

REQUEST FOR PROPOSALS FOR DOWNTOWN RALEIGH ALLIANCE'S RETURN OF "JAZZ IN THE SQUARE" IN MOORE SQUARE

Contact Information:

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Background of Downtown Raleigh Alliance (DRA)

The mission of the DRA is advancing the vitality of Downtown Raleigh for *everyone*. DRA's goals are (i) to improve downtown economy through recruitment, pop-ups, financial support, research, marketing & promotions; (ii) Advocate to make Downtown a place for everyone that reflects evolving needs and interests of the community and lessons learned from the recent past; (iii) to make downtown an engaging place to live, work, and visit through safe activations that appeal to a wide variety of stakeholders; (iv) Improve and maintain the sense of safety and security in downtown through our Ambassador program, Social Services and work with RPD; and (v) to elevate and improve DRA's internal organization and processes through improved database, project management, communication, financial stewardship, and planning.

DRA was incorporated as a North Carolina nonprofit business association in 1996 under subparagraph 501(c)(6) of Section 145, 26 U.S. Code. The long-term strategy of the DRA is formulated by an all-volunteer Board of Directors, composed of prominent civic, governmental, business and philanthropic leaders; while day-to-day affairs are executed by the DRA's President and staff.

Through this leadership structure, DRA has established itself as one of Raleigh's most influential public-private partnerships.

Purpose

Downtown Raleigh Alliance (DRA) seeks a provider to book and manage musicians for DRA's 6 week jazz concert series in Moore Square. In its fourth year, Jazz in the Square, features free live jazz performances by local musicians select Thursdays from 6pm-8pm. In 2023, total attendance was 6,000 attendees and ended with an exciting performance by Al Strong. The event also celebrates other local vendors and artists with live paintings, and a picnic giveaway/photo setup.

Tentative Event dates are: 8/8, 8/15, 8/22, 9/12, 9/19, 9/26

Tentative Rain Dates: 8/29, 10/3, 10/10

Budget (inclusive of talent and admin fees): \$35,000

Location Details

- Moore Square is a four-acre downtown urban green space bordered by East Martin Street to the south, South Person Street to the east, East Hargett Street to the north,

and South Blount Street to the west. The stage will face a lawn with patrons sitting on the lawn and refreshments are provided.

Booking and Production Services Requested:

- Book and manage a variety of jazz artists for duration of event series with emphasis on diversity of styles and bands
- Manage bookings due to rescheduling, cancellations, or any circumstances that prevent original performance dates from occurring
- Share proposed musician line-up with DRA for review, feedback, approval at least 4 weeks in advance
- Manage communication with musicians that includes booking details, obtaining all W9 forms, promotional information, as well as day-of details and payment information
- Coordinate artist hospitality questionnaires and provide them in a timely manner to DRA for execution
- Manage day of logistics including sound check, lighting setup (stage itself is provided by Moore Square) and take down of sound system and lights.
- Manage warm up bands that are secured by DRA - by working with them on sound check or providing music/playlist if there is not a band that week

Musical Lineup Strategy:

DRA is seeking a diverse lineup to celebrate and reflect the local and regional jazz talents that North Carolina has to offer.

Required Proposal Details and Materials Due by Monday 6/3/24 by 5pm

- Name, owner, address
- Summary of experience in producing outdoor concerts
- If possible, any video links to performances produced
- Listing of three recent outdoor concerts produced with information on bands, estimated attendance, and any other vendors worked with for sound, lights, stage
- References from previous clients
- Proposed budget for this event, including breakdown of estimated costs for talent fee, administrative fees, production costs, etc.
- Proposed plan for this event series: includes potential bands would reach out to or jazz bands have previously worked with along with strategy for how would try to book this series, identify any vendors would work with on sound and lights, how many staff would be working this event, and how would manage logistics for this event.
- Proof of Insurance

Evaluation of Proposals

DRA will evaluate proposals on a qualitative and quantitative basis. In addition to cost considerations, this includes our review of talent recommendation, staff plan and logistics, and the peer references and similar.

As previously mentioned, if you chose to respond to this request, please do so by June 3, 2024, attention to Lucy McInnis, Events Director, via email to lucymcinnis@downtownraleigh.org.

Other considerations:

- Please feel free to schedule a call between the receipt and due date of this RFP, DRA is happy to provide feedback on general direction and proposal responses ahead of the deadline
- Business will be awarded by **6/17/2024**
- Qualified vendors with a permanent business address within the Downtown Raleigh Municipal Services District (MSD) shall receive a 2.5% bid discount. Additionally, qualified minority- and women-owned businesses with a permanent business address within the Downtown Raleigh MSD shall receive an additional 2.5% bid discount.