



Request for Proposal: Bartender Service Provider

BOPA invites proposals from interested service providers with experience in large scale festivals and events.

January 2019

The Baltimore Office of Promotion & The Arts (BOPA) is seeking a Bartender Service Provider to manage the bars at Artscape and Baltimore Book Festival/ Light City in 2019 and 2020. We invite proposals from interested service providers with experience in staffing and managing bars/ beverage programs at large scale festivals and events. Our main objective is to create a beverage program that is efficient, relevant to the festival and consumers, innovative, creative and exciting, and to produce a sufficient revenue to help offset the cost of our nonprofit endeavor. Interested parties must have the ability to provide exceptional bartender services and management to help meet BOPA's objective.

BOPA and Festivals Overview

BOPA is a 501(c)(3) nonprofit organization that produces or organizes almost every fun, free city-wide event in Baltimore. BOPA also serves as Baltimore City's official arts council, events agency, and film office. BOPA uplifts Baltimore's creative community through funding and support to artists, arts programs and organizations across the city.

BOPA is an exceptional producer of large-scale events such as Light City, Artscape and the Baltimore Book Festival. BOPA promotes the culinary arts through its management of the Baltimore Farmers' Market & Bazaar. It produces New Year's Eve and July 4th celebrations at the Inner Harbor, School 33 Art Center's Open Studio Tour; Free Fall Baltimore, and the Dr. Martin Luther King, Jr. Parade. As the city's arts council, BOPA provides opportunities for artists to showcase work through the Public Art Program, Baltimore Mural Program, Community Arts Grants and various Calls for Artists; engages the next generation of artists through the arts education programs Art@Work, Bright StArts and BOPA Youth Arts Council; and collaborates with cultural organizations and neighborhood groups through a myriad of other programming.

Artscape

Where Baltimore comes together to discover city arts, Artscape is a summer tradition like no other. Celebrating its 38th year in 2019, Artscape is proud to showcase an Artists' Market of 150 vendors and craftspeople; live concerts on outdoor stages; a curated visual arts experience; a robust performing arts program including dance, street theater, jazz, opera and classical music; family-friendly events and entertainment; teen-focused activities and programming; film, experimental music, improv and a comedy club; and culinary arts with a delicious local eats and refreshing beverage program. Artscape is held outdoors in tents, and inside the neighborhood's premier exhibition spaces and performing arts and cultural venues. The outdoor festival is 100% free and accessible; all indoor venues are accessible; some indoor/private venues may be ticketed.

2019 Dates: Friday, July 19, 2019 and Saturday, July 20, 2019 from 11am-9pm, and Sunday, July 21, 2019 from 11am-7pm; Artscape After Hours (Friday and Saturday from 9-11pm on Charles Street)

2019 Location: Midtown Baltimore and the Station North Arts & Entertainment District neighborhoods; Mt. Royal Avenue, Cathedral and Preston Streets, Maryland Avenue and Charles Street

Attendance: 350,000 visitors

Economic Impact: \$28.5 million (2012)

Baltimore Book Festival/ Light City

Illuminating Baltimore with literature and ideas during the day and world-class light art and performances at night, in November 2019 BOPA announced that it is uniting two of its marquee events: Baltimore Book Festival and Light City. The two events come together as one spectacular festival to create ten days of a one-of-a-kind international event at Baltimore's Inner Harbor. The Baltimore Book Festival, a celebration of the literary arts, features author appearances and book signings, exhibitors and book seller tents, readings on multiple stages, children's activities and cooking demonstrations. Light City, a festival of light, music and innovation features awe-inspiring light art installations, performances, concerts, a fun-filled family zone and more. Light City 2018 attracted more than 442,500 nighttime visitors, generated \$33.5 million in economic impact and created one billion media impressions for Baltimore. By uniting with Light City, the 24th annual Baltimore Book Festival will be the conference portion of the

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event addressing contemporary, innovative and historical issues through conversations, Q&A sessions, panel discussions and workshops.

Baltimore Book Festival:

2019 Dates: Friday, November 1, 2019 through Sunday, November 3, 2019 from 12pm-10pm

2019 Location: Baltimore Inner Harbor

Attendance: 100,000 visitors

Economic Impact: \$8.3 million (2015)

Light City:

2019 Dates: Friday, November 1, 2019 through Sunday, November 10, 2019 from 5pm-10pm

2019 Location: Baltimore's Waterfront, West Shore to Harbor Point

Attendance: 450,000 visitors

Economic Impact: \$33.5 million (2018)

Description

Bartender Service Providers will be responsible for staffing bars at Artscape, Baltimore Book Festival and Light City in 2019 and 2020. Proposed payment structure (per shift, flat rate, etc.) is required to be included in all proposals.

Scope

The Service Provider will enter into an agreement with BOPA for the 2019 and 2020 Artscape, Baltimore Book Festival and Light City events. Upon acceptance, a contract will be developed. The agreement will include all obligations and services of both BOPA and the service provider. BOPA reserves the right to enter into additional service provider agreements for any necessary roles the service provider isn't able to fulfil. Once the contract is awarded, BOPA expects the service provider to manage all aspects of the bartender program to maximize profit returns. BOPA may permit the partner to enter into subcontracts, upon approval.

The bartender service provider obligations to include, but are not limited to:

- Designate one of its employees to serve as its primary contact.
- Pre-event walk through of the festival footprint with Service Provider primary contact and BOPA primary contact.
- Organize the bar management in collaboration with BOPA.
- Vet bartenders.
- Create bartender schedule with BOPA for the bars, record all shifts/hours, distribute payment to bartenders.
- Hire all bartenders for each festival. At least one bartender per location must be TIPS, ServSafe Alcohol, RAM Alcohol or other alcohol awareness training accepted by "Alcoholic Beverages" Article of the Annotated Code of Maryland trained.
- Primary contact must arrive at least one hour prior to festival start time. Check in and place all bartenders at least 30 minutes prior to festival start time.
- ID and wrist band all festival-goers that purchase an alcoholic beverage.
- Set-up and organize bar locations.

BOPA obligations to include, but are not limited to:

- Stock bars and provide ice.
- Designate one of its employees to serve as its primary contact.
- Deliver and pick up cash and Point of Sale systems from each bar.
- Pay service provider as outlined in final contract.

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Final number of locations, shifts and bartenders per shift to be set by BOPA. This information will be communicated to the Service Provider no later than one month prior to festival start date, subject to change per BOPA's discretion. Estimated shifts and number of bartenders:

Artscape (2019: Friday, 7/19- Sunday, 7/21):

7/9 + 7/10

Shift 1: 1030AM-430PM: 22 bartenders

Shift 2: 430PM-930PM: 28 bartenders

After Hours Shift: 9PM-1115PM: 10 bartenders

7/11

Shift 1: 1030AM- 3PM: 22 bartenders

Shift 2: 3PM-730PM: 22 bartenders

Baltimore Book Festival/ Light City Dress Rehearsal (2019: Thursday, 10/31):

Shift 1: 5PM- 8 PM: 20 bartenders

Baltimore Book Festival at Light City (2019: Friday, 11/1- Sunday, 11/3):

Shift 1: 1130AM- 430PM: 30 bartenders

Shift 2: 430PM- 1030PM: 30 bartenders

Light City (2019: Monday, 11/4- Sunday, 11/10)

Shift: 430PM-1030PM: 30 bartenders

Submitting Your Proposal

All proposals should be submitted via email to Taylor Kleiner at tkleiner@promotionandarts.org by 5PM EST February 19, 2019.

Proposals should include (at a minimum) the following information, clearly referencing each item. Proposals should be in PDF format.

1. Company profile
 - a. Name of the business (DBA, if applicable), main contact person and contact information
 - b. Statement of ownership: describe the type of business entity (sole proprietorship, LLC, etc.). Please note if you are a WBE/MBE and your commitment to hire local.
2. Qualifications
 - a. Describe your corporate philosophy, mission and vision.
 - b. Describe of your work process.
 - c. Describe your experience with and knowledge of Artscape, Baltimore Book Festival, Light City and/or festivals both in and outside of Baltimore.
 - d. Describe any experience working with not-for-profit organizations.
3. Approach to the work
 - a. Describe the approach you would take to successfully meet BOPA's main objective: **to create a beverage program that is efficient, relevant to the festival and consumers, innovative, creative and exciting, and to produce a sufficient revenue to help offset the cost of our nonprofit endeavor.**
 - b. Proposed payment structure (per shift, flat rate, etc.) is required to be included in all proposals.
4. References
 - a. Provide three relevant references with contact information.
5. Wow us!
 - a. Provide any additional relevant information to describe your organization that will add to BOPA's understanding of why you are the right partner for BOPA!

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Information Sessions

The Baltimore Office of Promotion & The Arts invites the public to an information session for Artscape, Baltimore Book Festival and Light City 2019. The information session is open to anyone interested in learning more about the process of submitting a proposal or application to the festivals, hear more about application requirements and guidelines, meet potential collaborators and hear about locations in the festival footprint that may offer inspiration for a proposal.

- 2019 Festivals Information Session, January 24, 2019: Motor House, 6P-7P
- 2019 Festivals Information Session, February 11, 2019: BOPA Facebook Live, 10A-11A

Timeline

Indicate Intention to Submit, February 1, 2019

Proposals Due, February 19, 2019

Questions and Answers

In addition to the information sessions, information calls will be held by appointment in January.

Please email tkleiner@promotionandarts.org to set up an appointment.

Contact

Taylor Kleiner

Festivals Logistics and Operations Coordinator

443.263.4329

tkleiner@promotionandarts.org