



UPTOWN & DOWNTOWN

Downtown Oakland and Lake Merritt/Uptown Community Benefit Districts

March 7, 2019

TO: Interested Talent Buying Firms in Oakland and the Bay Area

SUBJECT: Request for Proposal for Talent Buying Services for Downtown Oakland Association and Lake Merritt/Uptown District Association

The Downtown Oakland and Lake Merritt/Uptown District Associations are soliciting proposals from experienced Talent Buying firms for a new public space activation and programming initiative. The Associations are District Management Corporations under contract with the City of Oakland to manage assessment districts that confer special benefits to property owners in the Downtown and Lake Merritt business districts.

PURPOSE AND BACKGROUND:

The Associations have approved the appropriation of funds to finance a public space programming initiative with the goal of activating underutilized public spaces, plazas, and rights of way to better engage and inspire stakeholders (current and future property and business owners, residents and visitors) in downtown Oakland.

It is our vision to work collaboratively with a firm that will curate and provide administrative support for a regular music series in collaboration with Oakland Central and a small committee of community advocates, serving all sections of the local music community, custom-tailored to the needs of each event space.

SERVICES:

The selected firm will be expected to provide the following services:

- Work with staff and consulting personnel to curate and provide administrative support for a regular music series in collaboration with Oakland Central and a small committee of community advocates, serving all sections of the local music community, custom-tailored to the needs of each event space.
- Convene monthly meetings with a collection of community advocates that will ensure that this series stays close to Oakland's artistic community and that performances showcase the true diversity of Oakland. During each meeting the committee would review artist applications for performances 1-2 months away, create a prospective lineup, discuss and review the program's impact on artists and the City of Oakland, and field suggestions about program improvements.
- With the awareness that Oakland Central has their own marketing infrastructure, selected firm would work to help facilitate between Artist, Oakland Central, and Venue.
- Selected firm will serve as the gateway in interfacing with artists for this series. and provide the following services for Music City Oakland (MCO):

- Circulation of MCO Artist Intake Form to gather interest, availability, reference videos, and basic information from interested artists.
- Support of monthly Community Artist Advocate Meetings by overseeing scheduling, securing meeting spaces, creating meeting itineraries, keeping of meeting minutes, and serve as the point of contact for artist advocates.
- Booking services to vet, onboard, oversee artist relations, and manage artist pay.
- Marketing Support by collecting Oakland Central defined marketing assets and associated release forms from performers.

Term of Contract: April 15, 2019 through October 31, 2020

Qualifications:

- Firm must be located in the San Francisco Bay Area. Oakland-based firms are preferred.
- Experience with Business Improvement or Community Benefit Districts, destination marketing, municipal, public/private partnerships and non-profits is desired.
- Strong special event booking background
- Intimate knowledge of the Oakland arts and music community

Requirements for Proposal

- Provide a company profile, length of time in business and core competencies.
- Briefly describe your firm's organizational capacity to produce creative (e.g. staff or team.)
- Name and qualifications for person serving as the single point of contact for the duration of the project.
- List and qualifications of other key personnel involved in this project.
- Describe your firm's band management and curation process.
- Provide a realistic timeframe for completion of key elements of the project.
- Provide list and links to websites or other work samples relevant to the services requested.
- State your fees, terms and conditions.

References Required:

Provide three references for recent client engagements, along with name and contact information.

Due Date: April 7, 2019 by 5:00 p.m.

To see the background and function of the two CBDs, please visit:
www.DowntownOakland.org and www.LakeMerritt/UptownDistrict.org

Please email, mail or deliver 3 copies of your proposal by due date to:

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