



TOWN OF ARLINGTON

MASSACHUSETTS 02476

781 - 316 - 3090

DEPARTMENT OF PLANNING &
COMMUNITY DEVELOPMENT

M E M O R A N D U M

To: Adam Chapdelaine, Town Manager
Cc: Jennifer Raitt, Director, Department of Planning and Community Development
From: Ali Carter, Economic Development Coordinator
Date: September 21, 2021
Re: Boston Women's Market Pop-Up at Arlington Visitor Center
Proposal: To host a pop-up market, "Pop Arlington," in the Visitor Center at Uncle Sam Plaza.

November 26–December 23, 2021
Arlington Visitor Center, 4 Mystic St, Arlington, MA 02474
4 vendors each with one-week lease
Cost: \$270 per week

The Department of Planning and Community Development (DPCD) proposes to activate the Visitor Center at Uncle Sam Plaza with four businesses selling their goods. Vendors will rotate on a weekly basis beginning on Friday November 26th through Thursday December 23rd. Selling hours will vary depending on the vendor but will operate no earlier than 9am and no later than 11pm. Each vendor will be allowed the interior use of the Visitor Center as vending space. Each vendor will assume all cost and responsibility for coordination of the marketplace, and DPCD will assure that vendors get all necessary permits for their pop-up term.

This proposal is part of a business recruitment strategy for the town. Pop Arlington vendors will be given a complete listing of available commercial properties in Arlington and leasing contacts, as well as information on start-up supports and grants available through government and private entities. It will be promoted to the list of businesses who have contacted me in the past year searching for space to rent in town, as well as through the Boston Women's Market vendor and list, Town social media accounts, a press release, and additional channels as appropriate. An initial call for expressions of interest to host a pop-up business in town has yielded 55 responses to date, demonstrating demand from entrepreneurs for temporary space to test business concepts. Attached are a Request for Proposals (RFP) and accompanying Memorandum of Understanding (MOU) for maintenance and management of the Visitor Center during its use as a pop-up shop. The asking rent of \$270 per week is based on average commercial rents in Arlington, which have held steady at an average of \$30 per square foot for the last 3 years. This is a reduced rate at 75% of that average figure, which allows the vendor to test the market for their goods in Arlington while also giving the Town the ability to cover costs, such as the utility bills for the use of the space. Vendors will promote their own pop-up term at Pop Arlington, bringing their base of customers to town. This program will invite new entrepreneurs to town, providing them with the opportunity to gain a foothold here and the potential to fill one of the vacant commercial spaces in our town. It will also activate a Town-owned property in Arlington Center that is not utilized during the months of November and December.

Request for Proposals

2021 POP ARLINGTON HOLIDAY MARKET AT UNCLE SAM PLAZA

I. KEY INFORMATION FOR VENDORS

A. OVERVIEW

The Town of Arlington (“Town”) is offering a unique opportunity for a creative entrepreneur or company (“Vendor”) to operate a pop-up retail shop in Arlington’s Visitor Center at Uncle Sam Plaza for a one-week period between November 26 and December 23, 2021.

The Town hopes that the Vendor will bring the creativity, passion, and ambiance that reflect Arlington’s emphasis on inclusion and building community. The Town is seeking concepts that are fun, distinctive, and will bring a unique experience to Arlington.

B. BACKGROUND

Uncle Sam Plaza is a public space in the heart of Arlington Center. As the site of the Arlington Visitor Center, it is home to the Uncle Sam Memorial Statue and is situated at the crossroads of our central business district. The Pop Arlington Holiday Market is part of the Town’s effort to create opportunities for entrepreneurs to open businesses in town and bring vibrancy and diverse programming to public spaces.

In 2019, the Boston Women’s Market piloted a pop-up market series at Uncle Sam Plaza. They held a total of 3 markets in Uncle Sam Plaza in July and September of 2019, and September 11, 2021.

This Request for Proposals (RFP) is an invitation for qualified and experienced Vendors to submit exciting original proposals to plan, manage, and operate a one-week pop-up shop at Uncle Sam Plaza between November 26 and December 23, 2021.

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 pop-up shopping experience that is a distinctive and welcoming destination.
2. Present a cogent marketing plan to reach residents of Arlington and attract customers from around the region.

D. LOCATION OVERVIEW

For the Pop Arlington Holiday Market site, the Town is providing the Visitor Center shed at Uncle Sam Plaza. Diagram 1 provides a map of the location and diagram 2 provides an image of the location.

Diagram 1: Pop Arlington Holiday Market location map.

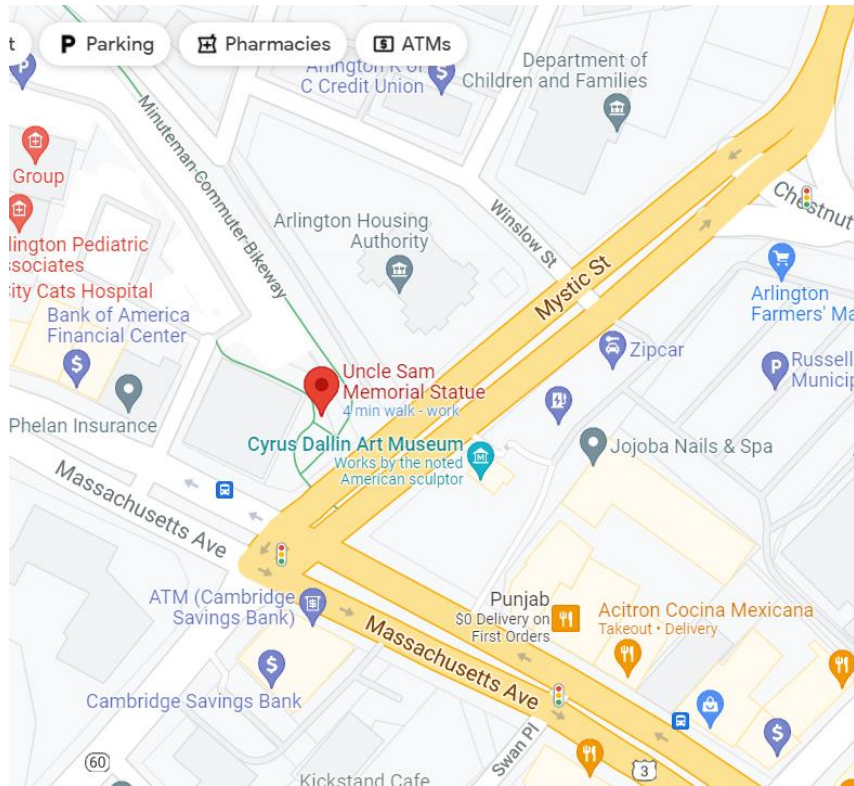


Diagram 2: Pop Arlington Holiday Market location image.



Operations: The proposed Pop Arlington Holiday Market would operate with individual vendors holding one-week leases between November 26 and December 23, 2021.

Vendors will rotate on a weekly basis beginning on Friday November 26th through Thursday December 23rd. Selling hours will vary depending on the vendor but will operate no earlier than 9 AM and no later than 11 PM on a given date. Each vendor will be allowed the interior use of the Visitor Center as vending space. Each vendor will assume all cost and responsibility for coordination of the marketplace, including the acquisition of all necessary permits for their pop-up term.

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 pop-up patrons that will measure their response to the pop-up activity in town.

Fees and Maintenance: Vendors will be required to sign a Memorandum of Understanding (MOU) for maintenance and management of the Visitor Center shed during their one-week pop-up term. The vendor will be required to pay a rental fee of \$270 per week. They will also bear all the costs for operating their pop up. All trash will be removed from the site at the end of each day and disposed of by the Vendor.

E. CONSIDERATIONS AND EXPECTATIONS

The Visitor Center is a public building with electricity and Wi-Fi. Any heat will have to be through a space heater that is subject to the approval of the Department of Public Works. Vendors will need to provide any racks, display elements, or accessories necessary to run their pop-up shop.

The successful Vendor will fulfill the following responsibilities:

- Be flexible and collaborate with the Town to manage the space.
- Apply for all necessary permits to operate.
- Store equipment and lock up Visitor Center at the close of the pop-up each day.
- Clean the site daily, including trash/recycling removal.
- Ensure the pop-up functions in a manner compliant with appropriate codes, laws, and regulations.
- Provide staffing and management of the pop-up during operating hours; and
- Comply with Town Bylaws.

F. OVERVIEW OF RFP PROCESS AND KEY DATES

Responses to this RFP are due Friday, October 22, 2021, at 12 p.m. The Town will review responses, conduct interviews, award a contract, and the Pop Arlington Holiday Market will open on November 26, 2021.

2021 Pop Arlington Holiday Market RFP Schedule:

Wednesday, September 29, 2021: RFP emailed out and posted on the Town website

Friday, October 8, 2021, 11 am: Any clarifying RFP questions due via email

Tuesday, October 12, 2021, 4pm: Answers posted on Town website

Friday, October 22, 2021, 12pm: RFP submissions due

October 27, 2021–November 4, 2021: Interviews and evaluations

Final notifications to vendors by Friday November 5, 2021, at noon.

Pop Arlington Holiday Market Opens Friday November 26, 2021.

G. VENDOR QUALIFICATIONS

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

1. The vendor must have previous experience in similar events. Successful completion of a minimum of one (1) such projects within the last five (5) years is required, and completion of three (3) overall is desired.
2. The Vendor must be available for meetings with the Town on days or evenings, as required.
3. The Vendor must meet the minimum qualifying permit fee amount of \$270 per week.

H. TERMS AND CONDITIONS

Vendors selected to participate in the Pop Arlington Holiday Market must supply copies of Sales Tax Certification and Vendor Permits (if required by the Town or Commonwealth). Vendors must occupy the space no later than the second day of their weekly lease term and must be willing to operate for a minimum of four days. Vendors must be open and staffed during their advertised business hours. Vendors must maintain the space in an orderly fashion. All vendors should plan to equip their own shop. All signage must be professional in look and appearance. The space cannot be sublet. All persons under 18 years of age must be always supervised by an adult.

H. SELECTION CRITERIA

The Town will award the contract to the Vendor 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 and completion of the Pop Arlington Holiday Market application. Finalists will be required to appear for a virtual interview.

Interviews with select vendor candidates will be based on a compelling vision to make the Pop Arlington Holiday Market a distinctive and welcoming destination. Demonstration of relevant experience, attractive products, excellent customer service, and a well produced marketing plan are key. Preference may be given to Vendors who have a successful track record of hosting pop-up events in Arlington and in surrounding communities.

Timely submitted proposals shall be evaluated based on the assessment of: 1. The Vendor's completed Pop Arlington Holiday Market application and creativity of their marketing strategy. 2. The Proposer's experience, capacity, and availability of personnel. 3. Investment in your business concept. We want to see entrepreneurs who will use this opportunity to take their business to the next level.

1. Staffing Plan and Methodology, including the professional qualifications of all pop-up shop personnel with particular attention to professional experience.

Highly Advantageous: The proposal includes a detailed, logical, creative, and highly efficient scheme for producing a pop-up shop that addresses all goals and priorities of this project and meets all the minimum applicant qualifications detailed in Section G, "Vendor Qualifications."

Advantageous: The proposal includes a credible scheme for producing a pop-up that meets all the minimum applicant qualifications detailed in Section G, "Vendor Qualifications."

Not Advantageous: The proposal is not sufficiently detailed to fully evaluate, or the proposal does not contain all the components necessary to produce a pop up that meets all the minimum vendor qualifications detailed in Section G, "Vendor Qualifications."

Unacceptable: The proposal does not meet all the minimum applicant qualifications detailed in Section G, "Vendor Qualifications."

2. Depth of experience with similar projects, and prior experience with hosting pop ups.

Highly Advantageous: The Vendor has at least three (3) years of experience in pop up management. The Vendor can demonstrate the successful completion of three (3) similar projects within the last five (5) years.

Advantageous: The Vendor has at least two (2) year of experience in pop up management. The Vendor can demonstrate successful completion of two (2) similar projects within the last five (5) years.

Not Advantageous: The Vendor has less than two (2) years of experience in pop up management. The Vendor can demonstrate the successful completion of one (1) similar project within the last five (5) years.

Unacceptable: The Vendor has less than one (1) year of experience in pop up management. The Vendor cannot demonstrate the successful completion of similar projects.

3. Desirability of approach to the event, as well as a demonstrated understanding of all pop-up 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 Section C of 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 Friday, October 22, 2021, 12pm. 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

Pop Arlington Holiday Market Application

Name: _____

Business Name: _____

Mailing Address: _____

Email Address: _____

Phone: _____ Best way to contact you? _____

Which week(s) are you available to run your pop-up shop at Pop Arlington?

- ☐ November 26–December 2
- ☐ December 3–December 9
- ☐ December 10–December 16
- ☐ December 17–December 23

The project requires the vendor to be responsible for all store equipment and furniture (tables, seating, etc.). Are you prepared to do this? _____

Products/Service

Describe your shop concept and product(s):

Proposed number of employees: _____

History

Is this an existing business or start-up? _____

How long has it been established? _____

Do you currently have a retail location? _____

If yes, where is it located? _____

Are you considering locating in Arlington permanently? _____

Marketing

What is the average price of your products/services? _____

Who are your target customers and how do you plan to reach those customers? Describe your marketing strategy:

Explain how your business will serve Arlington residents, workers, and visitors:

If you are an existing business, list your best-selling items:

Please list three ways you plan to successfully sustain your pop-up shop during the pop-up period.

Operational

How much time will you require for equipment set-up?

Please describe the role of each person who will be involved in operating the shop:

Additional Materials

Include 5-10 images or samples of your products, a marketing plan, and marketing materials. Business plans are also appreciated by the review team if available; all documents are kept confidential.



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TOWN HALL, 730 MASSACHUSETTS AVENUE
ARLINGTON, MASSACHUSETTS 02476
TELEPHONE 781-316-3090

Memorandum of Understanding

Pop Arlington Holiday Market Vendor Duties and Responsibilities

During the week of _____ at the Pop Arlington Holiday Market at Uncle Sam Plaza, _____, the vendor, will comply with guidelines set forth below:

- Keep keys to pop-up shed in secure location during pop-up term while shop is open and between events.
- Ensure that pop-up patrons may enter the building.
- Ensure that doors are not left propped open and are locked securely at the end of each event.
- Communicate promptly with the Department of Planning and Community Development and Facilities Department any building maintenance or access problems.
- Contact community safety in the event of public safety concerns, or in the event of emergency.

Qualifications/Skills:

- Ability to work independently, organize time and accomplish tasks with accuracy.
- Ability to communicate effectively verbally.
- Must be 18 years of age; and
- Ability to handle matters with tact, discretion, and confidentiality.

The parties hereto have executed this Agreement on this ____ day of _____, 2021, by their duly authorized agents.

Town of Arlington

Vendor