



Hyde Park Street Fair

Request for Proposals (RFP): Beer Vendor

Issued by: North End Neighborhood Association (NENA)

Date Issued: November 1, 2025

Proposal Due Date: November 30, 2025

I. Introduction

The North End Neighborhood Association (NENA) invites proposals from qualified individuals or firms to provide Beer Sales Services for the Hyde Park Street Fair (HPSF) for the 2026 season, with the option to renew for additional years.

The Hyde Park Street Fair, scheduled for September 18–20, 2026 at Camel's Back Park in Boise, Idaho, is a long-standing celebration of art, music, food, and community. Now entering its 47th year (45th Fair due to COVID cancellations), it is Boise's oldest outdoor music and arts festival, drawing more than 20,000 visitors over three days.

The Beer Vendor will oversee all legal requirements and aspects of beer and wine sales at two point of sale locations within the HPSF event fencing in Camel's Back Park, ensuring a safe, inclusive, and successful festival.

II. Event Background

The Hyde Park Street Fair is wholly owned by the North End Neighborhood Association, Inc., a 501(c)(4) nonprofit organization. All profits are reinvested in the neighborhood through grants and community improvement projects administered by NENA.

Originating in 1979 as a small gathering on 13th Street, the Fair has evolved into a multi-day, large-scale cultural event featuring local artisans, products, food and drinks:

- Over 200 craft, food, and nonprofit vendors
- Two beer gardens operated by a licensed vendor.
- A diverse, family-friendly lineup of musical and performance acts across 3 venues:

The Fair has been hosted at Camel's Back Park since 1999 under an agreement with the City of Boise Parks & Recreation Department. The general layout and operation have been coalesced over the years to the current layout that has been met with praise and approval from all agencies involved. It is NENA's intent to keep to that layout as much as possible.

Alcohol sales have traditionally been beer draught & cans, along with wine. With the recent addition of pre-mixed ready-to-drink (RTD) cans. Hard liquor has not been included in the past but could be considered as a potential addition as has been successfully implemented at other festivals in and around Boise.



Hyde Park Street Fair

Request for Proposals (RFP): Beer Vendor

III. Scope of Work and Responsibilities

A. Alcohol Sales

1. Be duly licensed for alcohol sales (beer & wine or full) in the State of Idaho, Ada County Sheriff, and the City of Boise. Carrying \$1,000,000 Liability Coverage.
2. Prepare and submit for all applications and permits as required to provide alcohol sales for the Hyde Park Street Fair in Camel's Back Park for the dates listed.
3. Work with the NENA HPSF Committee to acquire and maintain Alcohol Vendor and Fair Sponsorship (current, long-time sponsor is Hayden Beverage).
4. Preference is to provide and promote local products, producers and manufacturers.
5. Provide & install tents for the alcohol sales along with requisite Point of Sale counters (including an Accessible station at each tent).
6. Provide electronic and cash sales options (Square, ATM for cash, and/or credit card readers) at all Point of Sale locations with the intent to maintain a quick transaction (tap & paperless).
7. Focus on environment and sustainability, reduce use of plastics, allow and use reusable cups.

D. Security and Safety

1. Coordinate and provide an alcohol containment plan, including required fencing around Camel's Back Park and any potential or proposed hard alcohol sales.
2. Coordinate fencing, and entry points with the NENA selected Event Coordinator.
3. Provide TIPS Certified staff for ID check and alcohol service and sales.

E. Site Logistics

1. Provide and oversee vendor truck, and tent installation with requisite ice coolers (including ice) and Point of Sale service counters.
2. Provide and install fencing for Camel's Back Park to contain alcohol sale consumption.
3. Provide a separate fence in area if proposing hard alcohol sales, as required by jurisdictional requirements.
4. Provide a shaded and secure area for staff breaks and belongings.
5. Ensure all state, county, city and park regulations are met for environmental protection and post-event cleanup.

F. Event Operations and Staffing

1. Recruit, train, and manage volunteers and alcohol vendor staff.
2. Provide and staff the beer vendor truck on site during the fair.
3. Provide TIPS certified staff for ID check at each beer garden sale point.
4. Provide sufficient TIPS certified serving staff at each garden to keep lines at a minimum (no more than 3 deep at any given time).



Hyde Park Street Fair

Request for Proposals (RFP): Beer Vendor

G. Financial Management

1. Track income, expenses, itemized per product sold, and summarizing the number of drinks served.
2. Provide transparent accounting of net proceeds using shareable and accessible applications.

H. Reporting

1. Deliver overall gross sales amounts, and document numbers served.
2. Separate out documentation per product sold for evaluation for future consideration.
3. Account and provide Net sales for final distribution.

IV. Proposal Requirements

1. Cover Letter – Describe experience with large-scale community or festival events.
2. Project Plan – Outline event management approach, communication plan, and contingency planning. Include a timeline of expected applications and approvals from required agencies.
3. Budget Proposal – Detail expected expenses, equipment costs, staffing costs, taxes and fees. With an estimation of expected sales.
Proposed compensation package (see article VII below).
Itemized Alternate for hard liquor sales.
4. Software and Applications – List of software and systems Beer Vendor and staff plan to use for Fair and HPSF Committee review and coordination.
5. References – Include at least two comparable, multi-day public events (10,000+ attendees).
6. Resume(s) – Of principal vendor and key team members (managers).
7. Ability to provide Liability Coverage in the amount of \$1,000,000
8. Copy of requisite State, County, and City Alcohol Licenses.
9. Sample Work – Prior event schedules, site maps, or promotional materials (optional).

V. Selection Criteria

1. Demonstrated successful alcohol vender experience and ability and willingness to provide local beer, wine, and RTD over national brands.
2. Willingness and ability to move towards plastic free, allowing and using reuseable cups.
3. Ability to coordinate with state, county, and city agencies.
4. Ability of the applicants selected subcontractors and vendors.
5. Familiarity with festival operations, permitting, and alcohol sales. Including cash, digital, electronic, and credit card payment options with a ability to readily and easily share data with NENA.
6. Budget feasibility and financial transparency. Including documentation and reporting to aid the NENA HPSF Committee in decision making processes for future fairs.
7. Creativity, community engagement, and alignment with NENA's mission.



Hyde Park Street Fair

Request for Proposals (RFP): Beer Vendor

VI. Submission Instructions

Submit proposals electronically (PDF format) to:

North End Neighborhood Association (NENA)

Email: board@northendboise.org

Subject: "RFP – Alcohol Vendor: Hyde Park Street Fair"

Deadline: November 30, 2025, at 5:00 PM MT.

Late submissions may not be considered.

VII. Compensation

The Beer Sales Vendor will be compensated based on a negotiated commission of net Beer Vendor Fair proceeds (defined as total revenues minus total expenses, inclusive of all fees, administration, and reimbursable costs) and/or a fixed, base fee for Beer Vendor with potential offset by Sponsorship from Distributor.

VIII. Timeline

<u>Milestone</u>	<u>Date</u>
RFP Issued	November 1, 2025
Questions Due	November 15, 2025
Addendum Issued	November 22, 2025
Proposals Due	November 30, 2025
Interviews (if applicable)	December 2025
Vendor Selection & Award	December 21, 2025
Event Dates	September 18-20, 2026

IX. Terms

NENA reserves the right to:

- Reject any or all proposals.
- Waive informalities or irregularities.
- Accept the proposal deemed most advantageous to the Hyde Park Street Fair and community.

X. End of RFP