**Korean Cultural Center New York**

**Application Guide and Forms**

**- Request for Proposals -**

「**New York Korea Center Opening Reception**」

**Marketing and Event Production Services**

# PROJECT OVERVIEW

* 1. **Overview**
     + New York Korea Center Opening Reception Production and Marketing Campaigns
     + Date: Exact date confirmation to be provided at the completion of the New York Korea Center building
     + Bidding Process: General Competitive Bidding (일반경쟁입찰; 국가를 당사자로 하는 계약에 관한 법률 제7조)
     + Bidding Selection: Contract by Negotiation (협상에 의한 계약) as enforced by Article 43 of the Enforcement Decree of the Act on Contracts to which the State is a Party (국가를 당사자로 하는 계약에 관한 법률 시행령 제43조)
     + Project Budget Cap: $50,000.00 USD

**About the Korean Cultural Center New York**

Inaugurated in 1979, the Korean Cultural Center New York (KCCNY) is a branch of the Ministry of Culture, Sports and Tourism of the Republic of Korea. KCCNY works to promote cultural arts exchange and stimulate interest in Korean culture through diverse activities including gallery exhibitions, performing arts concerts, film festivals, and educational programs.

Gallery exhibitions are organized by Gallery Korea, a division of KCCNY for various Korean, Korean-American, and international artists. Each year, multiple exhibitions are held and hundreds of artists have showcased their works through our annual Call for Artists program in addition to our specially curated programs.

KCCNY both presents and supports performing arts events that span traditional Korean music and dance to contemporary works. With our annual Open Stage program that provides rising performers to showcase their works in New York to special presentations with prestigious local cultural arts institutions, KCCNY’s performing arts programs attract audiences from all over the country.

The film division is also a dynamic part of KCCNY with increasing attention and support from the New York audience. Through programs like Korean Movie Night New York, KCCNY introduces new Korean films and features Korea’s most prominent directors through specially curated series. The film division also presents international and local film festivals with partners like Film at Lincoln Center and the New York Asian Film Festival.

Furthermore, KCCNY hosts food competitions and workshops with the world’s top chefs presenting Korean cooking techniques and unique ingredients for the public as well as for culinary students and professionals. Our programs celebrate the long standing traditions as well as embrace new creative interpretations with Korean culinary aspects.

The Center also proudly supports athletes of all Korean sports as well as athletes of Korean background. We also have special programs with taekwondo, an official Olympic sport, and have been supporting K-12 schools as well as universities to provide the highest quality of education and encourage its growth in the US.

Our library holds a rich collection of books and research materials in both English and Korean, covering topics such as Korean literature, history, and more. We also allow our users to access e-books through our website. Open to the public, the library is a space that allows our visitors to delve deeper into Korean culture.

By utilizing these ample resources and capabilities, the ultimate role of KCCNY is to reinforce Korea-

U.S. relations by promoting Korean culture and values through diverse mediums.

# ABOUT THE NEW YORK KOREA CENTER

On June 28th, 2018, KCCNY held the official Groundbreaking Ceremony for the New York Korea Center, which will be the new home of KCCNY.

With a new beginning at the New York Korea Center, KCCNY will be able to provide a newly expanded platform to operate more comprehensively to serve the New York community and be a part of its vast cultural spread. It will serve as a multiplex cultural hub for audiences that provides a window into Korean art, music, film, history, language, literature, and cuisine.

The design of the New York Korea Center embodies the modern Korean sensibility of innovation in harmony with tradition. A multi-layered glass facade creates a screen wall that illuminates three sculptural figures within - composed of polished ceramic, rough terracotta, and milled wood - representing Heaven, Earth, and Humanity.

The iconic figures embrace the building’s three distinct zones: soaring public spaces, semi-public cultural lecture rooms and the library, and administrative offices. The New York Korea Center will be a valuable venue for promoting cultural exchange and enhancing mutual understanding between Korea and the United States. The Center will be located at 122 E. 32nd Street in New York City.

# PROJECT DESCRIPTION & SCOPE OF WORK

* 1. Name of Project: New York Korea Center Opening Ceremony
  2. About the Project

For the official grand opening of the New York Korea Center in Manhattan, the KCCNY seeks to hold a special event commemorating the occasion and seek proposals for the production and management of the Opening Reception as well as promotion and marketing ahead of the Event.

Scope of Work

1. New York Korea Center Opening Reception Production including but not limited to:
   * Ceremony stage production and installation (including equipment rental)
   * Personnel support for event production and execution
   * Korean cuisine food reception planning and operations
2. New York Korea Center Pre-Opening Marketing/PR
   * Create promotional content and execute marketing campaigns (including video content)
   1. Detailed Scope of Work

|  |  |
| --- | --- |
| **Item** | **Description** |
| A. Overall Project Management | ㅇ Event planning and strategy  ㅇ Event organization and operations |
| B. Event Management | ㅇ Establishment and operation of event production and stage design plans  ㅇ Programming organization, planning, and operation  ㅇ Event schedule planning and management  ㅇ Audience invitation management and stage production/installation and product management as needed ㅇ Producing event promotional contents (images, videos) |
| C. PR and Marketing | ㅇ Establishment and implementation of PR and marketing plans with the KCCNY utilizing:   * Online media (website, social media channels) * Local and foreign online and offline media * Production and utilization of promotional contents (video, images, print materials, etc.)   ㅇ Execute PR/Marketing plan using existing online platforms in discussion with the KCCNY |
| D. Operations and Human Resources | ㅇ Hiring and management of dedicated personnel and additional staff for the event  ※ Staff are required to speak English. Knowledge of Korea is preferred but not required.  ㅇ Hold regular event-related meetings  ㅇ Composition and operation of staff in charge of events  ㅇ Prepare a plan to respond to emergency situations to operate the event with alternative measures  ㅇ Establishment and management of advance plans related to on-site emergencies  ㅇ Ensure the safety of personnel and event facilities |
| E. Event Operations and Reporting | ㅇ Final result report  ㅇ Licensing and consultation regarding on all rights and copyrights for all deliverables |
| F. Other | ㅇ Strategy and cooperation with external organizations as needed  ㅇ Regular discussion with the KCCNY regarding requests and  needs as they occur |

* 1. Application and Proposal Guidelines
     + The applicant must faithfully perform in accordance with the the contract, proposal, related laws and regulations, and follow the instructions of the KCCNY for matters necessary to fulfill the requirements of the proposal
     + KCCNY reserves the right to qualify, accept, or reject any or all partners and proposals as deemed to be in the best interest of the center. KCCNY reserves the right to waive any irregularities or technicalities in any proposal as deemed to be in the best interest of the center
     + In the event of a difference in the interpretation of this project or other unexpected and unavoidable matters, the interpretation of the KCCNY will be followed, but consultation with the applicant can be made
     + The applicant agrees to take all safety measures necessary to prevent and in dealing with accidents that may occur during the execution of the proposal, and the selected agency must take responsibility for any accidents and occurrences caused by negligence
     + Applicants and selected agencies confirm that any information received from the KCCNY orally or in writing regarding the proposal and contract shall remain confidential and cannot disclose any related information to a third party without the other party’s prior written consent.
     + Matters related to copyright must not violate the rights of third parties or conflict with the law, and any civil and criminal responsibilities that arise must be resolved by the service agency
     + Ownership and rights of deliverables for the project belong to the KCCNY

# III SELECTION PROCESS

1. Selection Method
   * The method of determining the successful bidder will be “Contract by negotiation”
     + \* As enforced by Article 43 of the Enforcement Decree of the Act on Contracts to which the State is a Party
     + (Apply relevant regulations, such as the Act on Contracts to which the State is a Party and standards for contract conclusion through negotiations, in accordance with the local circumstances of the host country)
   * Eligibility

* Businesses that registered for the Korean Cultural Center’s call for proposals following the procedures set out below and meet the 「Enforcement Decree of the Act on Contracts to Which the state is a Party 12」
* Businesses not related to any legal disputes regarding the 「Act on Contracts to Which the state is a Party 27」 and the 「Enforcement Decree of the Act on Contracts to Which the state is a Party 76」
* A company/agency with experience in planning and operations such as overseas exhibitions and events

1. Process of Evaluation
   * a. Evaluation of proposals and selection of final application
     + An Evaluation Committee consisting of internal and external experts in related fields are appointed by the KCCNY for the selection process
     + Evaluation meetings may be conducted online or offline
     + The Evaluation Committee will assess the submission based on the technical capabilities and ability to execute the proposal (80%) and the evaluation of the price proposal (20%)
     + If multiple submissions receive the same overall score, the application with the higher score in the technical capability and execution sections will be selected; the applicant with the higher points in the larger point distribution will be selected
     + For all other matters, the Act on Contracts to which the State is a Party and general terms and conditions of service contracts under the relevant provisions of the act apply
   * b. Each proposal will be rated by the Evaluation Committee based on the following criteria

|  |  |  |
| --- | --- | --- |
| **Evaluation** | **Description** | **Points** |
| **Assessment of the technical capabilities of the proposal** | * In-depth knowledge of the project and its technical requirement * Specificity of the proposal * Relevance of the proposal and proposed schedule | 20  20  20 |
| **Assessment of the ability to execute the contents of the proposal** | * Demonstrated quantity and quality of successful relevant work * Demonstrated expertise in management of team and staff | 10  10 |
| **Evaluation of the price** | - Analysis of project fee proposal | 20 |

c. Negotiations and Contracts

* Once negotiations and contracts begin with the applicant with the highest evaluation score, negotiations with other applicants will not begin. However, should negotiations fail, the next highest scoring applicant will be contacted
* If KCCNY deems it necessary, it reserves the right to request the applicant to provide additional information, revisions, and supplementation of the proposal, and the applicant agrees to comply with data submitted accordingly have the same effect as the proposal
* Details such as evaluation results and negotiations will not be disclosed.
* For all other matters, the Act on Contracts to which the State is a Party and general terms and conditions of service contracts under the relevant provisions of the act apply

d. Negotiations Content and Scope

* Review of the overall contents of the proposal and confirmation of the project deliverables and execution process
* Negotiations are conducted on the contents of the proposal, such as detailed execution items and implementation schedule, and contents may be adjusted through mutual discussion
* The standard amount for price negotiation is the price of the call for proposals, but if the proposed estimate as in the applicant’s submission is less than this amount, the final price will be adjusted accordingly. However, during the negotiation process, the final contract amount may be partially adjusted in accordance with any changes made during the discussion process.

# IV CONDITIONS/DISCLAIMER

* The contents of the submitted proposal cannot be changed unless without consultation with the KCCNY, and the proposal has the same effect as part of the contract conditions
  + However, the final contract and the submitted proposal are different, the contract takes precedence
* If necessary, KCCNY may request additional proposals or additional information from applicants prior to evaluation, and the data submitted accordingly have the same effect as the proposal
* Submitted proposals will not be returned to the applicant regardless of the selection outcome, and all expenses related to the preparation of the proposal by the applicant are the responsibility of the applicant only
* All contents of the proposal must be verifiable by evidence and should any of the contents be found false or cannot be proven, they will be excluded from evaluation and the contract may be nullified even after final signing
* If the proposal contents and/or submitted documents are found to be false, KCCNY reserves the right to file for compensation for damages claimed and all expenses will be the responsibility of the proposal applicant
* All provisions specified in this Request for Proposals note the minimum requirements and any other preparative measures must be taken by the applicant
* All applicants are responsible to maintain confidentiality in all information regarding this Request for Proposals as well as information provided by the KCCNY in relation to the project

**V. PROPOSAL SCHEDULE and SUBMISSION MATERIALS**

1. Proposal Schedule
   * Proposal Submission November 29th ~ December 9th, 2022 ET (New York)
   * Deadline: Wednesday, December 9th, 2022, 18:00 ET
   * Notification of Results: Individual notification to the selected applicant (scheduled for December 2022)
     + Above schedule is subject to change
   * Submitted documents by all applicants will be destroyed by the KCCNY within 7 days after the completion of the contract with the selected party; applicants may not raise objects in regards to the result
2. Application Submission + Guidelines
   * Proposals are submitted to the email address: [koreancultureny@gmail.com.](mailto:koreancultureny@gmail.com)
   * Each applicant can submit only one proposal.
   * Documents to be submitted
3. Bidding Registration Form (Appendix 1)
4. Proposal: Open Format
5. Project Fee Proposal (including itemized details)
6. Business Registration Certificate
7. Company introduction (up to 2 pages)
8. Relevant Experience and Expertise in the past 3 years
9. Inquires: Korean Cultural Center New York
   * Phone: +1 212-759-9550
   * Email: [thhwang@koreanculture.org](mailto:thhwang@koreanculture.org)

**[Appendix 1 - Bidding Registration Form]**

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| --- | --- | --- | --- | --- |
| **Bidding Registration** | | | | |
| **Business Information** | **Name of Business** |  | **Business Registration #** |  |
| **Address** |  | **Phone Number** |  |
| **CEO** |  | **E-Mail Address** |  |
| **Brief Introduction**  **(Size, business area, etc.)** |  | | |
| **Bidding Information** | **Bidding Invitation #** | Korean Cultural Center New York | | |
| **Project Description** | New York Korea Center Opening Reception Promotion and Operation Services | | |
| **Main Point of Contact** | Name : Position/ Title : Direct number : E-mail : | | | |
| We, as a qualified business, would like to participate in the open bid Korean Cultural Center New York. We agree with all the conditions and procedures announced in the Open Bid Invitation, and thus submit all the required documents to enter the bid.  ※ Attachment:   1. Reference demonstrating experience of services similar in scope to this solicitation, from the last three (3)years. 2. Company Credit Report or Income Tax Return within the last three (3) years (2019-2021). 3. Business license or relevant licensing certificate. 4. Proposal(with total amount price) 5. Quote   . . 2022  NAME (SIGNATURE)  Korean Cultural Center New York | | | | |

**[Appendix 2 - Pledge of Confidentiality]**

**Pledge of Confidentiality**

**I solemnly pledge to comply with the following in connection with the performance of my duties under the contract with the Korean Cultural Center New York from**

1. **I will not divulge any information obtained in the course of my services during or after the term of the contract.**
2. **I will accept any legal consequences under relevant law if I breach my pledge under paragraph 1 above.**

**Position: (Signature)**

**Name:**

**Service Provider Registration No:**

**To the Executive Director of the Korean Cultural Center New York**

**[Appendix 3 - Pledge of Integrity]**

**Pledge of Integrity**

**The undersigned, [ ], all of our employees, our subcontractors and their employees and agents hereby pledge to comply with the following in connection with our participation in tenders (contracts) for services placed by the Korean Cultural Center New York**

* 1. **We will not directly or indirectly offer or provide any item of value, entertainment, employment, arrangement, or other improper advantages to the government official responsible for the contract throughout the tender process, from submission of a bid to winning the tender to the execution and performance of a contract (including post-completion and post-delivery stages).**
  2. **We will not engage in activities that interfere with fair competition, such as prior consultation on bid prices or bid rigging.**
  3. **We will not request or receive specific information related to tenders or contracts through arrangement or solicitation that may interfere with the fair performance of duties.**

**We hereby pledge that we will accept any legal consequences if we violate any of the above pledges, including, but not limited to, cancellation of the relevant tender or successful bid, and/or cancellation or termination of a contract, and that we will not claim damages from, or file any complaint, whether civil or criminal, against the Korean Cultural Center New York, in connection with any action that may be taken by the Korean Cultural Center New York, such as restrictions on the qualifications for participation in tenders or reporting to the Fair Trade Commission under the relevant laws.**

**Pledged by: Date:**

**Company Name:**

**Legal Representative:**

**To the Executive Director of the Korean Cultural Center New York**

**[Appendix 4 - Pledge for Fair Contract]**

**Pledge for Fair Contract**

**I, the undersigned and the official responsible for the contract in question, hereby pledge to comply with the following, pursuant to Article 98-4 of the Government Tender and Contract Execution Standards (Contract Rules) of the Republic of Korea, to ensure fairness and transparency in connection with the execution and performance of the contract between the government and the contractor.**

1. **I will not solicit any item of value, entertainment or benefits such as employment, or make other unreasonable demands of the contract counterparty.**
2. **I will not interfere with the personnel or other management of the contract counterparty or its contracts with third parties.**
3. **I will not impose any obligations not directly related to the contract or pass our own obligations onto the contract counterparty.**
4. **I will not restrict the rights of, nor impose any obligation outside the contract on, the contractual counterparty in violation of contract laws, regulations, and rules.**

**. . 2022.**

**Pledged by (Official responsible for the Contract) (Signature) Position:**

**Name:**

**Executive Director**

**Korean Cultural Center New York (Signature)**