



## **Newark Welcome Team Brief**

**Issued by:** Newark Alliance

**Issue Date:** March 9, 2026

**Proposal Due:** March 23, 2026

### **OVERVIEW**

Newark Alliance is seeking qualified partners to support the Newark Welcome Team, a flexible, city-facing greeter program designed to enhance the visitor experience during major events and peak visitation periods. Through trained greeters and tour guides, the Newark Welcome Team will provide a welcoming, knowledgeable, and hospitable presence that connects visitors to Newark's culture, neighborhoods, businesses, and signature experiences. The program is grounded in local pride and hospitality and is intended to encourage longer stays and repeat visits.

### **PROGRAM GOALS**

The Newark Welcome Team will:

- Create positive first impressions of Newark for visitors, residents, and event attendees;
- Support high-volume events and global moments with a friendly, professional presence;
- Provide wayfinding, event information, and tailored local recommendations;
- Authentically reflect the city and its neighborhoods;
- Adapt engagement style and messaging based on audience type and event context; and
- Strengthen Newark Alliance's destination marketing and visitor services efforts.

Central to this program is the engagement of individuals who are from Newark or have strong ties to the city. The Newark Welcome Team should be deeply familiar with Newark's neighborhoods, culture, businesses, transit, and event venues, allowing them to offer authentic insights, personal recommendations, and credible local knowledge that enhances the visitor experience.

### **TARGET AUDIENCES & ENGAGEMENT TYPE**

The Newark Welcome Team is designed to be flexible and responsive to different visitor audiences and event environments. Proposals should demonstrate an understanding of how engagement may vary by audience and activation type, including but not limited to:

- 1. International & Out-of-Town Visitors (e.g., World Cup-related activations)**-First-time visitors and international travelers and convertible travelers (transient) - Penn Station commuters and layover passengers at EWR.

- a. High-touch welcoming, cultural orientation, and wayfinding
  - b. High level transit guidance, multilingual support where possible, and curated recommendations
  - c. Emphasis on Newark's global identity, arts, dining, and accessibility to the region
- 2. Arts & Culture Audiences (e.g., NJPAC events)**-Performance attendees, patrons, and cultural tourists.
- a. Pre- and post-event engagement and wayfinding
  - b. Dining and neighborhood recommendations
  - c. Light storytelling around Newark's arts, culture, and history
- 3. Sports & Entertainment Audiences (e.g., Prudential Center events)**-Large, fast-moving crowds with varied familiarity with Newark.
- a. Clear, efficient wayfinding and transit guidance
  - b. Quick-hit recommendations for dining, bars, and nearby attractions
  - c. Crowd-friendly, highly visible Newark Welcome Team presence
- 4. Festival & Citywide Event Audiences**-Families, residents, and regional visitors.
- a. Interactive, high-energy engagement
  - b. Information on schedules, stages, vendors, and nearby amenities
  - c. Promotion of future Newark events and return visits
- 5. Local & Regional Visitors**-Residents and repeat visitors. Regional visitors/travelers - located within regional drive market (50-60 mile radius around Newark).
- a. Highlighting new businesses, experiences, and seasonal programming
  - b. Encouraging deeper exploration of neighborhoods and districts

## SCOPE OF SERVICES

Selected partners may be asked to provide some or all of the following:

### 1. Newark Welcome Team Staffing

- a. Recruit and staff individuals with strong hospitality and customer service skills
- b. Prioritize candidates with local knowledge and ties to Newark
- c. Scale staffing levels based on event size and location

### 2. Training

- a. Train individuals on hospitality standards and visitor engagement
- b. Provide foundational knowledge of Newark's neighborhoods, attractions, dining, arts, and culture
- c. Deliver event-specific briefings (World Cup activations, NJPAC, Prudential Center, festivals)

### 3. On-Site Support

- a. Greet visitors and provide a welcoming presence
- b. Offer wayfinding, transit guidance, and event information
- c. Share recommendations for dining, shopping, arts, and local experiences

- d. Distribute maps, guides, or promotional materials
- e. Managing experiential activations

#### **4. Priority Locations & Activations**

- a. World Cup-related activations and international visitor touchpoints
- b. NJPAC performances and cultural events
- c. Prudential Center events
- d. Large-scale festivals and public realm activations
- e. High-traffic areas identified by Newark Alliance

#### **5. Program Management**

- a. Coordinate scheduling and on-site supervision
  - 1. Serve as primary point of contact for Newark Alliance
  - 2. Provide brief post-event summaries and observations

### **DESIRED QUALIFICATIONS**

Ideal partners will demonstrate:

- 1. Experience delivering street team, hospitality, or visitor services programs;
- 2. Experience supporting large-scale events or high-volume public environments;
- 3. Deep Newark expertise and familiarity with competitive markets such as Jersey City, New York City and Philadelphia;
- 4. Ability to scale services quickly and reliably; and
- 5. Commitment to local hiring.

### **SUBMISSION REQUIREMENTS**

Interested respondents should submit a brief proposal (5–7 pages maximum) that includes:

#### **1. Organization Overview & Relevant Experience**

- a. Brief description of the organization, history, and core capabilities.
- b. Experience managing hospitality, or visitor engagement programs, especially in urban or high-volume event environments.

#### **2. Proposed Approach to Staffing & Training**

- a. Recruitment strategy for team members with local knowledge and strong hospitality skills.
- b. Training approach, including event-specific briefings, customer service standards, and cultural or transit knowledge.
- c. Plan for supervision, performance monitoring, and post-event debriefs.

#### **3. Tiered Engagement Options**

- a. Proposal should outline at least two levels of service:
  - i. Basic Services: Directional assistance, distribution of visitor materials, greeting attendees.
  - ii. Enhanced Engagement Services: Experiential activations, interactive programming, storytelling, or promotions of local businesses and neighborhoods.

- b. Detail staffing, training, and responsibilities for each engagement level.

#### **4. Scalable Pricing Structure**

- a. Provide pricing models based on the number of team members deployed per event and the level of engagement (basic vs. enhanced).
- b. Include options for per-event, hourly, or package-based pricing.
- c. Demonstrate flexibility to support small events and large-scale activations efficiently.

#### **5. Examples of Similar Programs or Events Supported**

- a. Case studies, references, or past projects demonstrate ability to deliver scalable, high-quality visitor engagement.

#### **6. Availability & Ability to Scale for Major Events**

- a. Describe capacity to deploy multiple teams across locations simultaneously.
- b. Highlight strategies for scaling quickly for high-volume events or global activations.

#### **7. References**

- a. At least two professional references from similar projects, preferably with measurable outcomes of visitor engagement or event success.

### **EVALUATION CRITERIA**

Submissions will be reviewed based on:

- Relevant experience and demonstrated capacity
- Understanding of Newark as a visitor destination
- Quality and practicality of the proposed approach
- Flexibility and scalability for major events
- Overall value and cost-effectiveness

### **SUBMISSIONS CRITERIA**

Proposals should be submitted electronically by 11:59PM on March 23, 2026:

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