



FOOD PROVIDER FOR FRIDAY EVENING CONCERTS REQUEST FOR PROPOSAL

Overview

The Capitol Riverfront Business Improvement District (BID) is seeking proposals from local food 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

If there is inclement weather, the concert(s) will be rescheduled for the end of the series.

RFP Response

Please briefly state your interest in serving at the Yards Park concerts, your and your collaborators' qualifications, similar events you have done in the past, a sample 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. Please include how many weeks you would like to provide food at the Yards Park Concerts--the BID requires each food provider-commit to at least 4 event nights.

Scope of Services Requested from Food Provider

- sell a selection of pre-made dinner/snack fare (no cooking on-site) to concert attendees;
- set up a professional food sales area in the designated site at the Yards Park with serving to begin no later than 6:15 pm and stay open until 8:30 pm. Food provider may remain open until 9 pm;
- manage delivery, setup, and removal of serving area (No additional lighting is needed);
- provide a professional and friendly staff;
- handle all cash/credit card transactions;
- carry necessary liability insurance as required by the Capitol Riverfront BID and the Yards Park LLC and provide insurance certificates listing the BID and Yards Park as additionally insured;
- abide by all District of Columbia laws and have necessary permits;
- comply with all Dept. of Health regulations;
- supply the BID with sales report after the event;
- assist in promoting the BID evening concerts series by putting postcard flyers at restaurant and distribution on website and posting on facebook page, if applicable.

Rental Fee

The Capitol Riverfront BID is charging the food provider \$150 per concert to serve from 6:00 pm - 9:00 pm at the pre-designated site at the Yards Park. The food provider will be *one of possibly three food providers* located at the Yards Park for the concerts. Concert attendees are allowed to bring their own picnics. Food trucks are not allowed to attend unless they submit a proposal and pay the weekly fee.

Selection Criteria

Proposals will be evaluated based on the vendor's range of experience, proposed menu, location and reputation of restaurant, and the thoroughness of the operations plan. Selected food providers are required to attend at least four weeks of the 20-week series. You may also bid on the entire 20-week package. Similarly, base rental rate is \$150 for each concert; however you may bid a higher price to be the only food provider at the concert. Most important, the Capitol Riverfront BID seeks a turnkey operation with a professional, friendly, and high quality food provider.

Deadlines

Please submit one copy of your proposal by email, fax, or hardcopy on or before February 15, 2012 to:

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Manager of Park Programming and Marketing
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Selection will be made and you will be informed of a decision by March 15.