



R EQ U EST F O R QUALIFICATIONS

Open Call for Music Performers

BROWN BAG LUNCH SUMMER CONCERT SERIES

RFQ Released: 07/17/2025.

Deadline for Submittals:

Thursday, August 7, 2025, 5 PM

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# ABOUT THE CITY OF MERCED

Merced is a dynamic community of over 90,000 people, with a friendly small-town living in a mid-size city. The University of California Merced campus, opened in 2005, provides educational and economic opportunities, adding to the already-established growth of the region. As a result, Merced’s population is youthful and diverse. Located in the heart of California’s agricultural Central Valley, Merced is the region’s hub for education, culture, and business. The community offers pleasant neighborhoods, and tree-lined streets. Bicycle paths along creeks link major City parks. Even with recent increases in prices, Merced’s housing remains affordable compared to many other California locations. In addition, Merced’s revitalized downtown is emerging as the entertainment center of the area. Annual events and festivals bring regional and even national recognition.

The City’s amenities include the Applegate Zoo, Art Kamangar Center at the Merced Theatre, the Mainzer Theatre and Restaurant, the Merced Multicultural Arts Center, Playhouse Merced, the Senior Community Center, the Historic Tioga Apartments, Merced College, University of California at Merced, a wide array of restaurants, various sports facilities, Lake Yosemite, plentiful public transportations, and more.

# ABOUT MERCED’S ARTS & CULTURE ADVISORY COMMISSION

The Arts and Culture Advisory Commission (ACAC) was established in 2018 to advise the City Council on matters about public art, art projects, cultural programs, and activities, and the promotion of art within the City of Merced (M.M.C. section 2.54.010). The ACAC’s mission is to encourage and promote programs and events that enhance the art and cultural development in Merced while engaging community members and local businesses; promote the role of art and culture in contributing to the beautification and quality of life in Merced; recognize art and cultural events and activities that enhance vitality and innovation in Merced; promote inclusion of artistic endeavors and cultural activities reflective of the Merced community; and preserve the community’s artistic works and cultural identities.

# PROJECT DESCRIPTION

**Event Overview**

The City of Merced invites musicians to apply to perform at the City’s Brown Bag Concert Series. This three-part series will bring the Merced community together, offering a break from the hustle and bustle of the workweek.

Held at the newly renovated Bob Hart Square, these events will showcase talented local and regional musicians, allowing community members to relax, recharge, and enjoy live music in a friendly, relaxed atmosphere. Guests are encouraged to bring their own picnic or purchase from available nearby food vendors.

**Series Dates:**

* November 13, 2025
* December 11, 2025
* January 8, 2026

# SELECTION PROCESS

**Performers interested in being a featured artist in the City of Merced’s Brown Bag Concert Series, should provide the following information:**

**Submitter’s Name and Email**

**Name of Act**  
(Please include the name of the group or stage name if applicable.)

**Music Genre**  
(Describe the type of music performed, e.g., folk, jazz, classical, blues, etc.)

**Video Link**  
(Please provide a link to a recent online video showcasing a live performance. This is required for consideration.)

**Social Media Platforms**  
(Optional but appreciated if available. Include any social media links where evaluators can see more about performances.)

# PERFORMANCE REQUIREMENTS

**Family-Friendly Content:** All performances must be suitable for all ages. Use of foul language or inappropriate content will not be accepted.

**Duration:** Performers must be prepared to play a minimum of 60 minutes.

**Sound Setup:** Artists are responsible for sound systems and set up along with any additional instruments or special technical requirements.

# INQUIRY CONTACT & SUBMITTING QUALIFICATIONS

Direct all questions and inquiries to Senior Management Analyst/Public Information Officer, Jennifer Flachman via email, by 5 pm, Friday, April 25, 2025.

**SUBMISSIONS ARE DUE VIA EMAIL BY 5 PM, AUGUST 7, 2025**

**Address proposals to:**

**Jennifer Flachman**

**Senior Management Analyst**

**Public Information Officer**

**City of Merced / Office of the City Manager flachmanj@cityofmerced.org**

**Proposals will only be accepted by e-mail.**

# PROPOSED TIMELINE FOR THIS OPEN CALL

**07/172025 – 08/7/2025 Post RFP on City Website:**

* + Allow 21 days for submissions to be received.
  + Submissions will be initially screened to ensure requirements are met.

**08/08/2025 – 08/11/2025 – Selection Panel Rates Proposals:**

**08/14/2025 – ACAC Special Meeting:**

* + Selection Panel makes recommendation to ACAC.

**10/06/2025 – City Council Meeting:**

* + ACAC makes recommendation to City Council.

**10/07/2025– Performer Notification**

* + All performers will be notified by email.

**PERFORMANCE DATES**

**Thursday, November 13, 2025, Thursday, December 11, 2025 and Thursday, January 8, 2026**

The community is invited to three free concert events at the newly renovated Bob Hart Square. Event advertising will be posted on the city’s website and social media platforms.

* + If your proposal is selected, the city requires completion the following:
    - Professional Service Agreement
    - Current General Liability Insurance, listing the City as additional insured.
    - Current City of Merced Business License

# PERFORMER STIPEND

Musical performers and performance groups will each receive a $1,000 stipend per performance.