



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 the 2011 Friday evening concert series this summer in The Yards Park in Washington, DC. The Yards Park Concerts will attract a regional audience looking for a place to relax and unwind, spend time with friends and family, and enjoy the river and outdoors. Similar to the successful Friday evening concerts at the Sculpture Garden, the Yards Parks concerts will be a weekly Friday destination for a wide audience, with the added attraction of unique river views, open green space and a variety of live bands.

About the Concert Series

The Friday evening summer concert series, produced by the Capitol Riverfront BID, is a free 15-week concert series from May until August at the Yards Park. The BID has produced a lunchtime concert series for the past 3 years and is now adding an evening concert series as well. Music will range from jazz and blues to rock and reggae each Fridays from 6 pm to 8 p.m. Attendance for the concerts is difficult to estimate as a first year event. However based on attendance of events held in the Yards Park this past fall 2010 and the additional marketing campaign planned for the Friday Evening Concerts, the BID estimates between 500 and 2,000 people to attend each concert.

The dates for 2011 are Fridays

May 13, 20, 27

June 3, 10, 17, 24,

July 1, 8, 15, 22, 29

August 5, 12, 19

If there is inclement weather, the concerts will be rescheduled for the end of the series. The severity of the inclement weather necessary to cancel a concert will be discussed at the contract stage of the project.

RFP Response

Please briefly state your interest in serving at the Yards Park concerts, you 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 Park--the BID requires each food provider commit to at least 3 event nights.

Scope of Services Requested from Food Provider

- Sell a selection of pre-made light dinner 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 5:30 pm and stay open until 8 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 \$100 per concert to serve from 5:30 pm – 9:00 pm at the pre-designated site in the Park. The restaurant/food provider will be one of possibly two food providers located inside the Yards Park for the concerts. Concert attendees are allowed to bring their own picnics. The only other near by food options include Subway and Five Guys; food trucks will be able to park on Water Street, SE, adjacent to the Yards Park, if they attend.

Selection Criteria

Proposals will be evaluated based on the vendor's range of experience, proposed menu, location of restaurant, and the thoroughness of the operations plan. Selected food providers are requested to attend at least three weeks of the 15-week series. You may also bid on the entire 15-week package. Similarly, base rental rate is \$100 for each concert; however you may bid a higher price to be the food provider at the concert. Most important, the Capitol Riverfront BID seeks a turnkey, professional, friendly, and high quality food provider.

Deadlines

Please submit one copy of your proposal by email, fax, or hardcopy on or before March 11, 2011 to:

Kathleen Kruczlnicki
Manager of Park Programming and Marketing
Capitol Riverfront BID
1100 New Jersey Ave, SE
Suite 1010
Washington, DC 20003
kathleen@capitolriverfront.org
202.465.7080

Selection will be made and you will be informed of a decision by March 21.

About the Capitol Riverfront

The Capitol Riverfront neighborhood encompasses 500 acres from South Capitol Street to 15th St, SE and I-395 to the Anacostia Riverfront. It is located just south of Capitol Hill and includes Nationals Ballpark, the US Navy Yard, and the US Department of Transportation. The neighborhood is home to over 3,400 residents and 35,000 daytime employees, and is visited by 2 million people annually. The Capitol Riverfront BID is a 501(c)(6) private non-profit organization funded through property tax assessments that supplement basic city services and works to create an inviting and vibrant environment for area workers, residents, and visitors. More information available at www.capitolriverfront.org

The Yards Park

Like no other park in the region, The Yards Park is a new waterfront destination that provides an unparalleled opportunity to enjoy the outdoors and the river. The 5.5-acre park is the size of four football fields and features a ¼ mile boardwalk, water features, lush landscaping, a dog run and a 60-foot light tower by the renowned artist James Carpenter. The Yards Park was built through a public/private partnership and opened to the public in September, 2010. The Yards Park is maintained and programmed by the BID. More information available at www.yardspark.org.