

**CITY OF AUBURN
PARKS, ARTS & RECREATION
REQUEST FOR PROPOSAL
CATERING/CONCESSION SERVICES AT AUBURN AVENUE THEATER**

1. PROJECT DESCRIPTION & OBJECTIVES

The City desires to enter into an agreement with a single vendor to provide quality concession services within the concession area of the Auburn Avenue Theater during City sponsored programs/events for the 2011-2012 Season running from September 2011-June 2012 (see attached listing of performance dates).

2. PROJECT REQUIREMENTS

Interested parties shall submit a written statement of qualifications to the City of Auburn Parks, Arts & Recreation Department which should include enough information to demonstrate the approach and ability to accomplish the following tasks:

- Provide concession services during performing art programs at the Auburn Avenue Theater from September 2011-June 2012 (see schedule A for performance dates and times)
- Provide any necessary equipment or materials to operate concession.
- Set-up, stock and staff a concession operation during the performing art events. Concession must be set-up and ready to serve when the box office opens; one hour prior to the start of the performance.
- Provide evidence of Commercial Liability, Liquor Liability, and Completed Operations Insurance coverages in the amounts of \$1,000,000 general aggregate and \$1,000,000 per occurrence for general liability, liquor liability, completed operations, bodily injury, personal injury, and property damage. Name the City of Auburn as Additional Insured and Worker's Compensation as required by the State of Washington.
- Ability to maintain adequate liquor license permits to serve beer and wine at performances at the Auburn Avenue Theater.
- Meet all applicable City codes and Health Department regulations and permits.
- Provide cleanup and removal of any concessionaire materials at the end of every performance.
- Provide a listing of proposed items and price ranges for same; include at least the following.
 - A. Coffee Service
 - B. Beverage Service (beer, wine, soda, water)
 - C. Snacks
 - D. Light meal options
- Detail a proposed percentage of gross revenue to be paid to the City (reference number as a percentage of gross sales, not to include taxes).

Please provide a statement outlining how contractor will document and report revenues and expenditures.

- If selected, must provide City of Auburn with copy of Auburn business license, insurance certificates, liquor license and public health permits.

3. PROPOSAL REQUIREMENTS

- **Format:** Although there is no maximum proposal length, proposals should be kept to the minimum length necessary to address the requirements of this RFP. Proposals shall be on 8 ½" X 11" size paper with pages numbered sequentially.
- **Site visitation:** If desired, a site tour with personnel from the Auburn Avenue Theater can be arranged by calling Julie Brewer at 253-804-5042.

4. PROPOSAL CONTENTS

- **Signature:** Proposal shall be signed by an authorized person whose signature will bind the business or business entity.
- **Valid Period:** Include a statement that the proposal will remain valid for sixty (60) days from the date of submission.
- **Approach to the Project:** Outline how you will approach the delivery of the desired services as outlined in each of the project requirements, item #2 above.
- **Qualifications:** Include the name of project manager and names of key personnel who may be working at the concession area, include any relevant experience, relevant licenses and permits, relevant education or certificates, and anticipated manpower allocation to the concession area.
- **Conflict of Interest:** Proposal shall include a statement that no conflicts of interest exist in the provision of the services.
- **Performance Schedule:** Proposal shall include a statement of ability to accommodate the concession area for all the performances indicated in the RFP (See attachment A).
- **References:** Proposal should include a list of references for which the service provider has performed similar services of similar size, scope, and complexity. This list shall include the name, contact person, address, and phone number of each party for whom the service was provided, as well as a description of and date of service provided.

5. PROPOSAL AGREEMENTS

The City anticipates providing, to the successful proposer, the following: site location, garbage pickup services for concession services only at the Auburn Avenue Theater, utilities needed during scheduled concession times, City staff responsible for monitoring of site and City staff contact and a process for resolving problems. City will not assume responsibility for equipment or supplies.

6. RFP SELECTION PROCESS SCHEDULE

The Department's proposed schedule for review of the RFP Submittals and final selection of the concessionaire is as follows:

- August 3, 2011 – RFP Available
- August 16, 2011 – RFP Submittal Dateline: 5:00 PM.
- August 17-26, 2011 - Evaluation Panel reviews RFP, RFP interviews (if needed), RFP notifications to respondents
- September 6, 2011 – Concessionaire Awarded
- **Submittal of Proposals:** Submissions must include 2 copies of proposal and a one electronic copy of the proposal in a PDF format on a CD in a sealed envelope clearly marked "RFP for Auburn Avenue Theater Concessions" and be submitted at or before: **5:00 p.m., Tuesday, August 16, 2011**

At the following address:

City of Auburn
Parks, Arts and Recreation
910 9th Street SE
Auburn, WA 98002
Attn: Julie Brewer

Late, faxed or e-mailed proposals will not be accepted.

- **Review:** Proposals will be evaluated by the Arts & Events staff. Those deemed most qualified may be invited to an interview with staff, tentatively scheduled during the month of August 2011. The evaluation that shall determine which of the service provider(s) are most qualified to provide the services required based upon the following criteria:
 - Total overall impression of the proposal submitted – 5 points
 - Pricing structure of food items offered – 25 points
 - Experience in the service being proposed to be offered – 15 points
 - Experience of the staff – 15 points
 - Compensation – 15 points
 - Meets all the business requirements stated – 10 points
 - References – 15 points

Upon completion of the review period (up to 30 days), the City shall notify those proposers whose proposals are being considered for further evaluation within that 30-day time frame.

- **Award:** A recommendation for concessionaire will be forwarded to Parks, Arts & Recreation Director. The City reserves the right not to award a contract, to reject any and all proposals, to negotiate with prospective contractors and to waive informalities and irregularities in proposals received.

General Conditions

- All materials submitted will become property of the City.
- The City reserves the right to reject all proposals, and to waive minor irregularities in any submittals.
- The City reserves the right to request clarification of information submitted, to request additional information from the service provider, and to request an interview with the service provider selected by the City.
- The City reserves the right to determine the most qualified service provider and to develop, negotiate, and submit/award to the selected service provider a contract for the services encompassed in the RFP.
- The City reserves the right to award the contract to the next most qualified service provider, as determined by the City, if the successful service provider does not execute a contract within thirty (30) days after notification of the award of the bid.
- Any proposal may be withdrawn until the date and time set above for submittal of the proposal. Any proposal not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days, for the services described in the attached specification, or until one or more of the proposals have been approved by the City, whichever occurs first.
- The City shall not be responsible for any costs incurred by the consultant in preparing, submitting, or presenting its response to this RFP.
- The scope of services set forth in this RFP represents an outline of services which the City anticipates the successful proposer to perform, and is presented for the primary purpose of allowing the City to compare proposals. The precise scope of services to be incorporated into the Services Agreement shall be negotiated between the City and the successful proposer. The City requests that proposer suggest changes to the scope of services (as a part of the proposal) in order to achieve the City's stated Project Objectives, if such is found necessary.
- The City expects to award this proposal to one concessionaire.

Questions may be referred to Julie Brewer, Arts & Events Manager, at 253-804-5042 or jbrewer@auburnwa.gov

EXHIBIT A

2011-2012 Performance Schedule for Concessions at Auburn Avenue Theater

Set-up: must be completed and ready to sell when the box office opens; 1 hour prior to start of performance.

SEPTEMBER 2011		
September 16, 2011	7:30 PM	Performing Arts Season Showcase
OCTOBER 2011		
October 7, 2011	7:30 PM	October Comedy at the Ave
October 14, 2011	7:30 PM	The Wizard of Oz
October 15, 2011	7:30 PM	The Wizard of Oz
October 16, 2011	2:00 PM	The Wizard of Oz
October 21, 2011	7:30 PM	The Wizard of Oz
October 22, 2011	2:00 PM	The Wizard of Oz
October 22, 2011	7:30 PM	The Wizard of Oz
October 31, 2011	7:30 PM	Movie "Night of The Living Dead & Costume Contest
NOVEMBER 2011		
November 4, 2011	7:30 PM	Seattle International Comedy Competition Week 1
November 10, 2011	7:30 PM	Seattle International Comedy Competition Week 2
November 19, 2011	7:30 PM	Ted Vigil: A John Denver Tribute
DECEMBER 2011		
December 3, 2011	6:00 PM	National Lampoon Christmas Vacation
December 9, 2011	7:30 PM	An Inspirational Christmas With Elvis
December 11, 2011	2:00 PM	Men of Worth ~ "A Winters Carol"
JANUARY 2012		
January 13, 2012	7:30 PM	January Comedy at the Ave
January 22, 2012	2:00 PM	"Peter Pan", 1924 Silent Film with Live Harp Performance
January 28, 2012	7:30 PM	Deadwood Revival
FEBRUARY 2012		
February 12, 2012	2:00 PM	"Swingin' At The Sands" A Sinatra Tribute
February 17, 2012	7:30 PM	February Comedy at the Ave
February 25, 2012	7:30 PM	Horse Crazy Cowgirl Band
MARCH 2012		
March 3, 2012	7:30 PM	Global Heat
March 9, 2012	7:30 PM	Buddy Holly Tour Of Stars
March 10, 2012	7:30 PM	Buddy Holly Tour Of Stars
March 16, 2012	7:30 PM	March Comedy at the Ave
March 17, 2012	7:30 PM	St. Patricks Day Bash with Tillers Folley
APRIL 2012		
April 6, 2012	7:30 PM	Jet City Improv
April 7, 2012	7:30 PM	Savani World Quintet
April 20, 2012	7:30 PM	April Comedy at the Ave
April 28, 2012	7:30 PM	The Diamond Experience
MAY 2012		
May 4, 2012	7:30 PM	Bold Grace: The Voyages of the Pirate O'Malley
May 5, 2012	7:30 PM	Bold Grace: The Voyages of the Pirate O'Malley
May 11, 2012	7:30 PM	Twisted Flicks

May 12, 2012	7:30 PM	Kelly Eisenhower
May 18, 2012	7:30 PM	May Comedy at the Ave
JUNE 2012		
June 1, 2012	7:30 PM	Auburn Community Players
June 2, 2012	7:30 PM	Auburn Community Players
June 3, 2012	2:00 PM	Auburn Community Players
June 8, 2012	7:30 PM	Auburn Community Players
June 9, 2012	7:30 PM	Auburn Community Players
June 10, 2012	2:00 PM	Auburn Community Players
June 16, 2012	7:30 PM	June Comedy at the Ave