
GroundBeat: The Esplanade's FREE riverfront music series

Open Call for Producers and 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.

Two dates for GroundBeat concerts have been selected and a third will be added at a later date:

Concert #1: Saturday, May 21st from 11am-3pm
Concert #2: Wednesday, June 15th from 6:30-8:30pm
Concert #3: TBD
Rain dates: TBD, if needed

EA is interested in proposals from qualified Music Producers and/or Performing Artists and the three 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

Proposal due by: April 8, 2022 by 4:00pm

Criteria

Proposals will be chosen based on:

- A desire to promote various styles of music based on demonstrated past work
- Demonstrated success attracting a broad audience
- Detailing an event budget that can rely on up to \$7,500 provided by EA for a 2-hour show *or* up to \$15,000 provided by EA for a 4-hour show, with a detailed explanation about how project

funds will be used, which may include but is not limited to: Producer fees, artist compensation, equipment & vehicle rentals, and/or marketing

- 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
 - Some additional marketing costs
- Production experience*
- Providing significant details on expected run of show and night-of needs for all participating performers/groups/producers
- 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.

* Preference will be given to producers or promoters who can curate a two-hour or four-hour session of GroundBeat. 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 **Friday, April 8 at 4:00pm**
- 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 an open public park with children and families nearby who may not be in the park for the concert - all performances should consider the broader Esplanade audience

How to Apply

Proposals will be accepted until **Friday, April 8th at 4:00 pm**. You can fill out the [Esplanade 2022 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 beginning the week of March 21. Please contact Samuel Englert with any questions about the RFP or application process.

About the Esplanade Association

The Esplanade Association is a 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.

With gratitude to:

GroundBeat is made possible with support from The Boston Foundation's Louise Phillips Bequest Fund, the Massachusetts Cultural Council's Cultural Investments Portfolio, a grant from the Boston Cultural Council administered by the Mayor's Office of Arts and Culture, and with the partnership of the Massachusetts Department of Conservation and Recreation.

Contact Person: Samuel Englert, Programs & Partnerships Manager

Contact E-mail: senglert@esplanade.org

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