon details of use.
- **Department of Buildings Structures Permit**
Tents and other structures included in your event may require permits from the Department of Buildings. Once you have submitted specifications for all elements of your event, we can help you determine which permits may be necessary. The Department of Buildings can be reached at 212-566-3300 or online at http://www.nyc.gov/html/dob/html/applications_and_permits/applications_and_permits.shtml.

Additional Guidelines

Alcohol: Alcohol consumption is prohibited in the park/triangle. Events that wish to serve alcohol will be reviewed on an individual basis and will require additional permits and security costs.



NYC Food & Wine Festival *10th Avenue Park* *Fall 2009, 2010*

During the peak of NYC's fall season, the Food & Wine Festival brings the foodie world together in a weekend filled with culinary demonstrations, wine and food pairing seminars, interactive kids-oriented cooking experiences, and more.

Each year, the 10th Avenue Park becomes a chic lounge to serve as the perfect respite for Festival participants in need of a break from the excitement.

Electricity: There is no electricity available in the triangle or park. If your event requires its own generator, it must be placed at a location approved by CIC.

Furniture: The chairs, tables, and umbrellas in the park/triangle are for public use at all times. However, if you would like to use our furniture for your event or audience, you may request it in your proposal. You may also request to have furniture removed from the park/triangle if necessary for your event.

Gardens/grounds: The gardens, lawn, foliage, and bluestone must be protected from damage during load-in, load-out, and throughout your event. We will work with you to devise an appropriate protection plan.

10th Avenue Park Lawn: The availability of the Lawn depends on weather conditions on the day of and days prior to the event. If you plan to have the Lawn as a part of your event, please have an alternate plan in case the Lawn is unavailable. Structures are only permitted on Lawn if proper protection plan is approved by CIC in advance.

Load-in/out: The park/triangle and surrounding sidewalks should remain open to the public at all times unless there is a danger to the public and a brief closure is absolutely unavoidable. No cars or trucks are allowed to remain inside the park/triangle.

Parking: If you wish to park vehicles on the adjacent streets, you will need a permit from Street Activities Permit Office (212-788-7567). There are also numerous parking lots in the area.

Park/Triangle rules: Events must uphold the posted park/triangle rules regarding alcohol and drug use, dogs, ball playing, etc. Bryant Park is a public park. Members of the public who want to use the park or triangle but don't wish to participate in your event cannot be barred from the park/triangle. No event can completely close the park to the public.

Photography and filming: Groups who wish to use the park for commercial photography or videography, NOT in conjunction with a park/triangle event, must apply for a permit from CIC. There is an hourly fee based on appropriateness to the park/triangle, disruption to the public's use of the park/triangle, crew size, complexity of set-up, amount of equipment, and space used in the park. You must also have liability insurance naming Chelsea Improvement Company and the City of New York as additional insureds. CIC photo/film permit applications can be found online at chelseaimprovement.com.

Planters: There are many horticultural planters in and around the park and triangle. You may request to have our staff remove/rearrange some or all planters if necessary for your event at an additional cost.

Sanitation: There is sanitation staff in the park/triangle during hours of operation. If your event requires additional sanitation, your staff may provide those services to our satisfaction or you may hire our staff at an hourly rate.

Security: If necessary, events are responsible for hiring a private security company. The Events Department will work with you to recommend a proper plan.

Signage: Any and all event signage or signage distribution in the park/triangle must be approved by CIC before the event.

Sound: There is an 80-decibel sound limit in the park and triangle. We will work with you to ensure the most effective sound scheme for your event. To use amplified sound in the park or triangle, you will need a Sound Permit from the NYPD's Midtown South Precinct (212-239-9811).

Trash removal: All trash generated from an event must be bagged and removed from the park/triangle at the end of the event. Trash cannot be left next to garbage cans or on the curb. We suggest hiring a private trash carting service. All cardboard must be removed from the park after an event.

Weather: Events are rain or shine. Rain dates are not typically given.

WiFi: There is free wireless available in the Chelsea Triangle.

Proposal Outline

In order to determine whether your proposed event is appropriate for the Chelsea Triangle or the 10th Avenue Park and to determine an appropriate site fee, please complete a proposal following the outline below and submit according to the instructions on page 2 of the Event Planning Guide.

1. Contact Information:

- Name of event organizer/contact
 - Address, phone & fax number, e-mail address
- Production company (PR firm, marketing company, etc.)
 - Address, phone & fax number, e-mail address
- Sponsor/client

2. Event Information:

- Event logistics
 - Proposed date(s)
 - Alternate plan in the event of rain (rain dates are typically not given)
 - Start and end times
- Event description
 - What is the concept of the event?
 - Is the event public or private?
 - Who is the audience for your event? How many attendees do you hope to attract or invite?
 - What is the purpose/goal of your event?
 - What is the promotion plan? How will your event be marketed or publicized prior to the event date? Do you have a media partner (newspaper, radio/TV station)?
 - Will there be a press conference before and/or on day of event? On or off-site?
 - Do you have a celebrity connected to your event? Will he/she be on-site?
 - Is there a charity component to your event?
 - Will food or beverage be distributed at your event?
 - Why are you choosing the Chelsea Triangle or 10th Avenue Park for your event?
 - Have you considered other locations? Which ones?

3. Detailed Production Schedule:

- Site plan for the park (use map on page 13)
- Site plan for use of adjacent streets/sidewalks
- Size of production crew
- Number and description of vehicles to be unloaded, if necessary. Please specify location of unloading.
- Description of all structures/machines (forklifts, scaffolding, etc.) to be used in production (dimensions, weight, height, etc.)
- Load-in and load-out times

- Will you have a security company on-site? Please give name and contact information.

4. List of Equipment:

- What do you propose to bring into the triangle/park?
 - Please list all items such as tables, cables, extension cords, signs, speakers, mics, lighting, staging, tents, generators, stanchions, barricades, ballasts, etc.
 - Include decorative and promotional items such as balloons, flyers, giveaways, refreshments, etc.

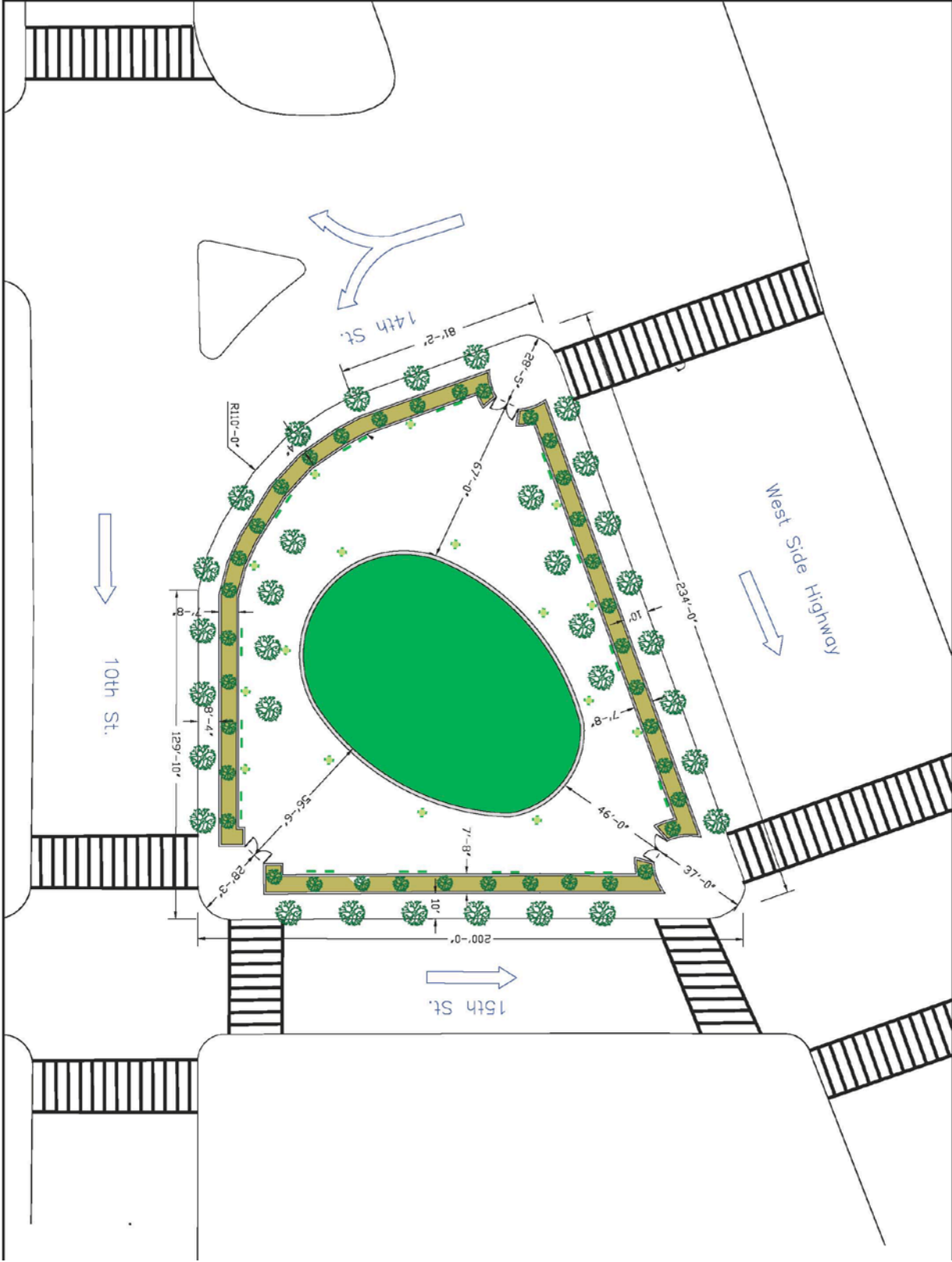
5. Aesthetic Components:

- Indicate on the park map (page 13) where all elements will be located (tents, displays, etc.)
- Provide examples of all signage to be displayed. How will signage/banners be hung, weighted, displayed?
- If necessary, draw or otherwise depict how the completed set-up will look.
- Does your event include music? What kind? Live or taped?
- If you are considering having a performance, please send a demo CD/DVD and press kit about the performers
- Will your event have an emcee? A celebrity spokesperson or attendee?
- Will any radio stations be involved?
- Provide examples or detailed descriptions of all products, giveaways, brochures, flyers, etc. intended for distribution at the event.
- Will you have street teams?

Questions?

If you have a question that is not answered in the Event Planning Guide, please call the Events Department at 917-438-5119 or email events@urbanmgt.com.

10th Avenue Park



Chelsea Triangle

