



TOWN OF LOS GATOS

MUSIC IN THE PARK SUMMER CONCERT SERIES REQUEST FOR PROPOSAL

Overview

The Town of Los Gatos is seeking proposals for an individual or individuals to produce and manage all aspects of a weekly Music in the Park Summer Concert Series held on the Los Gatos Civic Center lawn each June through August.

About the Concert Series

Since 1988, the free, public, summer concert series has been held on Sunday afternoons from June through August on the Los Gatos Civic Center lawn. The concerts have enriched the community and added vitality to the Town. The summer concert series has provided a family friendly, fun and relaxing environment for attendees. Each concert has attracted a diverse demographic of people.

The Sunday evening concert dates for 2018 are:

June 10, 17, 24
July 1, 8, 22, 29
August 5, 12, 19

Location: Town Civic Center Lawn, 110 E. Main Street, Los Gatos, CA 95030
Concert Time: 5:00 to 7:00 p.m. (generally)

Objectives for the Music in the Park Summer Concert Series

- To provide an engaging experience that continues a well-known, popular event for the Town every summer.
- To attract a wide variety of people to the Music in the Park concert series and promote the Town of Los Gatos and its businesses.
- To provide an alternative outdoor evening concert series to the popular Jazz in the Plazz.

In addition, the Town of Los Gatos will give preference to vendors who can produce a stellar concert series, and who can also offer creative ideas and business opportunities for possible partnerships, promotions, and sponsorships with businesses and organizations in Los Gatos.

Proposal Specifications

The Town of Los Gatos seeks turnkey production for a Sunday evening concert series. The Town would like the series to include a variety of music genres, such as rock, salsa, top 40, blues, etc., performed by local or regional acts that will appeal to a large, diverse audience. The organizer should make efforts to keep the series a local, family-friendly event primarily focused on attracting Los Gatos residents and close neighbors.

Specifically, the vendor is expected to:

- Plan, organize, produce, manage and fund the Music in the Park summer concert series that provides a positive, high quality, social experience through music for families and community members.
- Audition, book, contract with, and pay the performers.
- Provide a professional sound system and sound engineer on site for the duration of the concert.
- Provide an adequate number of staff and volunteers to run the concerts and clean after the concerts.
- Maintain a clean, safe, and attractive environment for the concerts.
- Oversee the performers.
- Enforce music sound levels.
- Indemnify and hold harmless the Town of Los Gatos.
- Carry necessary liability insurance as required by the Town.
- Work with Town Staff to ensure all other aspects of the Special Event Permit are met.

Experience/Expertise

In your proposal, briefly state how you and any collaborators are qualified to undertake the proposed project. If you have ideas for sponsorships, promotions, or partnerships beyond event production, please provide an overview description of what you would 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.

Proposal Deadline

Please submit one copy of your proposal on or before January 24, 2018 to:

Christina Hill
Town of Los Gatos
110 E. Main Street, Los Gatos CA 95030
Chill@losgatosca.gov

Questions?

If you have questions or need additional information, please feel free to contact Christina Hill at 408/354-6832.