

## Request for Proposals

### 2019 WHITTEMORE PARK POP-UP BEER GARDEN

#### I. KEY INFORMATION FOR RESPONDENTS

##### A. OVERVIEW

The Town of Arlington (“Town”) is offering a unique opportunity for a creative entrepreneur or company (“Respondent”) to operate a pop-up Beer Garden in Arlington Center’s Whittemore Park from June 1 through September 29, 2019.

The Town hopes that the Respondent will bring the creativity, passion, and ambiance that reflect Arlington’s status in building community as a festive destination to enjoy live entertainment, beverages, and placemaking. The Town is seeking concepts that are fun, distinctive, and will bring a unique experience to Arlington.

##### B. BACKGROUND

Whittemore Park is a public space in the heart of Arlington Center. As the site of the historic Jefferson Cutter House, it is home to the Cyrus Dallin Museum, the offices of the Arlington Chamber of Commerce, a community art gallery, and is situated at the crossroads of our central business district. The Pop-Up Beer Garden is part of the Town’s effort to bring vibrancy and diverse programming to public spaces.

In 2018, the Town piloted a Beer Garden series with Aeronaut Brewing Company, who held a total of nine Beer Gardens at Whittemore Park on Saturdays in July, August, and September, plus one additional Beer Garden on David Lamson Way on Town Day. On the whole, there were approximately 7,000 attendees over age 21, and an additional 2,000 or more minors (total individual visits; not necessarily unique individuals).

This Request for Proposals (RFP) is an invitation for qualified and experienced Respondents to submit exciting original proposals to plan, manage, and operate the pop-up Beer Garden at Whittemore Park in 2019.

##### C. GOALS AND PRIORITIES

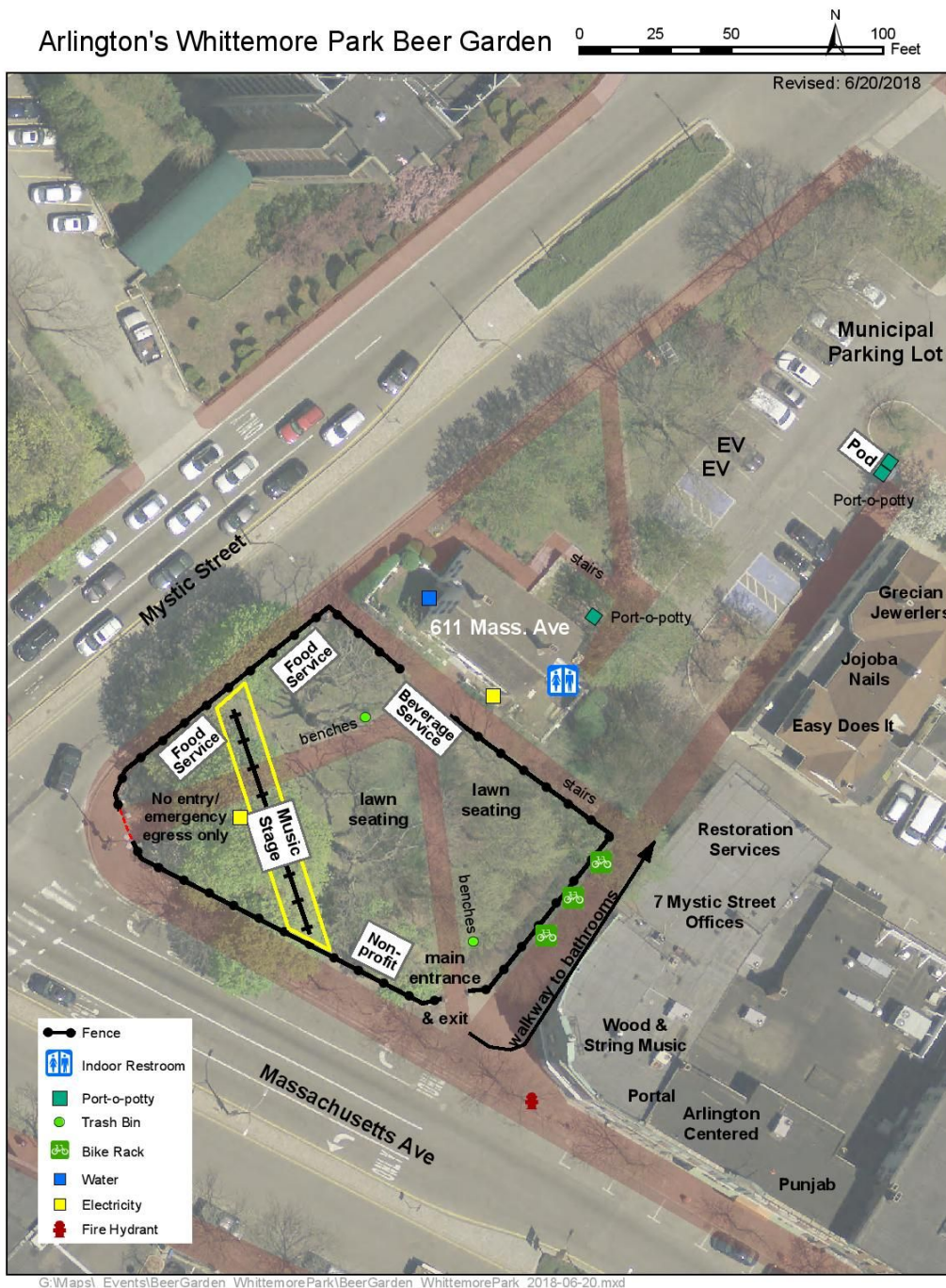
Interviews with select candidates will be based on a compelling vision to achieve the goals and priorities listed below:

1. Create a Beer Garden that is a distinctive and welcoming destination;
2. Ensure streamlined and flexible operations;
3. Provide attractive furnishings, amenities, and other event-related temporary infrastructure;
4. Exhibit superb hospitality; and
5. Present a cogent marketing plan to reach residents of Arlington and attract visitors from around the region.

##### D. LOCATION OVERVIEW

For the Beer Garden site, the Town is providing Whittemore Park. Diagram 1 provides an example layout created by the Town.

Diagram 1: Example Layout



The park is dotted by large trees and features an historic railroad track below grade.

**Operations:** The proposed Beer Garden would operate on weekends between June 1 and September 29, 2019, with the exception of Saturday September 14, 2019, when other activities associated with

Arlington Town Day will take place in Whittemore Park. In addition, the Respondent is required to accommodate the Arlington Center for the Arts having a presence in the park on June 8, 2019 for their annual Porchfest event.

The Beer Garden will run at least one day per weekend, weather permitting, and provisional rain dates should be built into a proposed operating plan. Hours would be no earlier than 12:00 p.m. and no later than 7:00 p.m. Respondents will be expected to issue their own RFP to host at least one but as many as two Arlington-based food vendors located inside the Beer Garden to provide food service to patrons. The Respondent will also hire musicians to play, adding an entertainment amenity to the event.

Bathrooms in the Jefferson Cutter House Cutter Gallery will be accessible to Beer Garden patrons and staffed by at least one employee of the Respondent. A porta-potty will also be placed outside the entrance to the Cutter Gallery at the expense of the Respondent. Wayfinding signage will be posted at the entrance to the Beer Garden and at points of sale within, directing Beer Garden patrons to use those bathrooms only. If at any point during the season it is clear that there are lines for the bathrooms, the Respondent will pay for up to 2 additional porta-potties and must allocate space for them their layout. At their own expense, the Respondent must also place temporary bike racks on Old Mystic Street directly up against the fencing for the park. An ADA-compliant 4-foot clearance will be maintained on Old Mystic Street and at the entrance to the Beer Garden at all times. In addition, all promotional materials will include a site map and instructions to park vehicles in the adjacent and nearby municipal lots and at the Beer Garden bike racks.

The Town is committed to measuring the economic impact of hosting this pop-up event in Arlington Center. As such, a survey will be available to all Beer Garden patrons that will measure their spending activity in town.

**Fees:** The Respondent shall commit to paying a one-time \$1,500 permit fee to the Town of Arlington for use of the park on the dates listed above as a minimum qualifying amount. They will also bear all of the costs for operating the event with the exception of the seasonal food permits from the Health Department for the food vendors, which can be paid for by the food vendors themselves.

**Security Plan:** Access to the Beer Garden will be restricted to an entrance on Mass Ave near the brick alleyway down to the Russell Common lot. Emergency egress would be allowed through the access point to the park at the corner of Mass Ave and Mystic Street. All gaps in the fencing (at corner of Mass Ave and Mystic and on Mass Ave near the Cyrus Dallin Museum sign), with the exception of the entry/egress at the corner of Mass Ave and Old Mystic Street, will be blocked by crowd control fencing. The Respondent must station a staff person who is trained to check identification at the entrance, have TIPS-certified beer servers, and always have at least one Crowd Control certified member of staff on duty. Children under the age of 21 will only be allowed into the Beer Garden under the supervision of a parent or guardian. After identification is checked, Beer Garden patrons who are 21 years of age or older will be given a wristband. Per ABCC regulations, each wristband-wearing patron will only be allowed to purchase 2 drinks at a time. Respondent must have one staff member stationed at the exit to assure that no one leaves the Beer Garden with any alcoholic beverages; all beers must be consumed inside the Beer Garden. Signage will be posted stating that no outside alcoholic beverages are allowed inside the Beer Garden. The Respondent will secure liquor liability insurance with the Town named as additional insured in the amount of \$1,000,000.

**Maintenance Plan:** All trash will be removed from the site at the end of each day and disposed of by the Respondent. Restroom facilities will be kept in working order and stocked with paper and soap products by the Respondent on Beer Garden dates.

#### E. CONSIDERATIONS AND EXPECTATIONS

Whittemore Park is a public space and does not currently have facilities or storage space for the Beer Garden and the Respondent should address all needs and plans in their proposal. Access to electricity and potable water is of limited availability on site as indicated in Diagram 1. The Respondent will need to have a plan for providing potable water for any permitting needs. Respondents may propose a layout which incorporates the existing furniture, though will also need to plan for additional furniture.

**Concerns to date:** During the 2018 pilot, after the first week it was noted that there was a lack of seating in the Beer Garden. In response, Aeronaut purchased additional chairs for guests. Long lines during the first event led them to increase staffing, add stanchions to manage queues, and a reconfiguration of their service tent and point-of-sale operations to expedite the lines. Additional signage to promote local businesses and attractions was added by the Town both within and outside of Whittemore Park to direct patrons to local businesses.

The successful Respondent will address the challenges in a creative and attractive way and fulfill the following responsibilities:

- Be flexible and collaborate with the Town and third-parties to manage the space and accommodate the many events that occur in Arlington Center;
- Apply for all necessary permits with the Town;
- Provide upfront investment and ongoing operating costs for the Beer Garden;
- Provide, maintain, store, and secure all necessary Beer Garden facilities and equipment off-site or within a 20'x10' shipping container space on or near the site (the successful Respondent will be responsible for the cost of the container including wrapping or co-branding);
- Remove/store infrastructure at the close of the Beer Garden each day, including Beer Garden facilities and equipment. Bike racks may be left on-site in specific, agreed-upon locations in or near Whittemore Park (noted in 2018 site layout) that will not interfere with the other activities in Arlington Center;
- Clean the site daily, including trash/recycling removal;
- Ensure the Beer Garden functions in a manner compliant with appropriate codes, laws, and regulations;
- Provide security, staffing, and management of the Beer Garden during operating hours; and
- Comply with Town Bylaws.

#### F. OVERVIEW OF RFP PROCESS AND KEY DATES

Responses to this RFP are due Wednesday, March 13, 2018 at 4pm. The Town will review responses, conduct interviews, award a contract, and the Whittemore Park Pop-Up Beer Garden will open in June 2019.

2019 Beer Garden RFP Schedule:

Friday, February 22, 2019: RFP emailed out and posted on the Town website

Friday, March 1, 2019, 11 am: Any clarifying RFP questions due via email

Monday, March 4, 2019, 4pm: Answers posted on Town website

Wednesday, March 13, 2019, 4pm: RFP submissions due

March 28, 2019 – April 5, 2019: Interviews and evaluations

Final notifications to vendors by mid-April 2019

Whittemore Park Pop-Up Beer Garden Opens June 1, 2019.

## G. RESPONDENT QUALIFICATIONS

At a minimum, the Respondent must meet the following requirements:

1. The firm/team must have previous experience in similar projects. Successful completion of a minimum of three (3) such projects within the last five (5) years is required, and completion of five (5) overall is desired.
2. The principal and project manager to be assigned to this project must be available for meetings with the Town on days or evenings, as required.
3. The firm/team must meet the minimum qualifying permit fee amount of \$1,500.

## H. SELECTION CRITERIA

The Town will award the contract to the Respondent offering the most advantageous response to this RFP, taking into consideration all evaluation criteria. The selection process will include an evaluation procedure based on the criteria identified below. Finalists will be required to appear for an interview.

Interviews with select candidates will be based on a compelling vision to make the Beer Garden an innovative, distinctive, welcoming, and sustainable destination; streamlined and flexible operations; relevant past experience; attractive infrastructure; excellent hospitality; and a well-produced marketing plan. Preference may be given to Respondents who have a successful track record of hosting public events in Arlington and in surrounding communities.

1. Staffing Plan and Methodology, including the professional qualifications of all project personnel with particular attention to training, professional certification or registration, and professional experience. Demonstrated expertise and experience of the Project Manager and other key personnel, including professional registration and their qualifications.

**Highly Advantageous:** The plan of services proposes a detailed, logical, creative, and highly efficient scheme for producing a beer garden series that addresses all goals and priorities of this project and meets all the minimum applicant qualifications detailed in Section G, "Respondent Qualifications".

**Advantageous:** The plan of services proposes a credible scheme for producing a complete project that addresses all of the required issues and meets all the minimum applicant qualifications detailed in Section G, "Respondent Qualifications."

**Not Advantageous:** The plan of services is not sufficiently detailed to fully evaluate, or the plan does not contain all the components necessary to produce a complete project that addresses all

of the required issues and meets all the minimum applicant qualifications detailed in Section G, "Respondent Qualifications."

**Unacceptable:** The plan of services does not meet all the minimum applicant qualifications detailed in Section G, "Respondent Qualifications."

2. Depth of experience with similar projects, and prior experience with hosting beer gardens.

**Highly Advantageous:** The Respondent has at least five (5) years of experience in outdoor event management, specifically events that include alcohol service. The Respondent can demonstrate the successful completion of five (5) similar projects within the last five (5) years.

**Advantageous:** The Respondent has at least three (3) years of experience in outdoor event management, specifically events that include alcohol service. The Respondent can demonstrate the successful completion of three (3) similar projects within the last three (3) years.

**Not Advantageous:** The Respondent has less than three (3) years of experience but more than one (1) year in outdoor event management, specifically events that include alcohol service. The Respondent can demonstrate the successful completion of two (2) similar projects within the last two (2) years.

**Unacceptable:** The Respondent has less than one (1) year of experience in outdoor event management, specifically events that include alcohol service. The Respondent cannot demonstrate the successful completion of similar projects.

3. Desirability of approach to the project, as well as a demonstrated understanding of all project components and public outreach needs.

**Highly Advantageous:** The response contains a clear, creative, and comprehensive plan that addresses all project Goals and Priorities as stated in the RFP.

**Advantageous:** The response contains a clear plan that addresses most of the project Goals and Priorities as stated in the RFP.

**Not Advantageous:** The response does not contain a clear plan to address many of the project Goals and Priorities as stated in the RFP.

**Unacceptable:** The response does not contain any plan to address the project objectives stated in the RFP.

## I. SUBMITTAL REQUIREMENTS

Responses to the RFP are due by Wednesday, March 13, 2019, 4pm. One paper copy of the proposal is required; facsimile and/or emailed responses will not be accepted. All responses should be submitted to:

Adam W. Chapdelaine  
Town Manager  
Town of Arlington  
730 Massachusetts Avenue  
Arlington, MA 02476