



trustees

Request for Proposals

Programming at The KITCHEN at the Boston Public Market

January 2016

The Trustees is now accepting proposals for programming at The KITCHEN at the Boston Public Market, located in the city's brand-new, all locally sourced public market. In July 2015, the Boston Public Market opened as a permanent, year-round, self-sustaining market featuring fresh, locally sourced food. The KITCHEN is the center of community education, programming and interaction, featuring engaging workshops, programs, tours and events that are relevant and accessible to the Boston community.

The Trustees, as the lead programming partner of the Market, invites proposals from organizations and individuals who want to work in partnership to create programming in The KITCHEN. We seek programming that encourages a passion for regionally sourced food, appeals to a diverse audience, and promotes the accessibility of the Boston Public Market.

GOALS

The KITCHEN at the Boston Public Market is a gathering place for all to share and learn about the healthy bounty of Massachusetts. Through engaging workshops, programs, tours, and events, The KITCHEN's programming aims to be relevant and accessible to all Market patrons with the following goals:

The KITCHEN will:

- Offer a range of educational, skill building and fun experiences highlighting local food production and healthy lifestyles for individuals and families;
- Engage an audience diverse in age, socioeconomic status and cultural affiliation;
- Deliver programs that help promote local agriculture, specialty foods, seafood and aquaculture; and
- Teach and share nutrition lessons, culinary traditions and food preparation techniques.

FOCUS AREAS

The Trustees will partner with local organizations and individuals to offer a wide variety of free and ticketed classes, lectures, hands-on workshops, and events in The KITCHEN that engage a wide-variety of participants.

The programming areas that The Trustees are seeking partnerships for are:

- Cooking and Food Production: Educational workshops, demonstrations, hands-on cooking classes, tours, and events will highlight the creative process of culinary arts. Local food producers and farms will be featured to celebrate the diversity of New England's products.
- Health and Wellness: The importance of a healthy diet and lifestyle will be encouraged through educational programming promoting wellness through lectures, demonstrations and classes.
- Sustainability and Environmental Education: The critical link between sustainability and local food systems will be explored in lectures, demonstrations and courses focusing on the environmental impact of our food choices.

HOW TO APPLY

Please submit a proposal for consideration. Proposals will be reviewed on a rolling basis and potential partners notified within 60- days of receipt.

Programming Proposals should include the following:

- a) Programming Description (1,000 words or less). Please indicate:
 - General content of the program(s)
 - How program aligns with the goals of The KITCHEN at the Boston Public Market
 - Why your organization is uniquely qualified to lead programming on your proposed topic
 - Ideal hours of operation for your program – please break-out set-up and breakdown times
 - Frequency and duration of your program or series (e.g., one course per week for six-months)
 - Equipment needed
 - Suggested ticket price or range
- b) Participants & Outreach (250 words or less)
 - What audience will be served by this programming and how will your group conduct outreach to this population? What are your attendance goals? What are your specific marketing and communications plans?
- c) Programming Samples
 - Please provide us with descriptions, links, or videos that illustrate your previous programming efforts.
- d) Letters of Support
 - Provide at least two letters of support from recent relevant references you've previously worked with or who can describe your capacity for such work.

EVALUATION AND SELECTION PROCESS

Please email your completed proposal to kitcheninfo@thetrustees.org. We will contact you if we have any questions or require additional information. We will acknowledge your application within 10 days of receipt.