



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: June 20, 2018

Re: Aeronaut Beer Garden at Whittemore Park, Summer 2018

Aeronaut Brewing Company is proposing a series of outdoor beer gardens throughout the summer of 2018. These beer gardens would be located on Whittemore Park, utilize one parking space in the Russell Common lot, be staffed by seven Aeronaut Brewing Company employees, and have a maximum capacity of 250 people.

Operations: The proposed beer garden would be open on the following dates:

July (Saturdays only) 7, 14, 21, 28; August (Saturdays and Sundays) 4, 5, 11, 12, 18, 19, 25, 26; and September (Saturdays and Sundays) 1, 2, 8, 9, 16, 22, 23, 29, 30.

Saturday hours would be 12-8 p.m. and Sunday hours would be 12-7 p.m. At least one but as many as two Arlington-based food vendors will be located inside the beer garden to provide food service to patrons; please see attached Request for Proposals to Arlington Restaurants from Aeronaut Brewing Company. Aeronaut would also hire musicians to play, adding an entertainment amenity to the event. It would meet a goal of the Arts and Culture Action Plan to activate under-utilized Town properties with programs and events.

Bathrooms in the Cutter Gallery will be accessible to beer garden patrons and staffed by a room monitor who is an employee of the Town. Aeronaut will reimburse the Department of Planning and Community Development for this staff person's wages. A porta-potty will also be placed outside the entrance to the Cutter Gallery. 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, Aeronaut will pay for 2 additional porta-potties and have allocated space for them in the parking space that will house their storage pod. They are also going to 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 municipal lots and at the beer garden bike racks.

The Town of Arlington's Department of Planning and Community Development 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. A copy of that

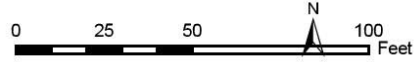
survey is included in this memo. The Town's Economic Development Coordinator is also working with local merchants to provide a map of area businesses to be available for beer garden patrons. Some local merchants plan to offer special promotions to beer garden patrons who come to their business wearing their beer garden wristband (see Security Plan below). A listing of those promotions will also be available to beer garden patrons in order to encourage them to shop at local businesses and dine at local restaurants.

Fees: Aeronaut will pay a one-time \$400 permit fee to the Town of Arlington for use of the park on the dates listed above as well as \$432 in parking fees for the space allocated to a storage pod and additional porta-potties. 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.

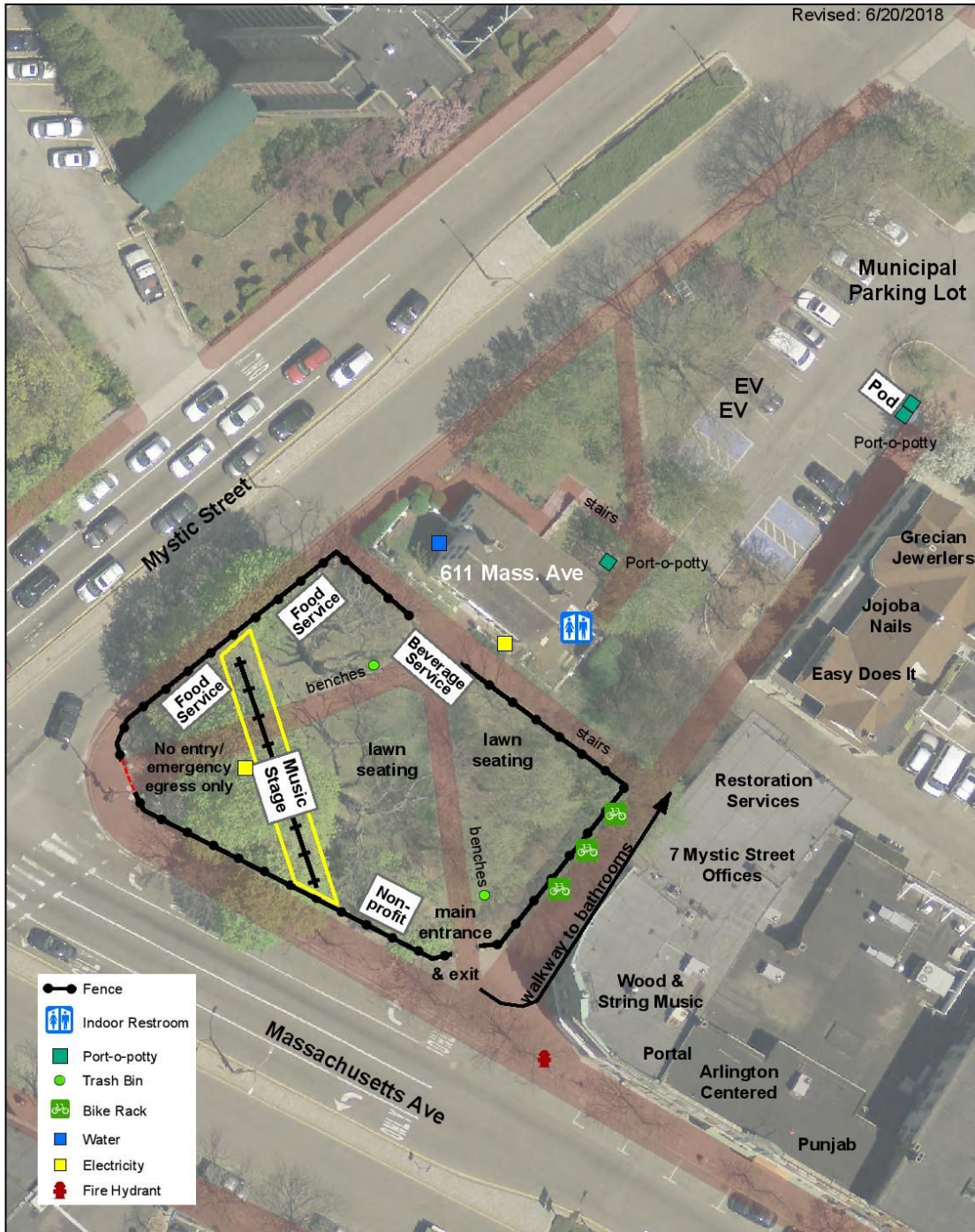
Security Plan: Access to the beer garden will be restricted to an entrance on Mass Ave near the brick alleyway down to the Russell Common lot. Emergency egress would be allowed through the access point to the park at the corner of Mass Ave and Mystic Street. All gaps in the fencing (at corner of Mass 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. There will be an Aeronaut Brewery staff person who is trained to check identification stationed at the entrance. Aeronaut will have TIPS-certified beer servers, and will 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. Aeronaut staff will be 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. Aeronaut Brewing Company has a successful track record of hosting public events in Arlington (Town Day 2017 and Old Schwamb Mill's Oktoberfest) and in surrounding communities. Aeronaut 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 Aeronaut.

Arlington's Whittemore Park Beer Garden



Revised: 6/20/2018



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Aeronaut Beer Garden Survey

Date: _____

The Town of Arlington wants to learn about how people use the beer garden and what they think about them. This survey is anonymous.

1. What is the main reason you came to Arlington Center today? (Check only one answer.)

☐ Work/Business ☐ The Beer garden ☐ Shopping/Dining ☐ Entertainment ☐ Other

2. Including yourself, how many people are visiting the beer garden with you today?

Adults: _____ Children (<18): _____

3. How did you learn about the Aeronaut Beer Garden? (Check all that apply.)

☐ Newspaper ☐ Website ☐ Email ☐ Radio ☐ TV ☐ Just walked/drove by
☐ Social Media (Facebook, Instagram, etc.) ☐ Word of Mouth (not online) ☐ Other:

4. What 3 words would you use to describe the beer garden?

5. How much do you estimate you and your party expect to spend in Arlington Center today?

Food and drink _____

Shopping _____

Parking _____

Other _____

6. Do you expect to do any of the following? (Check all that apply.)

☐ Tell someone about the beer garden
☐ Post the beer garden on social media
☐ Come back to beer garden again

7. Your zip code: _____

8. Your age:

☐ 21-34
☐ 35-54
☐ 55-74
☐ 75 or older

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 Whittemore Park (Arlington Center) for Summer 2018

Responses are due by Monday, June 25, 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 (12-8 pm), and Sundays (12-7 pm) throughout the summer of 2018 selling both alcoholic and non-alcoholic drinks (Saturdays only in July, Saturdays and Sundays in August and September).

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 per day. As this is our first summer running this event series, this number is somewhat uncertain.

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 approximately 1 month 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:

- Provide their own food, service equipment, staff, POS system, tent, tables and signage.
- 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 for the month of July must be submitted by June 29.**
- 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 July 7. Scheduled operating dates are as follows: July 7, 14, 21, 28. August 4, 5, 11, 12, 18, 19, 25, 26. September 1, 2, 8, 9, 16, 22, 23, 29, 30.

Aeronaut expects to choose three vendors for 7 dates each. Vendor A will operate for all event dates from July 7 through August 11. Vendor B will operate for all event dates from August 12 through September 2. Vendor C will operate for all event dates from September 8 through September 30. However, depending on response rate, we may select a single vendor for more than 7 dates.

B. Rain plans

In the event of significant rain, Aeronaut may choose to cancel any event date or reduce operating hours. There are no "rain dates" for any of these scheduled events. If an event is rained out, there will be no replacement date for any vendors.

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.

We will notify chosen applicants no later than June 27, 2018. Please note that participating vendors for the first block of dates will need to submit their Seasonal Food Permit no later than June 29, 2018.