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## **Call for Qualifications**

### **Children's or Family Riverfront Park Programming & Activation**

Riverfront Parks Conservancy seeks to engage a consultant to design specialized programming for urban youth in one of the downtown waterfront parks or riverwalk with a focus on health and wellness. We are looking to evaluate applicant qualifications, choose one, and work with that person/firm to design and implement a pilot program within time and budget constraints.

#### **Qualifications Desired:**

- Proven experience with children's programming, design and implementation, either with park management or as a consultant.
- Provide examples of successful programs you have designed and/or implemented.
- Understanding of urban neighborhood audiences in Jacksonville.
- Experience with community engagement in the design phase, and feedback for continuous improvement.

#### **Required Submission Items**

##### **1. Contact Information**

- a. Name of Principal/Firm
- b. Point of Contact: Name/Title
- c. Physical Address, Phone, Email
- d. Website
- e. Number of years in business
- f. References (at least two)

##### **2. Why are you are interested in working with Riverfront Parks Conservancy on this project? (250 words or less.)**

##### **3. Provide at least two examples of projects you have successfully done that illustrate your skills and capabilities. Why were the projects successful? How did you measure results? Please provide numbers of participants and overall budget for each.**

##### **4. Please review the project assignment below. NOTE: This is the assignment once the consultant is hired. Feel free to comment on any aspect of the assignment.**

##### **5. Budget considerations: what is your hourly rate or do you work on a fixed fee basis? Is there anything in the budget that concerns you?**

##### **6. Send your interest and qualifications by February 28, 2023 to:**

- i. Barbara Goodman
  - ii. Board Chair, Riverfront Parks Conservancy
  - iii. [barbara@riverparkjax.org](mailto:barbara@riverparkjax.org)
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## **PROJECT ASSIGNMENT**

### **Downtown Riverfront Children’s or Family Programming/Activation**

**Following is the general project assignment that will be undertaken in collaboration with Riverfront Parks Conservancy Board/Staff after a consulting individual/firm is selected.**

**1. Deliverable**

Design a parks activation program “to support the planning, promoting, and implementing of programming for children and families, with a focus on health and wellness in downtown parks.” The activation program should include a pilot program to be implemented in 2023 with an eye towards a recurring annual program.

**2. Target Audience**

Elementary school aged children who are from underserved communities or who may not have access to the riverfront. Optional: incorporate parents and families.

**3. Goals**

In a fun and enjoyable way, promote health, fitness, wellness in an outdoor setting at the downtown riverfront. Appreciation and experience of the river will be a side benefit. Describe how the program will meet the health and wellness goals and how those might be measured or tracked.

**4. Considerations:**

Riverfront parks and the riverwalk in downtown Jacksonville will be in various stages of planning and construction over the next few years. As such, the program should identify potential riverfront park locations, partnerships, and logistics including transportation if needed.

**5. Community input and feedback.**

Please indicate whether community engagement is required prior to the pilot implementation and how you will conduct that engagement. Similarly, please outline ways to measure success and obtain feedback for improvement.

**6. Budget:**

The budget for design of the program will be discussed following selection. The project plan will be expected to delineate what is needed from a planning, consulting, or professional fee standpoint, as well as a budget for pilot implementation. Note that the implementation budget may be increased with sponsorships or partnerships which should be part of the consulting recommendations. The plan should include how this project may be scaled and how the scaled project might differ from the pilot.

**7. Participants.**

The number of children served will be a function of the programming plan and the budget. Please outline how the program could be scaled to serve more participants, if successful.

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