



6000 Heritage Trail, Clayton, CA 94517

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www.claytonca.gov

Request for Proposals: Concerts in the Grove 2024 Concert Series Promoter (Clayton, CA)

INTRODUCTION

The City of Clayton is requesting proposals from an experienced, qualified concert and event promoter or company to coordinate the production of the 2024 Concerts in the Grove concert series from May through August.

The selected vendor will produce several aspects of the two and a half-hour concert which will feature musical performances for an audience of 1,000 to 3,000 people. The Concerts in the Grove series is an integral part of our community events calendar, drawing residents and visitors alike to enjoy live music in our picturesque surroundings.

BACKGROUND

The Concerts in the Grove is an annual concert series held in Clayton. This event showcases a diverse lineup of musical acts, ranging from local talent to nationally recognized performers. Currently all entertainment is free to the public as the concerts are supported by sponsorships and generous donations. The series takes place on select Saturdays May through August from 6:00 pm to 8:30 pm at The Grove Park, offering attendees a unique experience amidst the natural beauty of downtown Clayton.

VENUE INFORMATION

The Grove Park is located at 6100 Main St, Clayton, CA in the commercial district of historic downtown. Park amenities include restrooms, picnic rentals, water play area, grassy areas, and access to walking/hiking trails.

SCOPE OF WORK

The 2024 Concerts in the Grove are scheduled to take place on the following Saturdays from May 25, 2024 through August 31, 2024:

- May 25
- June 8
- June 22
- July 6
- July 20
- August 3
- August 17
- August 31

The selected vendor will be responsible for the following duties:

- Coordinating and producing eight 2.5-hour concerts
 - Including arriving by 2:00 pm day of and assisting in closing out the event at the end of the evening.
 - Audio/Artist Load in and load out
 - Set-up and breakdown of each event
 - Adhere to showtimes and curfew
- Coordinating with Sound Engineer
 - Ensuring proper equipment for venue size and compatibility with venue systems
- Audition entertainers and make recommendations for staff and committee's approval
 - This year's entertainment has been secured. Additional entertainment may be needed if there is a change to the current line-up.
- Maintaining open communication with staff and committee.
 - Attend the City Sponsored Special Events Committee (CSSE) planning meetings, as needed
 - Respond to communications within an agreed upon time period
- Managing event entertainers:
 - Hire pre-selected entertainment
 - Contract with bands directly for the agreed upon price
 - Receive payment and distribute to entertainers as specified in their agreements with the promoter
 - Collect and maintain updated contact information for all entertainers
 - Ensuring all entertainers have appropriate license, contract, and insurance filed with the city before concerts start
 - Organize day of arrival and rehearsal times
 - Entertainment point of contact for performers and staff
 - Reviewing set-lists and songs to ensure family-friendly entertainment
 - Introducing entertainment at opening of Concert at 6:00 p.m. and again after the break at approximately 7:15/7:20 p.m.
- Coordinating band arrivals and departures on concert days
- Overseeing day-of logistics, including band set-up, sound checks, and concert flow management

- Marketing
 - Ensure entertainment is marketing their performance
 - Promote event around Clayton and surrounding communities
- Collaborate with staff and committee on miscellaneous items related to production as necessary to ensure a successful concert series

BUDGET

Please review the list of pre-selected entertainment for the concert series and provide amounts for the hiring and payment of the entertainment, and the promoter fee.

2024 Pre-Selected Entertainment

1. May 25 - Leo Vigil's Rockin' Horns
2. June 8 - California Cowboys
3. June 22 - Mixed Nuts
4. July 6 - Strange Brew
5. July 20 - Nick Rossi & The Swing Six+1
6. August 3 - Pride and Joy
7. August 17 - Club 90
8. August 31 - East Bay Mudd

TERM

The agreement term will be March 1st, 2024 to September 6, 2024. The term will include pre-event planning meetings, the duration of the 8 - concert series, and a final debrief meeting after the event.

KEY DATES

Event	Date
Proposal Release Date	February 16, 2024
Proposal Acceptance Date	February 26, 2024, by 5:00 PM
Proposal Selection Date	March 4, 2024 Bidders must be available for interviews with the City Sponsored Special Events Committee. Interview date and time TBD
Proposal Award Date	March 11, 2024
City Sponsored Special Events Committee Meetings	TBD - Monthly and as needed leading to events. Dates to be determined.
Concert Dates:	May 25, June 8, June 22, July 6, July 20, August 3, August 17, and August 31

SELECTION PROCESS

The committee will recommend a vendor to city staff, for final selection, based on which bid presents the best value; considering factors such as experience, proposed outline and approach to managing the event, and cost-effectiveness.

SUBMISSION REQUIREMENTS

All proposals must be submitted in a PDF document format and delivered to the City Clerk via email at Cityclerk@claytonca.gov, no later than **February 26, 2024, at 5:00 PM**. Each submission will be marked received based on the timestamp, and all bids will be opened following the deadline. Late submissions will not be accepted.

For inquiries or to request additional information, please contact Stephanie Cabrera-Brown, at stephaniecb@claytonca.gov or 925-673-7300.

We look forward to receiving your proposal and working together to make Concerts in the Grove a memorable and successful event for the City of Clayton community.