
GroundBeat: The Esplanade's FREE Riverfront Music Series

Open Call for Producers/Artists

PROJECT DESCRIPTION

The Esplanade Association (EA) is currently accepting proposals from producers and artists interested in performing in GroundBeat: The Esplanade's FREE riverfront music series.

GroundBeat was created in 2018 and aims to increase opportunities to perform on the Esplanade for producers and artists across greater Boston who are committed to increasing inclusivity and diversity in Boston's arts scene. Performances will take place at one of the state's most high-profile performing arts venues – the DCR Memorial Hatch Shell.

4 dates for GroundBeat concerts have been selected by the Esplanade Association. Permit applications with the Department of Conservation and Recreation are in review:

Concert #1: Sunday, May 19th from 12:00pm-4:00pm

Concert #2: Wednesday, May 29th from 6:00-8:00pm (Possible rain date: Thurs, May 30th)

Concert #3: Wednesday, June 5th from 6:00-8:00pm (Possible rain date: Thurs, June 6th)

Concert #4: Wednesday, June 12th from 6:00-8:00pm (Possible rain date: Thurs, June 13th)

EA is interested in proposals from qualified Music Producers and/or Performing Artists and the four proposals that best fit the **Criteria** described below will be selected for the series. The Esplanade Association will file all permits, manage event registration pages, provide marketing support, coordinate planning in advance of the concerts, and act as the event manager day-of. The Esplanade Association will cover all costs associated with the aforementioned.

The Esplanade Association will provide a pre-determined amount of funding (see criteria below) for each concert based on the length of the show. Producers/Artists will provide a budget demonstrating how funding will be used.

Note: Final dates are subject to permits from the Massachusetts Department of Conservation and Recreation and are subject to change.

Proposal due: Sunday, January 21, 2024 by 11:59pm

CRITERIA

Proposals will be chosen based on these prioritized qualifications:

- Proven ability to present dynamic and diverse styles of music
- Production experience to curate and deliver a 2-hr or 4-hr concert.* This includes:
 - Providing a detailed run of show and specific needs for all participating performers/groups/producers
 - Detailing an event budget that can rely on up to \$7,750 provided by EA for a 2-hour show *or* up to \$18,250 provided by EA for a 4-hour show, with an explanation of project fund use, which may include but is not limited to: Producer fees, artist compensation, equipment & vehicle rentals, and/or marketing
- Demonstrated success attracting a broad audience
- Commitment to partnering on marketing, outreach, and cross-promotion efforts
- Ability to be flexible with scheduling in an outdoor venue that is subject to weather. Concerts may need to be rescheduled. Rescheduled date(s) would be determined on a case-by-case basis and determined by venue availability.

* The Esplanade Association is not a production company and does not have sound engineering or production experience, so a producer who can help manage the needs of the artists and coordinate equipment needs is strongly preferred.

Performers and producers will be expected to:

- Complete the proposal below in full and submit it before **Sunday, January 21, 2024 at 11:59pm**
- Collaborate with EA on marketing and outreach
- Include Esplanade Association and Department of Conservation and Recreation (DCR) logo on all marketing materials, print and digital
- Allow EA to host online event pages such as Facebook and Eventbrite, with your production company or artist page listed as a “co-host”
- Comply with all [EA and DCR rules and regulations](#)
- Perform with an awareness that the Esplanade is a public park where children and families may be proximate. All performances should consider presenting content for Esplanade audiences across all ages.

Esplanade Association will be responsible for:

- Necessary permit fees
- Government staffing fees
- Esplanade Association staffing fees
- Hatch Shell sound system usage costs
- Designing certain signage and marketing materials
- Additional marketing costs including a street outreach team

HOW TO APPLY

Proposals will be accepted until **Sunday, January 21, 2024 at 11:59 pm**. You can fill out the [Esplanade 2024 GroundBeat Request for Proposal](#). Any proposal forms received after this date and time will not be considered. Please fill out the proposal form that follows the above requirements. Proposals will be reviewed on a rolling basis. Please contact Pablo Brenes-Coto with any questions about the RFP or application process.

REQUEST FOR PROPOSAL SCHEDULE

PHASE	DEADLINES/ TIMELINES
RFP Open	Wednesday, December 20, 2023 - Sunday, January 21, 2024
RFP Submission Deadline	Sunday, January 21, 2024 by 11:59pm
Proposals Reviewed	Monday, January 22- Monday, January 29, 2024
Decisions Finalized and Communicated	Tuesday, January 30, 2024

ORGANIZATIONAL BACKGROUND

The Esplanade Association is the community-supported nonprofit organization that works to revitalize and enhance the Charles River Esplanade, sustain its natural green space, and build community in the park by providing educational, cultural, and recreational programs for everyone. Working in collaboration with the Massachusetts Department of Conservation and Recreation, the Esplanade Association is dedicated to improving the experiences of the millions of visitors who enjoy Boston's iconic riverside park. Importantly, the Esplanade Association acknowledges that the 64 acres of its care were originally inhabited by the Massachusett, Wampanoag and Nipmuc peoples in what was the tidal Quinobequin River, now called the Charles River. Through its work, the Esplanade Association strives to honor, respect, and recognize the connection between this site and our local indigenous tribes' and neighbors' ongoing stewardship of these lands and waters. For more information visit, [Esplanade.org](https://esplanade.org).

Contact Person: Pablo Brenes-Coto, Programs Coordinator

Contact E-mail: pbrenescoto@esplanade.org

Thank you! We look forward to hearing back from you!