



SHARON RECREATION DEPARTMENT

219 Massapoag Ave., Sharon, Massachusetts 02067

Phone: 781-784-1530

Fax: 781-784-1532

Web: www.sharonrec.com

INVITATION TO RESPOND

Summer Concert Beer Garden Operating Agreement 2023 Lakeside Concert Season

The Town of Sharon, Massachusetts invites interested and qualified vendors to submit proposals to operate a Beer Garden at Veterans' Memorial Park Beach at Lake Massapoag in Sharon during the 2023 Summer Concert series on Wednesday evenings from July 5th through August 9th, weather permitting. The Beer Garden is to open between 5:30pm- 8:15pm for up to two concerts per season.

A copy of the Concession Stand Operating Agreement which outlines the terms and conditions of operations is attached to this invitation to respond. Proposers are to submit the amount of a permit fee the firm would be willing to pay for exclusive access to operate a Beer Garden at a minimum of \$75 per concert. Responders must submit a copy of the agreement with business information and the permit fee proposal completed on page 1 and sign the agreement on page 3. Responders are also required to submit resume or similar summary of relevant business experience and a proposed list for approval of those items that will be available for sale and the price to be charged for each item.

Responses are due to the Sharon Recreation Department, 219 Massapoag Avenue, Sharon, MA 02067 on **May 10th at 11:00am** by mail, personal delivery, or by email to lberger@townofsharon.org.



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Overview:

The Town of Sharon is offering a unique opportunity for a business to operate a pop-up Beer Garden in Veterans' Memorial Park Beach during the Wednesday night Lakeside concert series. The concerts begin July 5th through August 9th and businesses can bid on up to six concerts.

Background:

In 2021, the Town piloted a Beer Garden with a local vendor who held two trial gardens. On the whole, it was well received by the residents and there was positive support to move this initiative to be included in the weekly Lakeside Concert series.

This is an invitation for qualified and experienced Respondents to submit original proposals to plan, manage and operate the pop-up Beer Garden for summer of 2023.

Goals and Priorities:

Interviews with select candidates will be based on a vision to achieve the goals and priorities below.

1. Create a Beer Garden that is **safe and welcoming**.
2. Ensure operations are streamlined,

Location Overview:

For the Beer Garden site, the Town will be providing Veterans' Memorial Park Beach. Diagram attached below (highlighted in red) provides a sample layout created by the Town.

Vendors will be required to attach a site plan with the application outlining the event area.

- Floor plan should include all physical features of event area including; fencing, including height/type, entrance/exit points and how they are controlled, and other natural barriers.
- Show where Proof of Age Stations located – separate from alcohol station.
- List number and type of security and where they are stationed.
- Include any control measures that are not already listed.
- Respondents should include a written summary to explain beer garden operations; including access to garden, parameters, serving of alcohol etc.





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Required Operations:

The proposed Beer Garden would operate Wednesdays (one day per week) beginning July 5th through August 9th when the Lakeside summer concert series is taking place, weather permitting. Food will be available for purchase at the Concession stand. No food will be served/sold within the Beer Garden. Hours of operation: **5:30pm-8:15pm, ending fifteen minutes prior to close of concert.**

Bathrooms at Veterans' Memorial Park Beach will be accessible to Beer Garden patrons. The Respondent will set up an agreed designated, confined and restricted enclosed (snow fencing recommended) area where alcohol is permitted and closely monitored. If bathrooms need to be accessed, patron must bring ID and have wristband on for re-entry.

- Access to the Beer Garden will be clearly defined.
- Beer garden patrons who are over 21 or older will be given a non-transferable wrist band and alcohol will be served in an identifiable, easily distinguishable cup.
- Wristbands will be provided by Respondent.
- Per ABCC regulations, each wrist-band wearing patron will only be allowed to purchase two drinks at a time.
- All alcohol must be consumed within this fenced-in area.
- Respondent may not sell, furnish or give beer/wine to anyone who is obviously intoxicated.
- Respondent will post signage about liquor laws (including under age consumption).
- Respondent must have one staff member stationed at the entrance and exit to ensure no one brings in or leaves with any alcoholic beverages.
- All beers must be consumed inside the Beer Garden. Signage will be posted.
- The Respondent will secure liquor liability insurance with the Town named as additional insured in the amount of \$1,000,000, with dates of each week (example included).

Maintenance Plan:

All trash will be removed from the site at the end of the day and disposed of by the Respondent. Respondent may utilize the trash containers at the Gunhouse Street side of the parking lot.

Additional Information:

- Sharon Recreation Department reserves the right to request police detail at Respondent cost or discontinue agreement should Respondent violate any of the agreement. The respondent must have previous experience in similar projects.
- Successful Respondent will be required to provide references from town officials confirming no bad experience with similar beer gardens at concert sites.



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- Respondent will ensure the Beer garden functions in a manner compliant with appropriate codes, laws and regulations.
 - Respondent will provide security, staffing and management of Beer Garden during operating hours; and
 - Respondent will comply with Town Bylaws.

Fees:

Proposers are to submit the amount of a permit fee the firm would be willing to pay for exclusive access to sell beer during the concert subject to a minimum of \$75 per concert along with the dates they wish to operate. No fee will be owed if the concert is canceled due to weather. They will also bear the cost of operating the event including required liquor licenses and forward a certificate of insurance as outlined by the Town. The Respondent shall commit to paying for required police detail(s) to the Town of Sharon should a violation occur and it becomes a condition to continue operations.

Award:

After review of the submitted proposals, the award will be announced on **May 24th**. A permit will be issued to the successful respondent by June 28th once all proper documentation is submitted to the Town of Sharon.

Submittal Requirements:

Responses to the RFQ are due by **May 10th**. One paper copy of the proposal is required either by mail, personal delivery, or by email to lberger@townofsharon. All responses should be submitted to:

Linda Berger

Recreation Director

Sharon Recreation Department

219 Massapoag Avenue

Sharon, MA 02067