



**December 2025**

**Scope of Work: Production Partner for Waterloo Greenway Confluence Opening**

Waterloo Greenway Conservancy will be opening Phase II of its park system to the community on June 6, 2026, with a preview reception for donors & key supporters on May 27, 2026. The community celebration should be designed as an inclusive, family-friendly, environmentally focused morning that highlights wellness, art, music, local businesses, and programming that will be found year-round at Waterloo Greenway.

Waterloo Greenway Conservancy’s production partner will manage event execution, including coordination with WGC staff, event logistics, budget tracking, vendor management, sponsor fulfillment, rentals, and creating an event atmosphere that celebrates this important milestone in a welcoming, vibrant celebration.

Submit proposals by email to [mayala@waterloogreenway.org](mailto:mayala@waterloogreenway.org) no later than January 14, 2026.

**EVENT OVERVIEW**

**Private Reception - May 27**

Cocktail hour reception for an estimated 100 attendees by invitation only. Should create a celebratory tasteful occasion that honors the support from our philanthropic partners in a special private preview event including instrumental music, passed hors d'oeuvres, cocktails, and a brief program recognizing Capital Campaign. Donor wall will be unveiled at event and should be “opened” with a fun, creative moment.

**Grand Opening - June 6**

Waterloo Greenway will open its second park phase with a full morning of free community activities. The event should highlight the project and create a lively, fun experience for community members. This programming will include several key elements including:

- Morning family fun-run from 4th & Sabine Street to Waller Creek Boathouse
- Remarks & program at Lakeview Terrace with Ribbon Cutting (Lakeview Terrace)
  - Large community ribbon that extends the length of project
- Vendor market with local makers & artisans (Sabine Street, requires ROW permit)
- Live music with rotation of performers
- Children’s activities: scavenger hunt, story time, partner activities (Leaf Deck, Explorer’s Garden, Outdoor Classroom)
- Coordinated activities at neighbor locations (Fairmont Hotel, Four Seasons, Waterline, etc)
- Additional activations like: hands-on activities, live mural painting, community partner tables, food trucks
- Waterloo Greenway presence with table activities and giveaways



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## **EVENT PLANNING & COORDINATION**

- Work with Waterloo Greenway's staff co-chairs (Colette Pierce Burnette, Melissa Ayala, Kelly Pierce) and staff planning committee to finalize the event structure and associated costs, ensuring alignment with updated objectives as donor recognition reception and community-centered public opening.
- Develop a detailed budget, tracking all expenses throughout the planning and execution phases.

## **Project Management**

- Create a project timeline and production schedule, covering all aspects from set-up through event programming to breakdown.
- Develop and manage a detailed Run of Show to ensure a smooth and seamless experience.
- Oversee budget administration, adhering to allocated funds, and managing timely payments to vendors and contractors.

## **Event Production**

- Manage logistics with special event needs, vendors, neighbors, participating partners.
- Provide end-to-end production management, including City of Austin Special Events permits, site & health permitting, site plan/CAD development, layout planning, and coordination with Operations & Venue staff.
- Coordinate ROW closure permit for Sabine Street activation as needed.
- Communicate with partners to finalize activations and onsite needs.
- Support Waterloo Greenway staff on-site set-up and check-in as needed.
- Source, contract, and manage event vendors, including but not limited to those for lighting, tenting, AV, decor, furniture, waste management, medical, and security services.
- Contract and manage entertainment, speakers, and talent.
- Collect Certificates of Insurance from all vendors, meeting Waterloo Greenway's requirements.
- Oversee all sound and lighting requirements and installation.
- Develop a security plan, implementing all necessary safety protocols and coordinating a pre-event briefing for security staff.
- Work with WG Development Team to ensure sponsors benefits are incorporated & delivered, including on-site activations and marketing placements, working with WG Communications team.

## **Visual Identity/Communications**

- Create cohesive, inviting, and fun look and feel onsite through use of decorations, furniture, etc.
- Identify signage needs, coordinate production, and ensure proper installation and removal of signage post-event.
- Collaborate with the Waterloo Greenway Communications team to manage the production timeline tracking milestones for creative deliverables, website content, event branding, signage, merchandise, and marketing.



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## TIMELINE

Waterloo Greenway Conservancy's production partner will fully develop the event timeline with key production and logistics milestones.

### January 2026

- Solicitation open
- Vendor selection mid-January
- Kick-off meeting with Waterloo Greenway staff committee
- Start bi-monthly planning meetings
- Sponsor outreach begins
- Partner & vendor outreach begins
- Opening date announcement
  - Graphic design begins
  - Website updated

### February - May

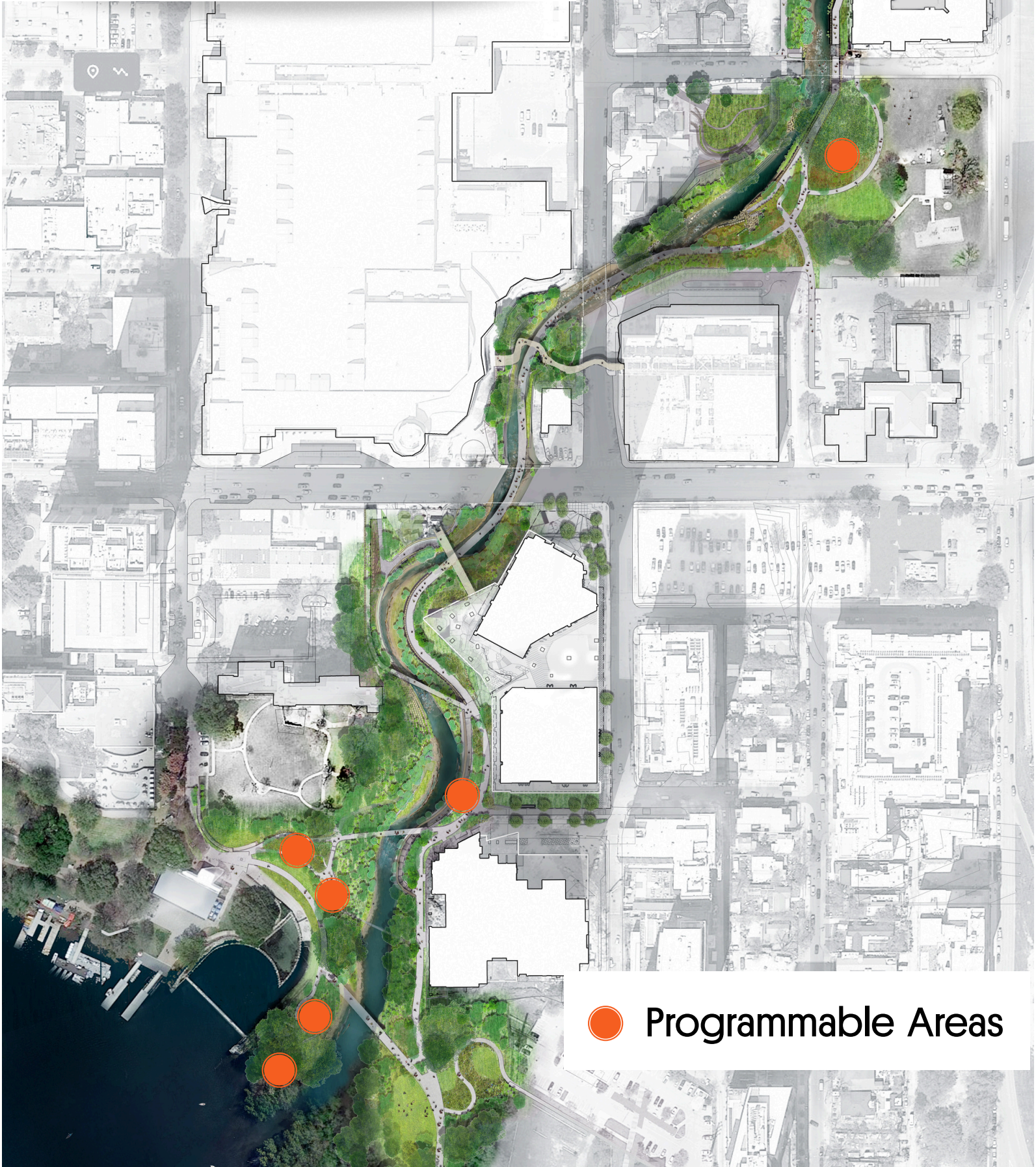
- Partner & vendor outreach continue
- Sponsor outreach continues
- Permit requests
- Promotion within board and community
- Finalize all vendor contracts and review run of show with Waterloo Greenway

### May - June

- Event execution, including full on-site management and post-event wrap-up



# Waterloo Greenway Phase II: The Confluence



● Programmable Areas