

1. Introduction

City Hall Plaza was designed specifically to maximize public space in the heart of downtown Boston. This unique space is ideal for all types of cultural, civic, athletic and commercial activities. Robust use of City Hall Plaza contributes to the vibrancy of downtown Boston and City Hall.

The Plaza consists of over 200,000 square feet of contiguous, solid-surface open space in an L-shape that includes on stage on the north side. Direct access to the MBTA Green, Blue and Orange lines are available at the east and north edges of the Plaza.

City Hall plaza is adjacent to historic Faneuil Hall and shopping at Quincy Market and Downtown Crossing. The Plaza is also walking distance to Boston's North End and Beacon Hill neighborhoods, Boston Common and Public Garden, as well as Boston Garden. The Plaza is also near to many large office towers, hotels and at least one major university.

Estimates conclude that foot traffic on the plaza daily numbers in the 20,000 to 30,000 person range.

Despite its ideal central location and its unique characteristic as the only large solid-surface open space in downtown Boston, City Hall Plaza has been chronically underutilized. However, the City believes the plaza has incredible untapped potential. As part of the rethinking of City Hall and how it can be a more welcoming place for constituents and visitors, the City wants to explore new and innovative approaches to the Plaza's design, management and program usage.

This Request for Ideas, Interest and Innovation from potential operators and/or designers and/or curators of City Hall Plaza is intended to gain insight on potential concepts for a better City Hall Plaza. The City is open to all suggestions for designs and operations of the Plaza.

2. The Vision for City Hall Plaza

The vision of Mayor Martin J. Walsh for City Hall Plaza is summarized as follows:

Mayor Walsh wants City Hall Plaza to be an inviting and attractive public forum that is robustly used by resident and visitors. It should contribute to the vitality of City Hall and the surrounding neighborhood. It should attract people to spend time on the Plaza relaxing, watching entertainment, participating in educational or cultural or athletic activities, enjoying their lunch,

and just generally enjoying the Plaza. The Mayor welcomes any ideas that further these goals from leasing to designing to curating and any other public-private partnerships.

3. Responses to the RFI

This RFI is not a formal procurement process to select an operator; it is an informal solicitation to gauge interest and gain information. Responses to this RFI shall serve solely to assist the City in understanding the current state of the marketplace with regards to the solicited information and to inform the development of a possible Request for Proposals (RFP). Responding to this RFI is entirely voluntary, and will in no way affect the City's consideration of any proposal submitted in response to any subsequent solicitation, nor will it serve as an advantage or disadvantage to the respondent in the course of any RFP that may be issued. All responses to this RFI will be public record under the Commonwealth's Public Records Law, Massachusetts General Laws Chapter 66 s. 10, regardless of confidentiality notices set forth in such responses to the contrary. Responses to this RFI should include:

- Description of the entity responding
- A discussion of the entity's business concept and its operating structure
- Description of the relevant experience of the entity for operating and/or designing and/or curating a space like City Hall Plaza
- Proposed physical concept for the space, if relevant to your proposal
- Proposed plans for developing and managing programmatic content for City Hall Plaza, if relevant

4. Response Logistics

Respondents to this RFI should do the following:

- Review the RFI in detail
- Attend an informational meeting on March 25th at 1pm in Room 608 of City Hall to learn more about the opportunity
- Contact Molly Murphy at Molly.Murphy@boston.gov with any questions
- Provide a Statement of Interest with the information described in Section 3 above on or before May 4th, 2015.

Respondents may be contacted by the City as a result of their statement of Interest to meet and discuss the concept proposed. Further, while the City recognizes the value of unique ideas for City Hall Plaza, it is likely that the information gained from this Request for Information, including the Statements of Interest and follow up process will serve to develop a comprehensive Request for Proposals.

