



EVENING CONCERTS REQUEST FOR PROPOSAL

Overview

The Capitol Riverfront Business Improvement District (BID) is seeking proposals for event production of its 2012 Friday Evening Concert Series held at the Yards Park in Washington, DC.

About Us

About the Capitol Riverfront neighborhood

The Capitol Riverfront encompasses 500 acres south of Capitol Hill to the Anacostia Riverfront and including Nationals Ballpark. The neighborhood has over 3,300 residents, 35,000 daytime employees, 2 million visitors and is adjacent to historic Capitol Hill neighborhood.

About the Capitol Riverfront BID

The Capitol Riverfront BID is a 501(c)(6) private non-profit organization funded through property tax assessments that supplement basic city services and works to create an inviting and vibrant environment for area workers, residents, and visitors. The BID does this through its Clean Teams and Ambassadors; community building events such as free summer concerts and outdoor movies; public realm improvements; economic development and office, retail and residential attraction; marketing of the concert series, including marketing of the Capitol Riverfront neighborhood; and more.

About the Concert Series

The Friday Evening Concert Series, sponsored by the Yards Park, LLC, is a free summer concert series now in its second year. Friday Evening Concerts will be held in the Yards Park over 20 Fridays from 6:30 pm to 8:30 pm in the summer of 2012. Last year was the first year of the popular concert series, featuring music ranging from jazz and salsa to blues and reggae. The music must encourage a family friendly, fun and relaxing environment for attendees; No profanities are allowed. Each concert attracted a diverse demographic of several hundred people including, neighborhood residents, Capitol Hill families, young professionals, Nationals Park attendees and more.

The evening concert dates for 2012 are Fridays:

May 4, 11, 18, 25

June 1, 8, 15, 22, 29

July 6, 13, 20, 27

August 3, 10, 17, 24, 31

September 7, 14,

If there is inclement weather, the concerts will be rescheduled for the end of the series. The severity of the inclement weather necessary to cancel a concert and the deadline for deciding to cancel the concert should be included in RFP response.

Location:

The Yards Park, 10 Water Street, SE, Washington, DC 20003

Objectives for the Capitol Riverfront Concert Series

- To provide an engaging experience in the Capitol Riverfront that becomes a well-known, popular event on the river every summer
- To grow general awareness of the Capitol Riverfront neighborhood and the organization that supports it, the Capitol Riverfront Business Improvement District
- To attract a wide variety of people to the Yards Park and promote the Park as a waterfront destination

- To provide an alternative outdoor evening concert series to the popular Sculpture Garden jazz series

In addition, the Capitol Riverfront BID will give preference to event producers who have the ability to not only produce a stellar concert series but who also can offer creative ideas and business opportunities for possible partnerships, promotions, and sponsorships that can help take the Capitol Riverfront experience to the next level and to better meet the above objectives.

Proposal Specifications

The Capitol Riverfront BID seeks turnkey production for its 2012 Friday Evening Concert Series to be provided by an events management company. The Capitol Riverfront would like a variety of music that will appeal to a large, diverse audience that ranges from neighborhood residents and employees to Capitol Hill families. A range of performances (jazz, salsa, funk, blues, and pop etc.) by local or regional acts is desired.

Please include in your proposal a copy of a contract between yourself and a client, for review.

Specifically, the events management company is expected to:

- audition, book, contract with, and pay the performers;
- provide a professional sound reinforcement system and professional engineer on site for the duration of the concert;
- provide experienced project manager on-site for the duration of the event;
- provide host/emcee for the concerts to lend a “professional feel” and offer entertainment for any intermissions;
- oversee general concert production;
- provide any necessary refreshments to the performers;
- arrive on-time and have performers start on-time;
- enforce music sound levels at the city-designated level of 78 decibels at the edge (Water Street, SE) of the Yards Park;
- indemnify and hold harmless the Capital Riverfront BID and the Yards Park LLC from and against any liability arising from the event;
- carry necessary liability insurance as required by the Capitol Riverfront BID and the Yards Park LLC, and include them as additional insureds;
- abide by all District of Columbia laws;
- assist the Capitol Riverfront BID with its specific needs pertaining to the concert series.

Experience/Expertise

In your proposal, briefly state how you and any collaborators are qualified to undertake the proposed project. Please list three references for events or similar projects you have managed in the past. If you have ideas for sponsorships, promotions, or partnerships beyond event production, please provide an overview description of what you’d propose for the series.

Selection Criteria

Proposals will be evaluated based on cost, the vendor’s range of experience with similar events, type and diversity of artists, the quality of their material, the vendor’s ability to present creative business ideas and sponsorship/partnership opportunities, and the reliability of both vendor and artists.

Deadlines

Please submit one copy of your proposal, including a proposed artist schedule; fees and other costs; and the form of contract that you propose to execute in connection with the concert series, to the contact listed below on or before January 31, 2012.

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