Bryant Park Event Planning Guide

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Contact Information:
Bryant Park Corporation
Phone: (917) 438-5119
Email: events@urbanmgt.com
Overview

Event Proposal: In order to determine whether your proposed event is appropriate for Bryant Park and to determine an appropriate site fee, we ask that you submit a proposal, following the outline on pages 12 and 13. 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 email, fax, or mail.

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

Mail: Events Department
Bryant Park Corporation
1065 Avenue of the Americas, Suite 2400
New York, NY 10018

Response Time: Fully completed proposals are reviewed within one to two weeks after submission. We cannot provide an estimated fee for your event without a complete proposal. On-site walkthroughs with Bryant Park Corporation 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 rules, or logistical complications.
Event Locations
Please review the following typical event spaces and determine which space works best for your event. Keep in mind that no event can be completely closed the park to the public.

1. **Lawn**
The jewel of Bryant Park, the Lawn hosts thousands of visitors each day. With approximately 280’ x 180’ of green space, the Lawn is heavily used by the public in pleasant weather. The Lawn may be unavailable in wet weather, but the gravel surrounding the Lawn is always open. Structures and materials may not be placed on the Lawn, however it may be used as a viewing area for your event.

2. **Fountain Terrace**
At Bryant Park’s main entrance on 6th Avenue and 41st Street, the Fountain Terrace is a highly trafficked and visible space. Featuring the park’s unmistakable pink granite fountain, the 67’ x 87’ terrace has been the host of many events ranging from product launches and promotions to concerts and art installations.

   **Upper Terrace (w/ FT)**
   Adjacent to the Bryant Park Grill and the Bryant Park Café, the Upper Terrace overlooks the Lawn and offers 136’ x 56’ of space with a grand staircase leading down to the lawn level.

3. **40th Street Plaza**
Currently home to our Bryant Park Games, the 40th Street Plaza is a bluestone area approximately 59’ x 44’ on the southern side of the park. It is located just south of Le Carrousel, with great visibility from 40th Street.

   **42nd Street Plaza**
The 42nd Street Plaza is a bluestone area approximately 59’ x 36’ on the northern side of the park and serves as the main entrance from 42nd Street.

4. **Pétanque Courts**
Two Pétanque Courts are located in the northwest corner of the park and are 80’ x 30’ combined. The gravel courts are used by the public to play pétanque, the popular European game of boules, but are also available for parties and events.

   **The Green**
Directly south of the Pétanque Courts is the Putting Green and Kubb Area. This area is available to be as a standalone or used in connection with events on the Fountain Terrace or Southwest Porch.

5. **Le Carrousel**
Complementing the park’s French classical style, Le Carrousel is homage to European and American traditions. Its 14 animals, replicas of classic carousel creatures, revolve to the sounds of French cabaret music. The carousel can be enjoyed by children as well as adults, and is a charming setting for children’s parties, corporate events, and photo/film shoots.
6. **Southwest Porch**
   Located in the southwest corner of the park, the Southwest Porch is an open air space for the public to relax in. Visitors can order food and beverages to enjoy beneath the park’s trees. With a full bar and food service provided by Ark Restaurants, the Southwest Porch makes an ideal venue for outdoor gatherings, meetings, and parties. The Porch is open year round, with an inviting fire pit, heat lamps, and hot specialty drinks on the menu during the winter months.

**NYPL Locations**

1. **42nd Street Entrance of New York Public Library**
   Events taking place inside the New York Public Library may extend their set-up outdoors onto the steps and side terrace at the Library’s 42nd Street entrance. From white tents to red carpets, there are endless ways the entrance can be transformed to complement your indoor event.

2. **Fifth Avenue Terrace**
   The library’s historic façade is a lovely background for events, offering approximately 15,000 square feet of space below the Library’s main staircase. All events on the Fifth Avenue Terrace of the New York Public Library are also subject to approval by the NYPL. It has been used as a pink carpet entryway for the *Sex and the City: The Movie* DVD launch party, has served as the backdrop to feature films, such as *Ted 2, Spider-Man, 13 Going on 30.*

**Bank of America Winter Village at Bryant Park**

**Rink**

From November until March, Bryant Park is transformed into a winter wonderland. With over 120 holiday shops and a free admission ice skating rink, the park is a wonderful setting for events. The Rink is available for private rentals, promotional events, performances, and film/photo shoots. **Note: The Upper Terrace, Fountain Terrace, Petanque Courts, and the Green are occupied by the Holiday Shop kiosks from November through early January each winter, small events at these locations may be considered during this time frame on a case by case basis.**

1. **NW Corner of Rink Deck**
   A prime location adjacent to the skating rink, the northwest corner of the deck offers approximately 70’ x 50’ of wide open floor space. It’s the perfect location for pop-up shops, sampling opportunities, and other promotional events.

2. **Overlook**
   This chic all-glass pop-up space offers sweeping views of the skating rink and park from the second floor. It is available for private bookings through Union Square Events, and may be the perfect indoor or VIP element for your park event.
Fees

Why is there a fee?
Bryant Park 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 the park for a commercial, profitable, promotional, or exclusive event. All site fees are used to operate, maintain, and improve the park’s beauty and functionality.

The fee for your event is determined by the following, amongst 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, 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. *Estimated fees will only be given after a complete proposal is submitted and reviewed.*

HBO Bryant Park
Summer Film Festival
Lawn

Every summer, thousands of people flock to Bryant Park on Monday nights to watch classic films under the stars. The films are projected from the Upper Terrace onto a screen on the Fountain Terrace, while the audience picnics on the Lawn, in the gravel paths, and in the allées.
Supplemental Costs & Permits

**Liability Insurance:** Event planners must provide liability insurance for use of the park. A typical policy covers a minimum of $3 million per occurrence, naming Bryant Park Corporation 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 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 amenities (food kiosks and others), you must work out an agreement with each disrupted amenity outside of any contracts or permits you have with the Bryant Park Corporation or the City (Parks Department, Film Office, Department of Transportation, etc.). Compensation for loss of revenue by park amenities may be included in these disruption agreements.

**Security:** There are at least two uniformed private security officers in Bryant Park at all times to ensure public and park safety. If your event requires additional security, we recommend hiring a security firm. For the protection of the park itself, however, we may require you to hire additional officers from our private security staff at an hourly rate.

**Sanitation:** The sanitation staff maintains the park’s cleanliness for the public. If your event requires additional sanitation, your staff must provide those services to our satisfaction.

**Permits:** You will need other permits associated with holding events in New York City including, but not limited to, NYC Department of Parks & Recreation Special Events Permits, 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 BPC in advance of your event.

- **NYC Department of Parks & Recreation Special Events Permit**
  You MUST apply for a NYC Parks and Recreation Special Events Permit. While Bryant Park is privately managed, it is still a City park and is subject to the rules and regulations of the Department of Parks & Recreation. Once you have submitted a proposal to BPC, you must submit an application online (30 days or more in advance) at [http://www.nycgovparks.org/sub_permits_and_applications/planning_an_event.html](http://www.nycgovparks.org/sub_permits_and_applications/planning_an_event.html). There is a one-time $25 application fee per event. The Parks Permit must be approved by both BPC and NYC Parks & Recreation, so please provide your event details as soon as possible. For more information, call NYC Department of Parks & Recreation at 212-408-0226.

- **Community Board Five Presentation**
  Public review is a part of the Parks & Recreation Special Events permit process. Community Board Five will contact event permit applicants, who are expected to present to its Parks Committee at a monthly public meeting. Community
With the help of Shakira, T-Mobile announced their new groundbreaking launch of the “no carrier” plan in the park. Thousands of free tickets were distributed.
Additional Guidelines

**Alcohol:** Alcohol consumption is prohibited in the park, except on the premises of the Bryant Park Café, Bryant Park Grill, and the Southwest Porch.

**Bathrooms:** Bryant Park's bathrooms are open to the public during park hours. There are three stalls in the women's restroom and three urinals/two stalls in the men's. If you anticipate large crowds for your event, you will need to include portable toilets in your event proposal. Portable toilets are typically placed on the 40th Street sidewalk.

**Electricity:** There are a series of manholes throughout the park that are rated for 200, 400, and 800 amp-3 phase connections and can be used in multiple combinations. There are two 800 amp-3 phase company switches located at the base of the Upper Terrace stairs, and also a limited number of 20-amp outlets throughout the park. If you wish to use them, you must inform us of what type of distribution you are planning to use. It may be necessary to have an electrician make these connections. Large events may be subject to a connection fee dependent upon the scale of your event. Minimal use of electricity is complimentary. If your event requires its own generator, it must be placed on 40th Street at a location approved by BPC.

**Food:** Ark Restaurants, Breads Bakery, Joe Coffee, Le Pain Quotidian, and Wafels & Dinges are the preferred food service providers in the park and can help you with any catering needs for your event. Ark Restaurants (212-206-8815) is the operator of the Bryant Park Grill, Bryant Park Café, and Southwest Porch. Breads Bakery, Joe Coffee, Le Pain Quotidian, and Wafels & Dinges are the operator of the four kiosks near 6th Avenue. If you wish to bring your own refreshments and caterer, you may need to compensate these vendors for loss of business.

**Furniture:** Chairs, tables, and umbrellas in the park 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 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.

**Hours:** Events must take place within posted park hours, unless otherwise approved. The park is open daily from 7:00am to 8:00pm – midnight depending on the time of year. A complete schedule is posted online at [www.bryantpark.org](http://www.bryantpark.org).

**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 not permitted on the Lawn.

**Load-in/out:** The park and surrounding sidewalks must 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 inside the park.

**Parking:** Bryant Park Corporation permits the northern curb lane of 40th Street between 5th and 6th Avenues. For parking on the south side of 40th or other adjacent streets, you will need a Street Activities
Permit from the Office of Street Activities (212-788-7567). There are also several parking lots near the Park.

**Park rules:** Events must uphold the posted park rules regarding alcohol and drug use, smoking, dogs, ball playing, etc. Members of the public who want to use the park but do not wish to participate in your event cannot be barred from the park and no event can completely close the park to the public.

**Photography and filming:** Using the park for commercial photography or videography, NOT in conjunction with a park event, requires a permit from BPC. There is a fee based on disruption to the public’s use of the park, crew size, complexity of set-up, amount of equipment, and space used in the park. Liability insurance naming Bryant Park Corporation and the City of New York as additional insureds is required. Bryant Park photo/film permit applications can be found online at [www.bryantpark.org](http://www.bryantpark.org).

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

**Screen:** The HBO Bryant Park Summer Film Festival screen is erected in mid-June and removed in late August. It cannot be dismantled or moved during this time. If you would like to use the screen or its truss structure, there will be additional rental fees and its use may be subject to approval from HBO.

**Signage:** Any and all event signage or signage distribution in the park must be approved by BPC before the event.

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

**Stage:** During the summer there is a 20' x 28' stage in front of the screen, on the Fountain Terrace facing the Lawn (mid-June to late August). Once this stage is assembled, it does not move until it is taken down at the end of the summer. If your event takes place during this time, please indicate whether or not you plan to use the stage in your proposal.

**Trash removal:** All trash generated from an event must be bagged and removed from the park at the end of the event. Trash cannot be left next to garbage cans or on the curb and must be removed. We suggest hiring a private trash carting service. Failure to properly remove trash can result in an additional fee.

**Weather:** Events are rain or shine. Rain dates are not typically given. You will need to submit a contingency rain plan.

**Wireless:** Free wireless internet is available at all times. If you would like to include wireless features in your event, please include the details in your proposal. Keep in mind there may be additional fees.
Proposal Outline

In order to determine whether your proposed event is appropriate for Bryant 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 & cell number, e-mail address
   - Name of production company
     - Address, phone & cell 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?
     - What is the purpose/goal of your event?
     - Is the event public or private?
     - Who is the target audience for your event?
     - How many attendees do you hope to attract or invite?
     - What is the promotion plan? How will your event be marketed or publicized prior to the event date? Do you have a media partner?
     - 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 in the park?
     - Is there a charity component to your event?
     - Will food or beverage be distributed at your event?
     - Why are you choosing Bryant Park for your event?
     - Have you considered other locations? Which ones?

3. **Detailed Site Plan and Production Schedule:**
   - Site plan for the park, including all stages, tents, platforms, etc. (use map on page 14)
   - Site plan for use of 40th Street or other adjacent streets/sidewalks
   - Size of production crew
   - Number and description of vehicles to be unloaded, if necessary. Please specify location of unloading.
4. List of Equipment:

- What do you propose to bring into the 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 14) 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@urbanmgmt.com.