

# **Arlington Beer Garden Proposal, Summer 2019**

*Aeronaut Brewing Company*

TBD Brewing LLC d/b/a Aeronaut Brewing Company  
14 Tyler St.  
Somerville, MA 02143  
Point of Contact: Ronn Friedlander, Cofounder  
(347) 756-1288

# Table of Contents

<b>Table of Contents</b>	<b>1</b>
<b>Introduction</b>	<b>2</b>
<b>Relevant Experience</b>	<b>2</b>
Company Overview	2
<b>Beer Garden Concept</b>	<b>3</b>
Event Overview	3
Site Plan	6
<b>Operations Plan</b>	<b>7</b>
Timeline	7
Summary of Operations	8
Setup Procedures	8
Event Schedule	8
Sample Menu	8
Safety and Security	8
Alcohol Handling and Service	9
Waste and Sanitation	10
Food Vendors	11
Utilities	11
Breakdown and Cleanup Procedures	11
Weather Procedures	11
Key Equipment	12
Team Personnel and Qualifications	14
Food Vendors	15
Marketing Plan	16
Statement of Intention	17
<b>Appendix A</b>	<b>18</b>
Sample Drink Menu	18
<b>Appendix B</b>	<b>19</b>
Aeronaut Arlington Summer Music Series Food Vendor Request for Proposal	19

## Introduction

We are excited to be applying to operate the 2019 season of beer gardens at Whittemore Park in Arlington. Our experience running the inaugural series was fun, challenging, and very rewarding. We believe that our track record of safe and high quality operations, as well as our creative abilities make AERONAUT uniquely qualified to operate this event series. We would be thrilled for the opportunity to return for a second season.

Below, you will find our proposal, which outlines our experience, explains the concept for our beer garden, “AERONAUT Arlington”, and provides important operational details. Thank you for taking the time to review this proposal and we look forward to your response.

## Relevant Experience

### Company Overview

AERONAUT is a brewery and community space in Somerville, MA. Since opening in 2014 we have established a track record for combining arts, community and beer in non-traditional spaces to create memorable, free events. We possess the personnel, leadership, and experience to manage the complexities of running the beer garden envisioned for Whittemore Park.

This experience includes:

- **AERONAUT Arlington.** Establishing the inaugural AERONAUT Arlington beer garden in Whittemore Park during the summer of 2018. This new concept was developed and planned in tight coordination with the Town of Arlington. Our prior experience enabled us to carefully plan out logistics; choose an appropriate location and layout; navigate various political, economic and social concerns; and adapt to the realities on the ground as needed. We believe the first season was a resounding success, with much positive feedback. Operationally, the program worked very well, and we were able to welcome thousands of community members, host two local food vendors, bring in several community organizations, and provide musical entertainment for each event. The beer garden was opened and closed on time each day, and the park was always left cleaner than we found it. We now possess the deep operational and institutional knowledge needed to run a pop-up beer garden series at this location in Arlington. Additionally, we have made capital investments and learned many lessons that are particular to operating in Whittemore Park.
- **AERONAUT Somerville.** Five years operating a production brewery that converts nightly into one of the Boston area’s leading venues for creative events and live music shows. In 2017 we were named Improper Bostonian’s “Best Brewery in Boston”, calling out our “production facility / taproom [hosting] nightly live music, food trucks, and picnics”. We also won Boston Magazine’s Best of Boston award in 2018 for Taproom Programming. Our team configures light and sound equipment to host a capacity crowd

for approximately 200 live performances every year. Throughout these five years, we have occasionally run outdoor beer garden events in our parking lot for anniversary parties, Oktoberfest and other special occasions.

- **AERONAUT Allston.** Three years running AERONAUT ALLSTON at “Zone 3” in Boston. Beginning as a once-weekly popup transforming a Harvard-owned parking lot into an event space Wednesday nights in Summer 2016, our series was extended to two nights per week in 2017 and then three nights per week in 2018. This series involved many of the same constraints and features (e.g. temporary structures, spatial logistics, permitting, entertainment logistics, beer service, food collaborators) that are required for the Whittemore Park beer garden. We have frequently welcomed 1000+ patrons on a single day at AERONAUT ALLSTON, serving large crowds for extended periods with temporary equipment. In recognition of the success of these events, Harvard has welcomed us back for a fourth season.

... and we have experience running a variety of other events, including multiple 1000+ attendee beer garden events on public property in Somerville and Arlington.

We believe that our track record, creativity, and institutional wisdom make AERONAUT the best choice for this summer beer garden series at Whittemore Park.

## **Beer Garden Concept**

### **Event Overview**

Aeronaut’s goal in this beer garden series (and all major events) is to create a fun, welcoming environment, and to amplify the voice of our community. While we always offer a wide variety of high quality craft beers, we are proud to be placemakers, bringing an enjoyable and memorable experience to all attendees. We will structure AERONAUT Arlington around several key features: beer, entertainment, community partners and food partners.

We will open the beer garden each Saturday (or Sunday, if there is inclement weather) at noon. Attendees will be free to enter, purchase beer and food and make use of our games and seating areas throughout the event. Attendees who enter with positive ID showing they are age 21+ will receive a wristband. The wristband is designed to keep track of drink purchases, and also contains messaging entitling the bearer to a discount at local participating businesses. We will provide at least 4 different Aeronaut beers, plus a guest cider and guest beer each week.

At 1pm, we will welcome our first musical act to the stage. Typical musical acts are family-friendly folk and americana music, but we have included brass bands, indie rock, country and more to the mix of bookings. We have worked with the Arlington Center for the Arts to connect with local Arlington-based musicians and ensure they are represented among other regional acts. We book two acts per day, each playing two hour-long sets. The first act will wrap up at 3pm, and the second act will play from 4pm to 6pm.

For each event we will invite community partner groups to have a presence at a table within the beer garden. Examples of such groups are the Mystic River Conservancy, Arlington Bicycle Advisory Committee, Arlington Cultural District, Arlington Recycling Committee, Mystic River Conservancy and Arlington Entrepreneurs, among others. We find that the large audience drawn to these beer garden events provides a great way for local organizations to engage with members of their community.

Each event will have a single food vendor (see “Food Vendors”, below) providing meals for purchase to all attendees. We will issue an RFP and select the most qualified food vendors from the Arlington Center area. Food vendors are able to generate revenue and publicize their businesses at these events. We require all food vendors to provide non-alcoholic beverages and a vegetarian option, in addition to their other menu selections.

We will close the beer garden at 7pm, with last call happening at 6:45pm. As people leave the beer garden, they will once again pass the security table, where they are free to take a postcard that shares information on future beer garden dates and local businesses. We encourage attendees to patronize the many shops and restaurants in Arlington Center through mentions on this postcard and the wristband. We will work with local businesses to provide discounts to attendees of the beer garden.

We expect the beer garden season to begin on June 1 and continue weekly through mid- to late September.



**Stage setup from AERONAUT Arlington 2018.**



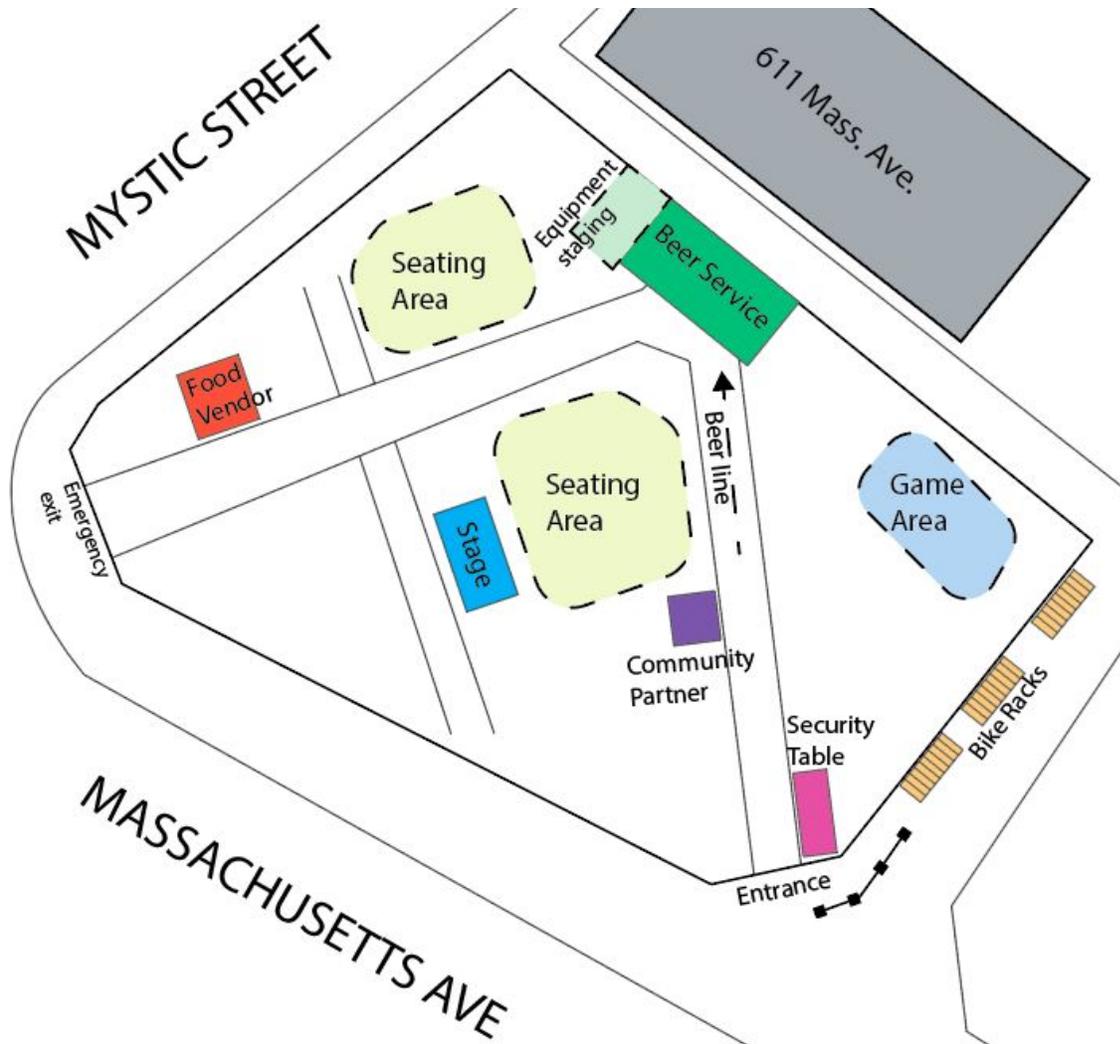
Beer service point from AERONAUT Arlington 2018.



Community partner table from AERONAUT Arlington 2018.

## Site Plan

Based upon the proposed site plan in the RFP, and drawing from our prior experience, we propose the following site plan:



Attendees will enter the beer garden at the main entrance area. At this entrance, we have placed a security table/station, where we can greet visitors, check IDs, provide wristbands, and share key information with guests. Stanchions direct people to queue for entrance without obstructing the sidewalk. The walkway from the entrance provides a convenient path toward the beer service area. We have placed a table for community partners and nonprofits to be located along this path so as to increase their visibility and impact. Attendees will approach the beer service area to purchase beers, pay to the left, and may continue along the path toward the food vendor. We have designated two major seating areas, throughout which we will place seating, such as lawn chairs, camp chairs, and other folding chairs. The portable stage will be set up along the train tracks between two trees and facing the seating area. In the eastern corner, we have designated a game area where we will place lawn games, out of the way of the stage and seating areas. We will place bike racks along the southeast fence to provide additional bike

parking, maintaining a wide aisle for accessibility purposes. The storage pod and the port-a-potty will be placed in the areas recommended in the example layout within the RFP.

## Operations Plan

### Timeline

#### **February 2019:**

**2/27/2019:** Call for RFP made public

#### **March 2019:**

**3/13/2019:** Aeronaut Brewing Company RFP submission

#### **April 2019:**

**Mid April 2019:** If granted the opportunity to lead the beer garden at Whittemore Park in 2019, we will proceed to apply for temporary alcohol permits for the appropriate dates from June-September 2019. Sundays will be noted as rain dates on the applications.

**Mid April 2019:** Begin coordination of all necessary equipment and materials required for the event series. This includes all elements involving outside vendors in addition to internal equipment.

**Mid April 2019:** Once provided with hearing dates for the temporary alcohol permits, our team will attend the designated meetings with the Board of Selectmen/women for approval of the event and the temporary alcohol permits for the duration of the series.

**Mid April 2019:** Finalize available openings for community partner table spots and begin reaching out to local organizations. We will do our best to accommodate as many community partners as possible to showcase their mission.

**Mid April 2019:** Food Vendor RFP release for local food vendors for the summer beer garden series.

**Late April 2019:** Preparation of marketing materials. This will include multiple channels including social media and print media by our communications team.

#### **May 2019:**

**Early May 2019:** Food Vendor selection.

**Early May 2019:** Finalize staffing for all June event dates with rain dates accounted for. We will also hold meetings prior to the start of the first event date to review training materials that are specific to Whittemore Park service.

**May 2019:** Once alcohol permits have been approved, we will schedule the required number of police details for the duration of the season. We will also ensure that we notify the police department of any cancellations due to inclement weather with as much notice in advance as possible

**May 2019:** We will submit payment for all alcohol licenses being issued for the season and also

pick up the permits from Arlington Town Hall. We will scan and upload an internal copy of each permit. We will also laminate the originals in preparation to be publicly displayed at each event date.

**Week prior to June 1, 2019:** Coordinate a date with the Town of Arlington and the Arlington Police Department for the storage container drop off. This process will require a specific number of parking lots to be vacant during the drop off time window for appropriate clearance. The spots that will need to remain clear until the container is delivered are as follows: the space directly next to the storage container location and 4 spaces opposite of the storage container location as the container will be delivered on a tractor trailer bed.

**Week prior to June 1, 2019:** Once the storage container is in place, our team will transport all internal event materials from our Somerville location to the storage container in preparation for the event start date. This will also include all signage for beer selections for the first event date.

### **June 2019:**

**June 1, 2019:** Launch date

## **Summary of Operations**

### **Setup Procedures**

On event days, Aeronaut staff will arrive at 11am for setup. Staff will unload the nearby storage pod and arrange all physical elements of the site according to the site plan, including perimeter fencing, wayfinding and other signage, entryway and greeting table, community tent and table, musician stage and audio equipment, trash, recycling and compost bins, alcohol service tent, tables and related equipment, and chairs for guests. Food vendors will simultaneously set up their own tent, table and food service equipment between 11am and noon in the designated food vendor area. Site will be fully ready and staff in place to receive guests at 12pm.

### **Event Schedule**

The typical beer garden day will have a schedule as follows:

12pm: Beer garden opens

1pm-3pm: First musical act

4pm-6pm: Second musical act

6:45pm: Last call

7pm: Beer garden closes, no more alcohol served

### **Sample Menu**

A sample menu is included as Appendix A.

### **Safety and Security**

To ensure patron safety and compliance with all local and state laws, Aeronaut will set up the beer garden in a safe and secure fashion, staff the events with two security personnel and at least one crowd-manager certified employee on site during all operational hours. Crowd control

fencing will be established to secure the park perimeter each day during setup, with wayfinding signage guiding visitors to the entrance and exit. Aeronaut will maintain a single entry and exit point on Mass Ave, next to the brick alleyway leading to the Russell Common lot. Stanchions will be used to guide the flow of visitors leading up to the entrance, without blocking pedestrian flow on Mass Ave. An emergency egress will be maintained at the corner of Mass Ave. and Mystic St.

One Aeronaut security employee will staff the entrance and exit at all times in operation. This entry staff will check guest IDs and apply wristbands to persons of age 21 or older, and also allow entry for minors accompanied by their 21+ parent or guardian. Entry staff will also maintain the beer garden occupancy using a manual clicker, counting all guests entering and leaving the site in order to keep track of the current number of beer garden occupants, and stay within the permitted limits of the site (estimated 250 person capacity). Entry staff will also ensure guests do not leave the site carrying alcohol.

A second Aeronaut security employee will walk the beer garden site regularly and maintain eyes on the crowd, spotting any potential security issues. They will ensure the perimeter fencing is maintained and that no guests enter or leave the site anywhere except the single designated entry/exit point. They will also periodically recount all guests in the beer garden and coordinate this and other important crowd safety information to the security staff maintaining the entrance. The roaming security staff will also check that all guests are wristbanded appropriately and that no persons without a 21+ wristband are consuming alcohol.

Aeronaut will additionally ensure that a monitor personnel is present at the Cutter Gallery restrooms and portable restroom, to ensure safety in those areas.

As required by the Arlington Select Board, Aeronaut will schedule and pay for a police detail on site, to assist with any public safety issues that may arise.

#### **Alcohol Handling and Service**

Alcoholic drinks available at the beer garden will consist of only beer and cider. There will be up to 6 draft lines, typically serving 4 Aeronaut beers brewed in Somerville, 1 guest beer from another local brewery, and 1 guest cider from a local cidery. All alcohol will be transported to the beer garden each event day from the licensed Aeronaut facility in Somerville, and all remainder alcohol and empty containers will be transported back at the end of each day.

Alcohol service will be established in a tent at the north end of Whittemore Park, close to the entrance of the Cyrus Dallin Art Museum but not blocking it. Guests will queue along the walking path leading from the entrance, and be greeted and served by 4-6 TIPS-trained Aeronaut employees at the beer service area. Service staff will ensure that all guests ordering alcohol have 21+ wristbands, order no more than 2 drinks at a time, and will ensure compliance with all other state and local laws when serving. After receiving their drink orders at the service tables, patrons will move forward to the checkout table and pay for their drinks with cash or credit card.

Aeronaut will provide and maintain a water cooler and cups freely available to guests, next to the alcohol service payment area for guests. The food vendor will also make available non-alcoholic beverages for purchase.

### Waste and Sanitation

Aeronaut will maintain multiple sets of appropriately located and labeled trash, recycling and compost bins inside the beer garden site during operational hours. All food and drink cups and containers provided by Aeronaut or by the food vendor will be compostable or recyclable. Staff will walk through the site periodically throughout the day to check bins and empty them if needed. After the end of service, all bins will be emptied and contents removed to off-site trash, recycling and compost dumpsters at a local restaurant that Aeronaut will contract with for trash and recycling removal, and Aeronaut will contract directly with Bootstrap Compost to pick up compost from the same restaurant's lot. Empty bins will be stored in the beer garden storage pod. At the completion of each event day, Aeronaut staff will perform a full walkthrough to pick up any remnant trash from beer garden patrons or by the public.

Aeronaut will contract to maintain one portable restroom on the far side of the Dallin Art Museum, next to the entrance of the Cutter Gallery. This restroom will be available to the public during beer garden hours, in addition to restrooms in the Cutter Gallery. Aeronaut will provide restroom monitor personnel to ensure security of the gallery and control any lines that may form. The portable restroom on site will be maintained by Aeronaut's service contract, and cleaned weekly after each beer garden event day.



**AERONAUT team members hauling waste from a summer 2018 AERONAUT Arlington event.**

### **Food Vendors**

The selected food vendor for each beer garden day will set up their food vending service between 11am and noon, and make food available to the public during all operational hours. Food vendors will provide non-alcoholic beverage and vegetarian food options, and must hold a Seasonal Food Permit issued by the Town of Arlington Department of Health and Human Services for safe food handling and transport.

### **Utilities**

Aeronaut will require 120v electrical power in the musical stage area to power audio mixers and amplified speakers, and also at the beer service area to power point-of-sale devices. Nearby the stage area, there is an existing transformer box that can satisfy power needs for audio equipment, requiring a short extension cord to be run to the area. For power needs at the beer service area, Aeronaut will utilize a single extension cord running to an external outlet on the Cyrus Dallin Art Museum, and provide adequate modular cord covers to maintain safe pedestrian access to the walkway in front of the museum.

During setup, Aeronaut will utilize cold water from a hose outlet on the side of the Dallin Museum to fill up beer equipment and drinking water dispensers. During breakdown, it will be again used to rinse equipment.

No other site utilities are needed for the beer garden operation. All beer refrigeration is done using ice, which will be fully provided and transported by Aeronaut.

### **Breakdown and Cleanup Procedures**

Following closing of the beer garden, staff will work to break down all equipment used for the event and return it to the storage pod located in the neighboring parking lot. Bags of trash, recycling and compost will be removed to off-site dumpsters as described earlier, and alcohol will be transported back to Aeronaut's facility in Somerville. The entirety of Whittemore Park will be swept for any leftover items or trash before staff depart from the site.

### **Weather Procedures**

The Aeronaut team will monitor weather reports during the week leading up to each beer garden event. If there appears to be a significant chance of rain predicted during the event hours, Aeronaut may elect to shorten beer garden hours, or call a rainout for the entirety of the Saturday. If this call is made to rain out or modify hours for the event, Aeronaut will directly contact all necessary parties by 8am Saturday as to such a decision. Parties will include contacts at the Town of Arlington, in addition to the Arlington Police Department and our musical and community partners. Notice will be sent out to the public on multiple social media channels informing them of the change and any rescheduling decision. In the event that a Saturday is entirely called off as a rainout but Sunday appears to be improved weather, Aeronaut may elect to use the Sunday as a sole rain date for the previous day and inform all parties to the decision on Friday.

## Key Equipment

For successful operation of the outdoor pop-up beer garden, we understand the the need for several pieces of equipment along with detailed coordination with outside vendors to bring in event elements. In preparation for last year's event series at Whittemore Park, we have made significant investments in service related equipment in order to provide the community members of Arlington and the greater Boston area with the best line of service from our team members.

*Internal equipment include but are not limited to the following:*

-Complete, mobile beer serving systems. This system allows us to serve beer on site without the need for formal refrigeration units. The cooler boxes are filled with cold water and ice during service in order to cool the beer as it travels through the system.



-Fencing. These units will be used to block areas that lack fencing around the perimeter of Whittemore Park. In addition, we will use these units to prevent access to the rear portion of our beer service areas.



-Garbage bins, recycling bins, and compost bins  
-6ft-8ft Tables for our beer service and for planned community partners  
-Individual seating for guests. We will have approximately 25-30 individual seats that will be strategically placed around the park to provide seating opportunities for guests.

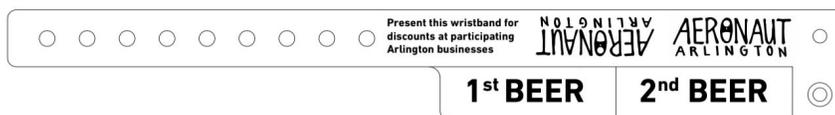


-Interactive activities for guests: Cornhole, Giant Jenga

-Stanchions and tables for our security team procedures. The stanchions will be placed by the entrance to the park in order to address lines/queues as traffic levels increase throughout the day.



-Wristbands for ID check and beer tracking. These wristbands were designed and custom printed by our group for use at Aeronaut Arlington.



-Point of sales system (POS)



-Personal wifi hotspot in order to link our POS system and to stream music on site during times when live music performances are not taking place.

-Audio/visual equipment in order to host live music performance on site. All of the audio visual equipment listed below was acquired in preparation for the Arlington event series in Whittemore Park. This equipment will be dedicated to this event series.

- PA speakers with stands

- Monitors

- Mixer

- Stage. This stage meets the needs of several types of performances.

Furthermore, it can be assembled and disassembled with by two team members in a timely manner. Based on our past experience, we have identified the optimal location for the stage in terms of safety, projection of sound, and visibility for guests.



-Microphones with stands

-Relevant cables, cable boxes, power supplies

-Bike racks which adhere to the guidelines outlined in the RFP. We own three of these bike racks and they will be secured to the handrails on one side of the park as shown in the site plan.

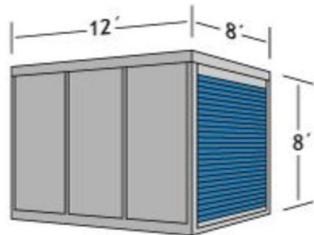


-Water cooler



*External vendor equipment*

-12' storage container



-Portable restrooms. The portable restroom will be provided by an outside company, such as Throne Depot, and will be serviced weekly on Mondays.

### **Team Personnel and Qualifications**

During each service date, an owner-manager or general manager will oversee the operations

beginning from the point that we leave Aeronaut with our beer selections all the way until the end of the final clean up inspection at Whittemore Park. In addition, we will have 6-8 qualified team members with varying responsibilities and skills sets setting up, running the beer garden, and cleaning up. Several of our members are already familiar with the event site as they were present during last year's event series. They are very excited about the prospects of hosting in 2019.

In more detail, there will be one owner-manager or general manager, 4-5 beertenders, 2 security personnel, and 1 restroom monitor during each service date. All of our beertenders will be highly knowledgeable about the beer styles being featured. They will gladly assist and provide more information about our products to members of the community. In addition to addressing aspects of safety, our security members also understand their role as brand ambassadors. While adhering to all security policies, their goal is to welcome and engage members of our community for the duration of their visit. All team members will have valid TIPS certification. Furthermore, managers and security personnel on site will be crowd manager trained and certified. All of our team members will be identifiable with Aeronaut-branded clothing/accessories.

Below are the points of contact from Aeronaut Brewing Company:

Daniel Rassi  
Co-Founder  
dan@aeronaut.net

Ronn Friedlander  
Co-Founder  
ronn@aeronaut.net

Michael Yim  
Senior Director of Product Experience  
michael@aeronaut.net

## **Food Vendors**

In order to provide food and non-alcoholic beverages to beer garden attendees, Aeronaut will seek the participation of Arlington-based food vendors. During the 2018 season, we established this approach using an RFP that we issued to local restaurants. We had success and positive feedback with Punjab and Tango providing food to attendees last year. Our plan for this season will be to issue an RFP again, choosing three vendors for 5-6 consecutive weeks each. We will give preference to those vendors who are most qualified, prepared and committed to participation, and will prefer those who are located closer to the beer garden area. We believe proximity is important for ease of service, as well as minimizing any conflict that may arise due to competition with other local restaurants. We will have only a single vendor at a given time, as this will maximize their revenue potential and incentivize better staffing and service. Our

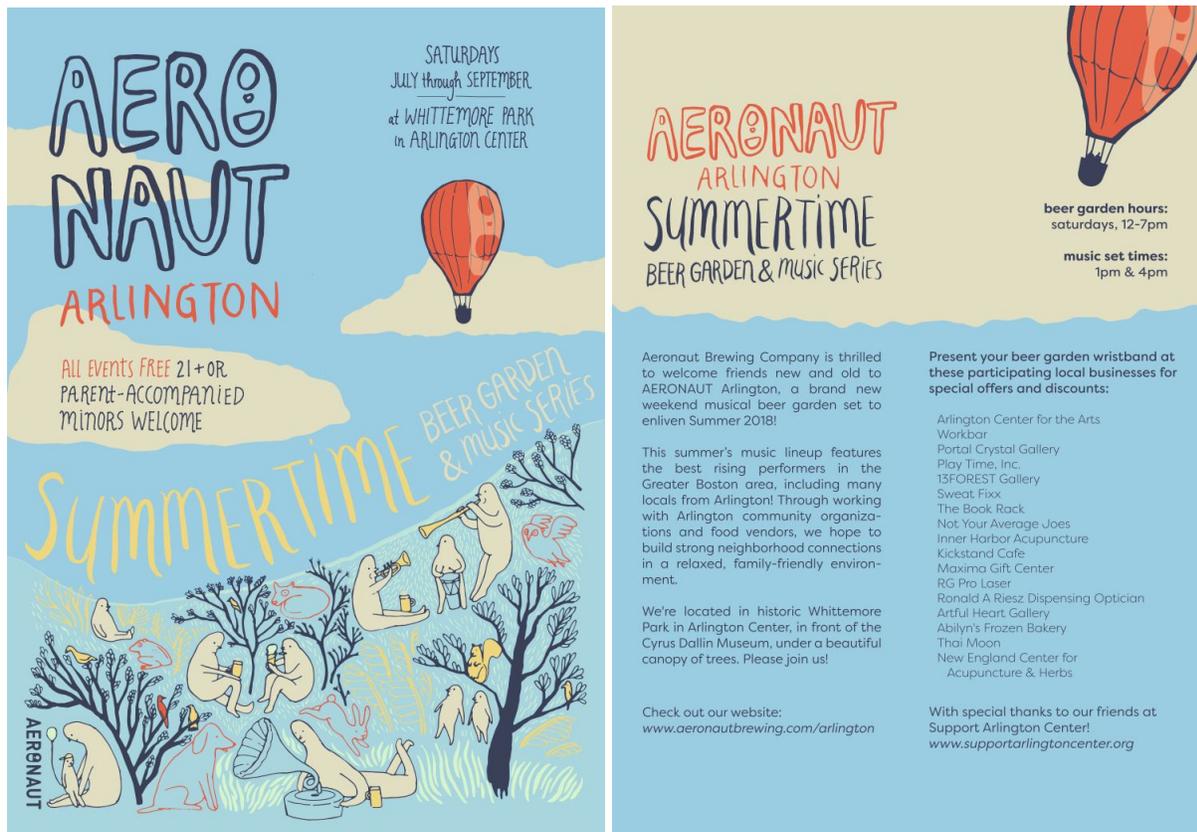
experience last season was that single, repeat vendors were able to keep up with large crowds and were reliable participants.

We have updated our RFP for this coming season and it is attached here in Appendix B.

## Marketing Plan

Aeronaut will intend to re-use similar channels of communication with the public in 2019 as done in 2018, using digital messaging on Facebook and Instagram to communicate our event programming and musical lineup, boost community partners, and engage with Arlington residents throughout the summer. Aeronaut will commission and print fliers and banners to attract attention to the beer garden in Arlington, and use the Aeronaut website and social media accounts to drive awareness of the events to our regular Somerville customers as well. We will assist in setting up any customer surveys that the Town is interested in conducting for patrons to further aid in understanding beer garden attendance and its effect. We believe that we can positively engage with the Arlington community with a marketing and event plan that showcases emerging local performers, local beer, and local food in Arlington Center successfully again in 2019.

Paper flier from summer 2018:



The flier is divided into two main sections. The top section is light blue and features the event title 'AERONAUT ARLINGTON' in large, stylized letters. To the right, it says 'SATURDAYS JULY through SEPTEMBER at WHITTEMORE PARK in ARLINGTON CENTER' with a small hot air balloon illustration. Below this, it states 'ALL EVENTS FREE 21+ OR PARENT-ACCOMPANIED MINORS WELCOME'. The bottom section is light yellow and features the title 'AERONAUT ARLINGTON SUMMERTIME BEER GARDEN & MUSIC SERIES' in orange and black. It includes a hot air balloon illustration, 'beer garden hours: saturdays, 12-7pm', and 'music set times: 1pm & 4pm'. The bottom half of the flier is light blue and contains text about the event, a list of participating local businesses, and contact information. The bottom left corner features a vertical 'AERONAUT' logo and a colorful illustration of people and animals in a garden setting.

**AERONAUT ARLINGTON**

SATURDAYS  
JULY through SEPTEMBER  
at WHITTEMORE PARK  
in ARLINGTON CENTER

ALL EVENTS FREE 21+ OR  
PARENT-ACCOMPANIED  
MINORS WELCOME

**AERONAUT ARLINGTON SUMMERTIME  
BEER GARDEN & MUSIC SERIES**

beer garden hours:  
saturdays, 12-7pm

music set times:  
1pm & 4pm

Aeronaut Brewing Company is thrilled to welcome friends new and old to AERONAUT Arlington, a brand new weekend musical beer garden set to enliven Summer 2018!

This summer's music lineup features the best rising performers in the Greater Boston area, including many locals from Arlington! Through working with Arlington community organizations and food vendors, we hope to build strong neighborhood connections in a relaxed, family-friendly environment.

We're located in historic Whittemore Park in Arlington Center, in front of the Cyrus Dallin Museum, under a beautiful canopy of trees. Please join us!

Check out our website:  
[www.aeronautbrewing.com/arlington](http://www.aeronautbrewing.com/arlington)

**Present your beer garden wristband at these participating local businesses for special offers and discounts:**

- Arlington Center for the Arts
- Workbar
- Portal Crystal Gallery
- Play Time, Inc.
- 13FOREST Gallery
- Sweat Fixx
- The Book Rack
- Not Your Average Joes
- Inner Harbor Acupuncture
- Kickstand Cafe
- Maxima Gift Center
- RG Pro Laser
- Ronald A Riesz Dispensing Optician
- Artful Heart Gallery
- Abilyn's Frozen Bakery
- Thai Moon
- New England Center for Acupuncture & Herbs

With special thanks to our friends at Support Arlington Center!  
[www.supportarlingtoncenter.org](http://www.supportarlingtoncenter.org)

## **Statement of Intention**

As required by the RFP, Aeronaut intends to comply with all requirements of the Beer Garden program:

- Aeronaut will provide liquor liability insurance documentation, with the Town named as additional insured in the amount of \$1,000,000 or more.
- Aeronaut will pay a one-time \$1,500 permit fee to the Town of Arlington for use of the park for the Beer Garden series.
- Aeronaut will 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 will be paid for by the food vendors themselves.
- Aeronaut will ensure all necessary permits are obtained prior to the first event.
- Ronn Friedlander, Daniel Rassi and/or Michael Yim will be available for meetings with the Town on days or evenings, as required.

## **Appendix A**

### *Sample Drink Menu*

- 1) Aeronaut - Hop Hop and Away - American Pale Ale - 4.6% ABV - 16oz.**
- 2) Aeronaut - A Session with Dr. Nandu - IPA - 6.3% ABV - 12oz.**
- 3) Aeronaut - Hermann Hefeweizen - Hefeweizen - 5.2% ABV - 16oz.**
- 4) Aeronaut - Waterloo Porter - Porter - 5.9% ABV - 12oz.**
- 5) Bone Up Brewing Co. - Key Lime White Ale - White Ale - 4.3% ABV - 16oz.**
- 6) Bantam Cider - Rojo - Cider - 5.4% ABV - 16oz.**

**All beer/cider \$7.50**

## **Appendix B**

### *Aeronaut Arlington Summer Music Series Food Vendor Request for Proposal*

**To:** Arlington-based restaurants and food vendors

**From:** Aeronaut Brewing Company

**Re:** Food vendors to participate in Aeronaut Summer Music Series in Whittimore Park (Arlington Center) for Summer 2019

**Responses are due by Wednesday, May 1, no later than 12 noon.**

### **I. About the series**

Aeronaut is planning a series of events featuring talented musicians, accompanied by local food and craft beer. These events would be family friendly, daytime events with a real emphasis on music and local arts and culture. We believe this will be a vibrant and economically beneficial set of summer events for Arlington residents and businesses.

The proposed music series and beer garden would be open on Saturdays (12-7 pm) throughout the summer of 2019 selling both alcoholic and non-alcoholic drinks.

Aeronaut will be programming the music series to feature two local or regional acts each day. Aeronaut will also be operating the bar, serving its own beer alongside local ciders and occasional guest taps. Aeronaut will be responsible for setup and breakdown of the event, security, beer service, entertainment, and promotion.

The event space will be permitted for an estimated 250 occupants, and we anticipate welcoming at least 500 guests (and up to 1500) per day.

### **II. Food vendor request**

It is Aeronaut's strong wish to bring in local food vendors to represent the Arlington culinary scene and provide food and non-alcoholic drinks to attendees. Aeronaut seeks a vibrant, professional, independent food vendor to provide a limited menu of food and non-alcoholic drink items appropriate for a beer garden setting. We intend to choose three vendors to each provide 6 dates worth of food vending on consecutive event dates.

We will allocate a space of approximately 15'x15' for the selected food vendor(s) within the licensed beer garden & event space.

### **III. Food vendor requirements**

Participating food vendors must:

- Commit to being present at *all* dates for which they are selected, as well as rain dates.
- Provide their own food, service equipment, staff, POS system, tent, tables and signage. Disposable items must be compostable (or recyclable beverage containers).
- Plan logistics for transporting food and serving guests in an efficient manner.
- Obtain their own Seasonal Food Permit from the Town of Arlington Department of Health and Human Services, as well as any other required permits. **Permit applications deadlines TBD.**
- Provide certificate of liability insurance with a minimum coverage of \$3M naming TBD Brewing LLC d/b/a Aeronaut Brewing Co. as additional insured for all dates of vending.
- Set up and break down their own vending site each day.
- Operate during all open hours of the event, a requirement of our temporary alcohol permit.
- Provide adequate food and drinks for all attendees.
- Handle all food waste within their service area.
- Leave their service area trash-free and clean of all debris from the event.
- Provide at least 3 distinct food menu items.
- Provide at least 1 vegetarian option (and ideally a vegan option).
- Vend water and at least 2 additional non-alcoholic beverages (note that Aeronaut will also intend to provide free tap water).

#### **IV. Additional Information**

##### **A. Expected dates of operation**

Opening date is tentatively slated for June 1. Scheduled operating dates are as follows: June 1, 8, 15, 22, 29. July 6, 13, 20, 27. August 3, 10, 17, 24, 31. September 7, 21, 28. Note that each operating date is a Saturday, but the following Sundays are the slated rain dates. Also please note that there is no beer garden in Whittemore Park on September 14 due to Arlington Town Day.

Aeronaut expects to choose four vendors being provided with one month each. Vendor A will operate for all event dates from June 1 through July 6. Vendor B will operate for all event dates from July 13 through August 10. Vendor C will operate for all event dates from August 17 through September 28.

##### **B. Rain plans**

In the event of significant rain, Aeronaut may choose to cancel any event date or reduce operating hours. Sundays will be considered the rain dates for any of the scheduled Saturday events. If the Sunday date is rained out as well, there will be no replacement date for any vendors. We will inform you of rain plans as early as possible.

#### **V. Requested application information**

We request that all applicants provide the following items:

- Business name (corporate and d/b/a)

- Business address in Arlington
- Years in business
- Description of previous experience serving at temporary/seasonal events (include all relevant information)
- Proposed sample menu for this event, including item names, descriptions and pricing. Menu should include food and non-alcoholic beverages as described above. Menu does not need to be final
- Proposal for food service logistics -- setup procedures, equipment used, plan for service, staffing plan, breakdown procedures
- Preference of dates of service, if any

**VI. Contact info**

Please send all applications and any questions to [ronn@aeronaut.net](mailto:ronn@aeronaut.net).

We will notify chosen applicants no later than May 15, 2019. Please note that participating vendors for the first block of dates will need to submit their Seasonal Food Permit no later than TBD.