



BEVERAGE PROVIDER FOR FRIDAY EVENING CONCERTS REQUEST FOR PROPOSAL

Overview

The Capitol Riverfront Business Improvement District (BID) is seeking proposals from local beverage providers for its 2012 Friday Evening Concert Series at The Yards Park in Washington, DC. The concert series, now in its second year, attracts a regional audience looking for a place to relax and unwind, spend time with friends and family, and enjoy the river and outdoors on Friday evenings.

About the Concert Series

The Friday Evening Concert Series, sponsored by the Yards Park, LLC, is a free summer concert series held in the Yards Park over 20 Fridays from 6:30 pm to 8:30 pm. Last year, the concerts featured music ranging from jazz and salsa to blues and reggae. Each concert attracted a diverse demographic of approximately 800-1200 people including neighborhood residents, Capitol Hill families, young professionals, Nationals Park attendees and more.

The evening concert dates for 2012 are Fridays:

May 4, 11, 18, 25

June 1, 8, 15, 22, 29

July 6, 13, 20, 27

August 3, 10, 17, 24, 31

September 7, 14

In the event of inclement weather, the concerts will be rescheduled for the end of the series.

RFP Response

Please briefly state your interest in serving beverages at the Yards Park concerts, your and your collaborators' qualifications, similar events you have done in the past, a sample beverage menu and prices, description of staffing and serving area set up, general operations plan, and how you could assist in promoting the evening concert series.

Scope of Services Requested from Beverage Provider

- set up bar area in designated site at the Yards Park with serving to begin no later than 6:00 pm and end at 8:30 pm earliest, 9 pm latest;
- provide bar/serving area, and manage its delivery, setup, and removal. (No lighting is needed);
- provide a professional and friendly staff;
- handle all cash/credit card transactions;
- sell beer, wine, soft drinks and water;
- provide licensed bartenders to check for IDs;
- clean up and take down bar/serving area;
- carry necessary liability insurance as required by the Capitol Riverfront BID and the Yards Park LLC, listing the BID, the Yards Park and other related parties as additionally insured;
- abide by all District of Columbia laws and provide all necessary permits;
- work with ABRA, ANC6D and ABC Committee to secure licensing;

- supply the BID with sales report after the event;
- assist in promoting the BID evening concert series by putting postcard flyers at restaurant, if applicable, and distribution on website and facebook page, if applicable.

Experience/Expertise

In your proposal, briefly state how you and any collaborators are qualified to undertake the proposed project for all 20 weeks. Please include any similar events you have done in the past, catering experience, sample beer, wine and soft drink selection with prices, staffing and serving area set up, general operations plan, and how you could assist in promoting the evening concert series.

Rental Fee

The Capitol Riverfront BID is offering one of two options for the single 20-week rental of the space from 6:00 pm – 9:00 pm. Please specify in your proposal which option you prefer:

- A) The beverage provider provides the BID with sales reports and pay 25% of gross sales.
- B) The beverage provider pays \$7,500 upfront for the 15-week series.

The beverage provider will be the sole beverage provider at the concerts at the Yards Park.

Selection Criteria

Proposals will be evaluated based on the vendor's range of experience and thoroughness of the operations plan. Selected beverage provider will be required to attend all 20 weeks of the concert series. Most importantly, the Capitol Riverfront BID seeks a turnkey, professional, friendly and high quality beverage provider.

Deadlines

Please submit one copy of your proposal to include a proposed sample beverage menu, past catering or events experience, and operations plan on or before February 15, 2012 to the contact listed below. You will be informed of a decision in early March.

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