



Festival Stage Production Partnership Opportunity

September 11, 2020

Evergreen Festival

NOV. 28 - DEC. 21, 2020

Halifax Waterfront/Downtown Halifax

OVERVIEW

Inspired by European-style Holiday Markets, Evergreen Festival is being curated by Develop Nova Scotia from November 28 - December 21, 2020. As a multi-week outdoor experience celebrating Nova Scotia's culture, food, spirits, craft, art, music, and performance, this Festival uniquely and intentionally embraces Nova Scotia's approaching winter and holiday season.

Dispersed along the Halifax waterfront and downtown Halifax, a curated, walkable, safe collection of outdoor experiences will be linked together through illumination and activations encompassing both businesses and public spaces. The Festival is an invitation to Haligonians, Nova Scotians and visitors to dress for the weather and gather outside to enjoy the sights, sounds, tastes and smells of the festive season as they savor time with friends and family, by day and night.

Evergreen Festival represents a significant and impactful opportunity for Nova Scotia. As a motivator to engage Nova Scotians in a festive atmosphere they will support local business, generate incremental sales for existing and "pop-up" businesses and operators within a diverse collection of sectors including retail, food and beverage service providers, food and beverage producers, creative industries (musicians/artists/etc.) as well as accommodations and attractions.

While the 'in-person' experience will be critical, the virtual component will extend the Festival to be accessible geographically through online product sales, as well as extending programming and entertainment to wider audiences through online streaming services (live and pre-recorded programming) and potential broadcasting partners.

Initially focused on a regional market, particularly in 2020, the Evergreen Festival is intended to become the signature regional attraction of the Holiday season supporting a meaningful impact on season extension for the Tourism industry.

OPPORTUNITY: Evergreen Festival Stage Production Partner

Evergreen Festival will offer a robust schedule of events, core experiences and activations executed by Festival partners and Develop Nova Scotia. Among the collection of experiences is the Evergreen Festival Stage. Intended to serve as a focal point and highlight of the Festival, the Evergreen Festival Main Stage and associated indoor and outdoor stages will be programmed to be vibrant, engaging, impactful and memorable.

Develop Nova Scotia is currently seeking a production partner who can mount, manage and sustain a signature stage experience for the duration of the Festival.

Evergreen Festival Schedule*

It is anticipated that the Evergreen Stage(s) will be programmed to support, complement and enhance the overall Festival activation and events schedule:

November 28 (Small Business Saturday) – December 21 (Winter Solstice)

- Wednesdays & Thursdays: 4pm – 10pm
- Fridays & Saturdays: Noon – 10pm
- Sundays: Noon – 6pm

**Subject to change*

Evergreen Festival Stage Production

Intended to celebrate and showcase Nova Scotia's rich cultural diversity, the stage(s) will be programmed with live performances, workshops, classes, demonstrations, and more, drawing on existing annual events and holiday-related performances (many of which would otherwise be cancelled this season) as well as performing arts companies and organizations across Nova Scotia. It is expected that the Festival Stage schedule could include but is not limited to theatre, music, dance, cultural performances and movies. Curation of the Stage line-up should be designed to provide valuable content for in-person experience and live streaming with capacity potentially for broadcast television and radio.

In light of current Public Health guidelines and weather considerations, while the Festival Stage ideally would be located outside on the Halifax waterfront within Foundation North Parking Lot, it is anticipated there could be combination of indoor and outdoor stages which enable public viewing and engagement as a live audience while being streamed concurrently to screens in Festival activation areas.

Festival Stage Production Partner Selection

Building on the foundation of Evergreen Festival and its intent, Develop Nova Scotia invites interested organizations to present their Festival Stage Vision and how it will support Festival goals and objectives. Your proposal and presentation will be evaluated based on the following details and evaluation guidelines:

Submission deadline: Organizations interested in partnering with Develop Nova Scotia on Evergreen Festival in the role of Stage Production Partner are to provide an electronic proposal by email to donna.hatt@developns.ca no later than 10 AM AST, September 21, 2020. Questions related to the submission can be addressed to the same email. Develop Nova Scotia retains the sole discretion to short-list proposals based on Festival strategic alignment. Late submissions will not be considered.

Presentation date and time: Presentations will be a maximum of one hour with 30 added minutes for questions and discussion. Presentations will be delivered in-person at Develop Nova Scotia on September 23. No "rain day" will be offered. No more than three organizational representatives may attend presentations. Public health guidelines, including social distancing and the appropriate wearing of masks will be strictly followed.

Proposal expectations include your;

- Experience and Record of Success: Provide an overview of your company/services. Demonstrate your track record of success as related to providing, relevant production services for events as described for the Evergreen Festival Stage and Market;
- Production Concept: Describe your clear vision *for an impactful Evergreen Festival Stage experience* including how you would manage stage productions in a manner that meaningfully engages the broadest range of in-person and virtual attendees;
- Added Value: What unique value would you bring to the Festival that would elevate this initiative to the regional signature event it is desired to be? This could include but is not limited to special partnerships/relationships including charitable organizations, public accessibility for those with but not limited to sight, hearing and mobility challenges, the promotion of cultural and supplier diversity and inclusivity, a focus on environmental stewardship, and public health and safety (a COVID-19 public safety focus must be included);
- Economic Impact: Provide a forecast of potential economic impacts including desired Develop Nova Scotia sponsorship, proponent investment, and value to local businesses. Your *capacity and approach to generating sponsorships and financial requirements to deliver and sustain the Festival Stage program budget must also be addressed*; and
- Provide three (3) relevant reference letters. References should be provided on client letterhead, describe what was collaborated on, what the outcomes were (on budget, on time, met expected production and or economic deliverables), and level of client satisfaction. Point of Contact information including Name, Phone Number, and Email Address are to be included

Event Services Scoring Matrix	
Experience and Record of Success	/25 points
Production Concept	/25 points
Added Value	/25 points
Economic Impact	/25 points
Proposal Score	/100 points

Develop Nova Scotia retains the sole discretion to award and or continue the search for a suitable Stage Production Partner after reviewing and evaluating submitted proposals.