

Request for Proposal (RFP)
Alcohol Vendor for Baltimore City Festivals
AFRAM (June 21–22, 2025) & Charm City Live (September 20, 2025)

I. Introduction

Baltimore City is seeking proposals from qualified alcohol vendors to provide liquor purchasing, bar operations, and staffing services for two major city festivals: AFRAM (June 21–22, 2025) and Charm City Live (September 20, 2025). The selected vendor must be able to procure and serve alcoholic beverages while ensuring compliance with all local, state, and federal regulations.

II. Scope of Work

The selected vendor will be responsible for the following services:

1. Liquor Procurement

- Purchase all necessary alcoholic beverages for both events. (Sponsors are usually secured for VIP)
- Maintain an appropriate stock of beer, wine, and spirits.
- Ensure proper storage, transportation, and inventory tracking of all alcohol products.

2. Bar Operations & Staffing

- Set up bar areas between 6:00 AM and 9:00 AM on Saturday, June 21, 2025 for AFRAM.
- Breakdown and removal must occur immediately after the festival ends at 10:00 PM on Sunday, June 22, 2025.
- Set up bar areas between 6:00 AM and 9:00 AM on Saturday, September 20, 2025 and breakdown/removal must occur immediately after the festival ends at 10:00PM for Charm City Live
- Staff each bar with trained, certified bartenders.
- Ensure all staff hold appropriate certifications and permits to serve alcohol in Maryland.
- Manage all bar-related logistics, including point-of-sale systems, inventory, and cash handling (where applicable).

3. Bar Setup & Service

Each festival will require the vendor to operate a minimum of two (2) cash bars and two (2) VIP bars (offering complimentary service). The estimated daily attendance for each festival is as follows:

- **AFRAM:**
 - General Attendance: Approximately 150,000 attendees daily
 - VIP Guests: Approximately 200 guests daily

- **Charm City Live:**
 - General Attendance: Approximately 50,000 attendees
 - VIP Guests: Approximately 200 guests
- Deliver exceptional customer service and enforce responsible alcohol consumption policies.

4. Compliance & Permits

- The City will secure the main liquor license for each festival.
- Vendor is responsible for securing all additional required permits and ensuring full compliance with local, state, and federal alcohol regulations.
- Implement best practices for responsible service, including ID verification and overconsumption prevention.

5. Revenue Sharing Agreement

- Vendor will enter into a revenue-sharing agreement with Baltimore City.
- Proposals must include a clear and detailed outline of the proposed revenue split between the vendor and the City.

III. Proposal Requirements

Interested vendors must submit a proposal that includes the following:

1. Company Information

- Name, business address, and contact information
- Summary of company background and experience in providing alcohol services at large-scale public events
- References from at least three past clients

2. Operational Plan

- Detailed plan for liquor procurement, inventory management, and bar operations
- Staffing plan, including the number of bartenders and proof of required certifications
- Compliance protocols for ID checks and responsible alcohol service

3. Financial Proposal

- Pricing model for cash bar services
- Proposed revenue share percentage with Baltimore City
- Any additional service fees, equipment rental charges, or other costs

4. Licenses & Insurance

- Proof of all necessary alcohol service licenses and permits
- Proof of liability insurance, including coverage amounts and certificate of insurance

IV. Evaluation Criteria

Proposals will be evaluated based on the following:

- **Experience & Qualifications (30%):** Demonstrated history of successful alcohol service at large events
- **Operational Plan (30%):** Feasibility, logistics, and quality of the proposed service model
- **Financial Proposal (30%):** Fairness, competitiveness, and clarity of the revenue share and pricing structure
- **Compliance & Licensing (10%):** Possession of all necessary documentation and coverage

V. Submission Details

- **Deadline for Submission:** May 1, 2025
- **Submission Method:** Email proposals to **Nicole.Green4@baltimorecity.gov**
- **Point of Contact:** Nicole Green, Deputy Director of Administration

All proposals must be submitted by the stated deadline to be considered. Late or incomplete submissions may be disqualified.

VI. Additional Information

Baltimore City reserves the right to accept or reject any proposal and to negotiate contract terms with selected vendors. The selected vendor must work closely with festival organizers to ensure seamless bar operations and a positive experience for attendees.

Thank you for your interest in supporting these exciting Baltimore City festivals. We look forward to reviewing your proposal.