



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 Operating Agreement 2025 Lakeside Concert Season and Sharon Day

The Town of Sharon invites interested and qualified vendors to submit proposals to operate a Beer Garden at Veterans' Memorial Park Beach at Lake Massapoag. The 2025 Lakeside Summer Concert series is scheduled to be held Wednesday evenings from July 2nd through August 20th from 6:30pm-8:00pm, weather permitting. The Beer Garden may operate between 5:30pm-8:00pm. Sharon Day is tentatively scheduled to be held on Sunday, October 5th from 11am-3pm, with last call at 2:30pm.

A copy of the Beer Garden 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 business would be willing to pay for exclusive access to operate a Beer Garden at a minimum of 10% of net profit 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 **March 19th at 11:00am** by mail, personal delivery, or by email to lberger@townofsharon.org.



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BEER GARDEN OPERATING AGREEMENT:

Overview:

The Town of Sharon is offering a unique opportunity for a business to operate a pop-up Beer Garden at Veterans' Memorial Park Beach during the Wednesday night Lakeside concert series and Sharon Day in late September/October. A schedule of the concerts will be published each February. A date for Sharon Day will be finalized each May.

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. Last year, a local brewer hosted a weekly Beer Garden and feedback was very positive. 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 2025.

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 the event area including, fence, height/type, entrance and exit points, and how they are controlled along with other natural barriers.
- Show where *Proof of Age* stations are located – separate from the alcohol station.
- 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), when the Lakeside Concert series is taking place, weather permitting. Food will be available for purchase at the Concession stand and a local food truck may be on site. No food/drink will be served/sold within the Beer Garden. Hours of operation: 5:30pm-8:00pm. Sharon Day Beer Garden may operate during the event from 11am-2:30pm.

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 area (snow fencing recommended) where alcohol is permitted and closely monitored. If bathrooms need to be accessed, patrons must be ID and have wristbands on for re-entry.

- Access to Beer Garden will be clearly identified.
- Beer garden patrons who are over 21 will be issued a non-transferrable wrist band and alcohol will be served in an identifiable, easily distinguishable cup.
- Wristbands will be provided by Respondent.
- Per ABCC regulations, each wristband-wearing patron will only be allowed to purchase two drinks at a time.
- All alcohol must be consumed within the fenced-in area.
- Respondent may not sell, furnish, or give beer/wine to anyone who is intoxicated.
- Respondent will post signage about liquor laws (including underage 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 beer served must be consumed in the Beer Garden. Signs 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).

Period of Agreement:

- Agreement for the dates specified within calendar year, with an option to renew up to two additional years.

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 bin at the Gunhouse Street side of the parking lot.

Additional Information:

- Sharon Recreation Department reserves the right to request police detail at Respondent's cost or discontinue the agreement should Respondent violate any 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.
- 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 the Beer Garden during operating hours; and
- Respondent will comply with Town bylaws.



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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 or a minimum of 10% of net sales along with the dates they wish to operate. No fee will be owed if the concert is canceled due to weather. The Respondent will also bear the cost of operating the event including required liquor licenses and Certificate of Insurance as outline 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 intent to grant the Bid will be shared by April 11th. A permit will be issued to the successful Respondent by once all proper documentation is submitted and reviewed by the Town of Sharon and must be submitted two weeks prior to the start of the concert series.

Submittal Requirements:

Responses to the RFQ are due by March 19th. One paper copy of the proposal is required either by mail, personal delivery or by email to lberger@townofsharon.org. All responses should be submitted to:

Linda Berger
Recreation Director
Sharon Recreation Department
219 Massapoag Avenue
Sharon, MA 02067