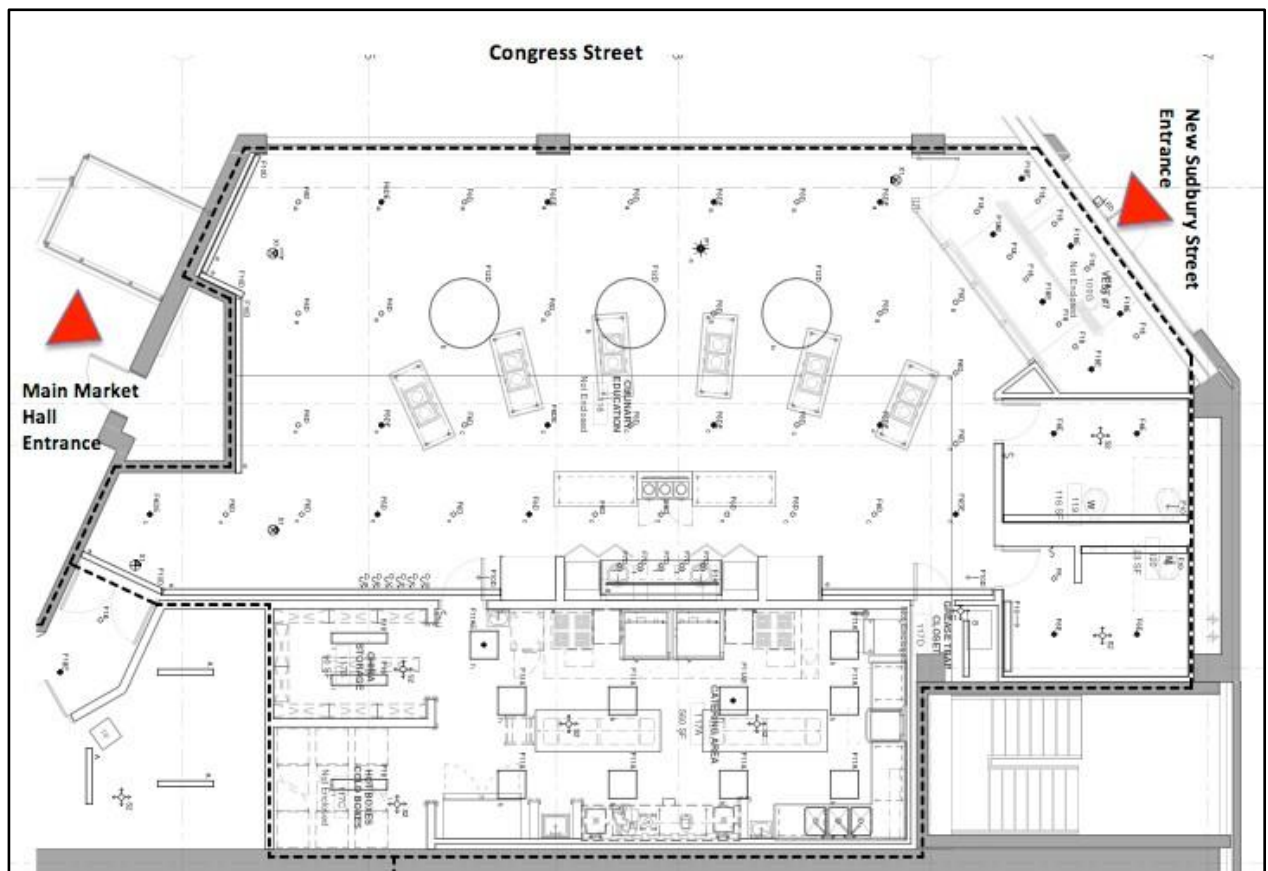




Kitchen Guide for Programming Partners

Request for Proposals 2016

ABOUT THE KITCHEN



BACKGROUND

The KITCHEN at the Boston Public Market is a gathering place for all to share and learn about the healthy bounty of Massachusetts. The Trustees, as the lead programming partner of the Market, is responsible for developing and promoting both free and fee-based programming for The KITCHEN at the Boston Public Market that encourages a passion for regionally sourced food and appeals to a diverse audience. The majority of programs will be aimed at promoting the Boston Public Market.

The Trustees is a not-for-profit 501(c)(3) that preserves properties of exceptional scenic, historic and ecological value in Massachusetts for public use and enjoyment. The organization is the largest private farm-land owner in the Commonwealth, and over the last 15 years have focused on building a more sustainable food system through community supported agriculture (CSA), farm stands, pantry donation, “food by prescription” programs, day camps, cooking classes and community gardens.

The Boston Public Market Association (BPMA) is a not-for-profit 501(c)(3) and the designated operator of the Boston Public Market. The BPMA’s mission is to develop and operate a permanent year-round public market in Boston that provides fresh, healthy food to consumers of all income levels and nourishes the community. It will educate the public about food sources, nutrition and preparation.

KITCHEN OPERATIONS

- Specs/Capacities:
 - 3,200 square feet
 - Seated: 80
 - Standing: 148
 - Hands-On Cooking: 24
- The KITCHEN is an independent space with a signed entrance on Congress Street and a Market Hall entrance with the ability to be closed to accommodate after-hours operations. Dedicated restroom facilities are located within The KITCHEN’s footprint.
- A modular design accommodates a full range of events and teaching formats. Mobile demonstration islands and six cooking stations will accommodate hands-on programming and can be stored for larger events.
- The back of house kitchen offers a 560 square foot catering kitchen providing ample space and outlets for hot and cold boxes.
- The audiovisual package includes built in sound, cameras placed above the demonstration island for projecting and recording, two flat screen televisions, a ceiling mount projector and wall mounted screen.
- Mobile cooking units are stored in a dedicated 200 square foot utility closet and an additional 90 square feet is available for general equipment storage.
- The KITCHEN is equipped with cookware, a range of serving items and a pantry stocked with cooking basics (a list of these items will be provided to partners upon request).
- The KITCHEN operates in conjunction with the Boston Public Market’s hours of operation Wednesday-Sunday from 8am-8pm.
- Partners will be held responsible for set-up and breakdown of each program, with a member of The KITCHEN staff available to oversee and assist this work. Also, volunteer help is available for most programming to assist. Janitorial services will be provided.
- A loading dock schedule will be provided to programming partners upon request. Our partners are required to make deliveries within a specified time-slot, which The Trustees will arrange in advance with the staff of the Boston Public Market.
- We request that our programming partners participate in collection of measurable data, which we share on a regular basis.

MARKETING & OUTREACH

Program partners are required to promote events through their established marketing channels. All programs presented in The KITCHEN will be promoted through The Trustees channels including the following (contingent upon deadlines):

- Print
 - Quarterly *Special Places* Membership Magazine (70,000 circulation)
 - Quarterly The KITCHEN Events Booklet (15,000 circulation)
- Online
 - Trustees Website Calendar
 - Twice Monthly E-newsletter & Events emails
 - Social Media (occasional)
 - KITCHEN Blog (occasional)
- Press
 - Press outreach as appropriate

REVENUE & EXPENSES

Our goal is to insure that The KITCHEN is a welcoming resource for Bostonians and Market patrons of all means. This means offering classes priced from \$0-\$125. We will discuss revenue sharing and costs with each partner on a case-by-case basis.

Course registration will be managed by The Trustees. We expect that our Partners will provide instruction, supplies, and materials at their own expense, unless other arrangements are made in advance.