

# **BERMUDA**

**TOURISM AUTHORITY**

**Bermuda Tourism Authority**  
**Request for Proposal (RFP)**  
**Bermuda's Culture & Heritage Dinner**  
**Restaurant Weeks 2020**  
**Date: January 24, 2020**



Cobbs Hill Methodist Church

# An Unforgettable Bermuda Culinary Experience

With Chef Eric Adjepong



Chef Eric Adjepong

Chef Eric Adjepong, 32, is a first generation Ghanaian-American chef who splashed onto the culinary scene in early 2019 during season 16 of Top Chef on Bravo.

His appearance was noteworthy because he battled his way to the reality show’s finale by introducing the audience and judges to West African cuisine. It was groundbreaking. His plan in the show’s finale was to prepare a four-course meal that told the story of the Trans-Atlantic Slave Trade from West Africa through the Caribbean and into the southern United States.

His approach mesmerized Top Chef loyalists, but Chef Eric did not get the chance to prepare his meal because he was eliminated. He finished third.

However, social media exploded with clamors of support for the charismatic young chef who lives in the Washington, D.C. area. Since the season aired, Chef Eric has been in high demand to prepare his visionary meal for special events, the very meal he did not get to create on television. *The New York Times* [told this aspect of Chef Eric’s story well.](#)

## Building a Bermuda Connection

After the *Times* story, the Bermuda Tourism Authority reached out to Chef Eric to explore his willingness to learn about the island’s own African Diaspora history and entwine her black heritage narratives into a meal that is distinct to Bermuda—similar to what the chef planned to do for his own country on Top Chef. He said yes!

In mid-August, Chef Eric visited Bermuda on a learning odyssey to better understand our black history and our food culture. He’s aided by our recently compiled food harvest calendar so that wherever possible local foods are used to create the menu. [See local news coverage of the chef’s visit.](#)

The summer visit was an important stepping stone on this new pathway to create a truly Bermuda-inspired Restaurant Weeks menu. On **Friday, January 24, 2020**, Chef Eric will pair up with Jaelen Steede, a young Bermudian chef who is co-owner of Berym Eats, to create a culinary experience using food to tell Bermuda’s cultural and heritage stories at Fourways Inn as part of next year’s Restaurant Weeks 2020. Importantly the evening’s dinner will incorporate and celebrate one of Bermuda’s most treasured cultural sites: Cobbs Hill Methodist Church. It’s a church built by enslaved persons and freed men who toiled devotedly in the moonlight through the 1820s to finish their sanctuary, before slavery was abolished out here in 1834.



Chef Jaelen Steede

## **2. PURPOSE OF THIS DOCUMENT – REQUEST FOR PROPOSAL (RFP)**

This RFP aims to find a partner experienced at event planning and production with an ability to transform spaces to create elevated and memorable culinary experience. The successful partner will be required to infuse Bermuda's African Diaspora stories and its cultural significance into our Restaurant Weeks dinner titled, "Bermuda's Culture & Heritage Dinner hosted by Eric Adjepong of Top Chef".

Additionally, the BTA is looking for the successful partner to be responsible for:

1. Sourcing and incorporating all décor items for the following areas:
  - a. Outside cocktail/reception area
  - b. Indoor restaurant area
  - c. Private VIP/Sponsored areas as identified by the BTA
2. Sourcing and overseeing an AV provider to support all audio and visual requirements
3. Sourcing and overseeing all live entertainment and performances
4. Co-ordinating all on-site logistics with Fourways Inn
5. Facilitating and remunerating all services and providers required
6. Organizing private Chef Meet and Greet with guests
7. Organizing and sourcing all equipment needed for a mobile chef display
8. Working with sponsors to facilitate on-site sponsored activations
9. Incorporating a site visit to Cobb's Hill Methodist Church, prior to the scheduled dinner, in all scheduled planning
10. Developing an informative and engaging program that articulates various aspects of Bermuda's African Diaspora heritage
11. Co-ordinating transportation shuttles for guests, overseeing a paid-for valet parking service and securing additional venues for parking

Issuing this Request for Proposal does not commit the BTA to engage or execute a contract with any responding vendor and/or company. BTA reserves all rights to postpone, discontinue or withdraw the Request For Proposal at anytime.

### 3. RFP REQUIREMENTS

Please ensure your submission, at a minimum, covers the important items below:

- The name of your company or organization, including the person assigned as project lead for this event and that person's relevant work experience. Please also include contact information for email, mobile phone and mailing through the post
- A concept overview that articulates how you plan to elevate this location to create a memorable culinary experience inclusive of proposed components to incorporate that give this experience a "WOW" factor
- An illustration deck showing your proposed look and feel for this culinary experience inclusive of décor, furniture pieces and any renderings or illustrations showing how you plan to transform the designated spaces
- An event run of show that articulates how you envision the night from start to finish with the incorporated components (i.e. Cobb's Hill Methodist site visit, cocktail/welcome reception, four-course dinner, entertainment, etc.)
- A list of proposed partners and vendors you plan to source and/or work with to facilitate the production and planning of this event

### 4. BUDGET

This event will only take place on **Friday, January 24, 2020**, targeting experience enthusiast visitors as well as residents. The total budgeted amount for the entire project outlined in this RFP document is \$40,000. Any proposals submitted must cover all fees associated with overseeing and organizing all components of this culinary experience, inclusive of planner/producer's costs, décor, live entertainment, audio visual, etc.

Marketing and food and beverage do not need to be accounted for as part of the \$40,000 budget. Submissions should clearly show how money will be spent to meet the defined purpose of the RFP.

### 5. DESIGNATED CONTACT PERSON

The designated contact person at the Bermuda Tourism Authority for this RFP is Tashae Thompson, Assistant Director, Experience Development:

Email: [tthompson@bermudatourism.com](mailto:tthompson@bermudatourism.com)

All communications related to this RFP, including clarification questions and expressions of interest, are to be in writing via email and must be directed only to the designated contact person with the subject heading “Restaurant Weeks 2020 Cultural & Heritage Dinner”. A brief notification via email will suffice for expression of interest.

## 6. SCHEDULE OF KEY DATES

<b>RFP Issued</b>	<b>October 10, 2019</b>
<b>Expression of Interest</b> (optional)	<b>October 15, 2019 @ 5pm</b>
<b>RFP Submission Deadline</b>	<b>October 25, 2019 @ Noon</b>
<b>Review Process</b>	<b>October 28-29, 2019</b>
<b>Response to Applicants</b>	<b>October 30, 2019</b>

## 7. PROPOSAL FORMAT AND DELIVERY

All proposals must be submitted electronically to [tthompson@bermudatourism.com](mailto:tthompson@bermudatourism.com) by **October 25, 2019 at Noon**. No hand-written copies will be accepted. Submissions should not be dropped off in-person.