

Request for Proposal

(RFP)

for the Operation and Maintenance
of the
Griffith Park Food and Beverage Concession
Mandatory Pre-Proposal Conference

August 3, 2021



PARK PROUD LA

WELCOME

- ▶ LaTricia Jones, Contract Coordinator
- ▶ Rachel Ramos, Concessions Manager

General Information

- ▶ Mandatory Attendance: Zoom records. Meets Indicator 2 Requirements.
- ▶ RFP available on RAP website at www.laparks.org/proposal.htm under “Concessions” and also on LABAVN at www.labavn.org
- ▶ Questions: In writing only! Please send all questions to LaTricia.Jones@lacity.org by August 10, 2021.



Introduction

The City of Los Angeles, through its Department of Recreation and Parks (RAP), seeks well-qualified business entities to redevelop, operate and maintain high quality food and beverage concessions in Griffith Park.

Proposers are encouraged to propose innovative and creative designs that will support the City's effort to develop a park landmark facility and destination, and appeal to the diverse population of tourists and Angelenos who visit the park daily.





Griffith Park is one of the largest municipal parks in the United States. It is visited by approximately 10 million people annually.

There are two locations available - Proposers may propose on one or both locations. This RFP process will result in a separate agreement for each location.

Griffith Park Pony Ride Snack Stand

This location offers a prime opportunity for the concessionaire to serve visitors of the nearby pony ride and train ride concessions. RAP expects proposers to present an aesthetically pleasing redesign to include outdoor seating and a robust marketing plan that enhances and complements the adjacent concessions.



Griffith Park Center Park Snack Stand

Located centrally in Griffith Park, this prime location presents an opportunity for a special eatery. The right proposer will be creative with capitalizing on open space and views of the park, close amenities, and outdoor seating.



Objective Of The RFP

- ▶ Objective (RFP Section II, Page 2):
 - ▶ Award a ten-year Agreement with one five-year extension option for each location.
- ▶ Successful proposer will:
 - ▶ Provide food and beverage services as part of the Concession year-round basis to serve members of the public, while being sensitive to the surrounding natural environment and community.
 - ▶ Offer outdoor seating for food and beverage service.
 - ▶ Provide professional services at reasonable market prices to meet the needs and expectations of the City, park patrons, and the neighboring community.
 - ▶ Minimize wait times.

Objective Of The RFP

- ▶ Maximize patron experience through high-quality and uniquely featured offerings, quality of service, and an attractive ambiance.
- ▶ Provide, install, and/or renovate any necessary structures, furnishings or equipment to create an inviting and profitable Concession.
- ▶ Maintain the cleanliness and appearance of the Concession to the satisfaction of RAP by providing on-going maintenance of structures, furnishings and equipment.
- ▶ Establish and increase a strong customer base through the use of marketing and advertising tools and outreach to the community.

Objective Of The RFP

- ▶ Implement, maintain, and enforce all health and safety rules and regulations.
- ▶ Generate the highest possible revenue to the Concessionaire and the City.
- ▶ Display awareness of the demographics and special needs of the community.
- ▶ Identify and implement (with RAP approval) expanded services appropriate and relating to food and beverage services.
- ▶ Work in partnership with RAP and adjacent concessionaires during the normal course of business and as unforeseeable problems arise.

Compensation Plan

RFP Section V, Pages 5

Locations	Minimum Acceptable MAG - Year 1	Minimum Acceptable MAG - Year 2	Minimum Acceptable PGR Food and Non-Alcoholic Beverages	Minimum Acceptable PGR Beer and Wine	Minimum Acceptable PGR Birthday Party or Special Events
Griffith Park Pony Ride Snack Stand	\$0	\$20,000	6%	10%	15%
Griffith Park Center Snack Stand	\$0	\$20,000	6%	10%	15%

- ▶ There is no MAG for Year 1, however, proposer may propose a MAG for Year 1.
- ▶ The MAG for years 3 through 10 will be the previous year's MAG or 90% of the combined PGR, whichever is greater.
- ▶ Only one MAG and PGR plan per submittal per location will be accepted. Multiple compensation plans will deem the proposal non-responsive.

Your financial offer must be indicated on the Financial Offer Form (RFP Exhibit E)

Minimum Capital Investment Requirements

- ▶ Proposers must submit a description of planned improvements; estimated cost; a financial plan, and the source of funding for the improvements.
- ▶ A mid-term refurbishment plan should also be included.
- ▶ The proposed capital investment and mid-term refurbishment dollar amounts must be spent on capital improvements or the Concessionaire will pay the unspent difference to RAP at the end of the Agreement term.
- ▶ Proposers must complete and submit a Capital Investment Offer Form, Exhibit F, which specifies the dollar amounts for each location.



Minimum Capital Investment Requirements

▶ Required Improvements for the Griffith Park Pony Ride Snack Stand:

- Repaint exterior and interior of building.
- Repair/replace flooring.
- Design and furnish a new outdoor seating area in coordination with RAP.
- Installation of a Wi-Fi system that is free for park patrons and subject to RAP specifications and approval.
- Install signage subject to RAP approval.
- Construct aesthetic improvements to conceal roof-top building systems.
- Obtain all necessary permits

▶ Required Improvements for the Griffith Park Center Snack Stand:

- Utilities, equipment, fixtures, materials, and furniture necessary to operate subject to RAP approval.
- Construction of an ADA compliant, gender neutral restroom within the current footprint of the building.
- Design and furnish a new outdoor seating area.
- Installation of a Wi-Fi system that is free for park patrons and subject to RAP specifications and approval.
- Installation of signage subject to RAP approval.
- Obtain all necessary permits

PROPOSAL ITEMS

RFP Section VII, Pages 7-11

- ▶ Background and Experience
- ▶ Business Plan
- ▶ Management and Operational Plan
- ▶ Concession Improvements

Background and Experience

RFP Section VII.A.

- ▶ Proposers must provide descriptions of their background and experience in providing food and beverage services.
- ▶ Minimum of three years of experience within the last five years of the above experience.
- ▶ Detailed instructions on this requirement can be found in Exhibit A, Instructions to Proposers.

Business Plan

RFP Section VII.B.

- ▶ Proposals must address the objectives outlined in Section II of the RFP.
- ▶ Operating hours must be stated.
- ▶ Concessionaire must furnish all Concession-related equipment and must maintain it in good working condition throughout the term of the Agreement.
- ▶ Proposals must include menus and pricing. Menus must include breakfast options, Grab and Go lunch items, healthy choice options, and vegan protein options.
- ▶ Business Plan should also include a marketing plan with methods of increasing and maintaining clientele.

Business Plan

RFP Section VII.B.

- ▶ Additional services and amenities related to food and beverage business activities are encouraged to be proposed and may be considered in the Level II evaluation.
- ▶ Financial Projections and Planning - Proposers are to complete and submit a Pro Forma Financial Statement (Pro-Forma) for each package. The Pro Forma covers anticipated operations for the ten-year term of the Agreement. Projections should demonstrate sound financial planning, be realistic and achievable, and support all elements of the proposal. Exhibit D

Management and Operational Plan

RFP Section VII.C.

- ▶ The Proposal should include a year-round operation plan should include, but not be limited to:
 - ▶ A staffing and management plan showing names and qualifications of key personnel and organizational structure;
 - ▶ A customer service plan;
 - ▶ Employee training
 - ▶ A detailed maintenance schedule for all equipment and structures on the premises.
 - ▶ A sustainable operating model that goes along with RAP's commitment to improve environmental sustainability in our parks.

Concession Improvements

RFP Section VII.D

- ▶ Required Improvements
 - ▶ Improvements are to be completed within six months of the execution of the Agreement.
 - ▶ If the renewal option is exercised, the concession facility must be repainted within the first 6 months of the option term.
- ▶ Optional Improvements
 - ▶ Proposers may propose additional improvements as part of their response. Optional Improvements must be completed within 12 months of the execution of the Agreement.



Evaluation and Award

(RFP Section VIII, Page 12)

Evaluation Process

- ▶ Level I - Responsiveness

 - Compliance with RFP Submission Requirements

- ▶ Level II - Rank and Score

 - Evaluation and Scoring Criteria of Proposal Items and Achievement of City Objectives

Level I Requirements

Level I Requirements

Proposers must include the following:

- ▶ Cover Letter (Exhibit A)
- ▶ Background and Experience. (Exhibit A)
- ▶ Financial Capacity. ((Exhibit A)
- ▶ Compliance Documents. (Exhibit C)
- ▶ Pro-Forma Template (Exhibit D)
- ▶ Financial Offer Form. (Exhibit E)
- ▶ Capital Investment Offer Form. (Exhibit F)
- ▶ Terms and Conditions Acceptance Form. (Exhibit G)
- ▶ Proposal Deposit (\$3,000.00) per proposal.

Cover Letter

Proposers must include a cover letter indicating the following:

- ▶ Company's legal name
- ▶ Type of business (corporation, partnership or sole proprietorship).
- ▶ Key names, including title and position.
- ▶ Name of main contact (**Note:** This will be the only point of contact between the proposing company and the Contract Coordinators).

Cover Letter

(Continued)

- ▶ Complete mailing addresses, telephone and fax numbers (including office and cell numbers as appropriate).
- ▶ E-mail addresses and any other pertinent contact information.
- ▶ A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth in the RFP, without exception.
- ▶ If submission contains information that it would like to protect from disclosure, please include an additional statement found in RFP Exhibit A, Section B.1.

Level I: Background and Experience

Level I (Exhibit A):

Ownership Description

- ▶ Address
- ▶ Length in business (years and months).
- ▶ Type of business (sole proprietorship, etc.).
- ▶ Size of company (total number of employees and annual gross revenue).
- ▶ Organizational chart.
- ▶ Names of persons responsible for operations
- ▶ Any pending mergers.
- ▶ Ownership information for all proposed subcontractors.

Level I: Background and Experience

(Continued)

Level I (RFP Exhibit A):

Description of proposing entity's experience and knowledge of operating a food and beverage business.

- ▶ Describe similar current and past operations.
- ▶ Revenues of past or current comparable operations, broken down by category for previous five years (if applicable).
- ▶ Proposer's years of above experience.
- ▶ Extent of any related experience.
- ▶ Additional information to demonstrate qualifications.

Level I: Contracts History and Business References

Level I (RFP Exhibit A):

Contracts History

- ▶ List of all contracts commenced and terminated during most recent twelve (12) months; explain reasons for termination.
- ▶ List of all contracts terminated during 2019 and 2020; explain reasons for termination.

Business References

- ▶ Provide a minimum of three (3) business references
- ▶ Include names, email and addresses, telephone numbers, and scope of relationship.

Level I: Financial Capacity

Level I (RFP Exhibit A):

- ▶ Ability to Finance - Letter(s) of Credit Commitment from a AAA-rated national financial institution.
- ▶ Good Standing - No qualified opinion in the audited financial statements, including “ongoing concern” issues.
- ▶ Amount of Investment Required (including start-up costs).
 - ▶ Performance Deposit (\$5,000)
 - ▶ Inventory
 - ▶ Equipment
 - ▶ Operating Supplies
 - ▶ Improvements
 - ▶ Others (list)

Level I: Financial Capacity

(Continued)

- ▶ Sources of Funding Operation
 - ▶ Indicate whether cash reserves, financing from commercial lender, other sources, or combination thereof.
 - ▶ Indicate amount funded through each source.
- ▶ Financial Documentation
 - ▶ Letters of Credit Commitments.
 - ▶ Bank Statements for twelve months preceding the release date of this RFP (July 8,2021).
 - ▶ Board resolution with description of ownership entity (**Note: Must be original and notarized**).
 - ▶ Copies of current credit reports/ratings (current as of June 2021 or later).
 - ▶ If using loans, provide unconditional, formal letter of commitment from lender(s).

Level I: Financial Capacity

(continued)

▶ Financial References

- ▶ Minimum of three (3) references from banks or other financial institutions; include names, addresses, telephone numbers, and type of relationship (e.g., checking/savings account, commercial loans, etc.).

Compliance Documents

(RFP Exhibit C)

Documents Submitted with Proposal

- ✓ Proposer's Signature Declaration & Affidavit
- ✓ Disposition of Proposals
- ✓ Non-discrimination, Equal Employment Practices, Affirmative Action Program (required signature incorporated into executed contract)
- ✓ Contractor Responsibility Ordinance Statement
- ✓ Equal Benefits Ordinance Statement (BAVN)
- ✓ First Source Hiring Ordinance (BAVN)
- ✓ Living Wage Ordinance/ Service Contractor Worker Retention Ordinance
- ✓ Business Inclusion Program (BIP outreach efforts)
- ✓ Bidder Certification - CEC Form 50
- ✓ Prohibited Contributors - CEC Form 55
- ✓ Federal Tax ID Number
- ✓ Form W-9
- ✓ Iran Contracting Act 2010

Proposer's Signature Declaration & Affidavit

- ▶ This form declares that the response is genuine, not a sham or collusive, the proposer has not conspired with or solicited another company to create a fake bid for comparative purposes.
- ▶ The proposer has not asked competitors to refrain from bidding or conspired with a competitor or other company to create an unfair advantage over other proposers.
- ✓ Action Required:
 - ❑ Form must be signed by an authorized company officer or individual and submitted with the proposal.
 - ❑ Form must be notarized and submitted with your Original Copy of Proposal.

Disposition of Proposals

- ▶ Proposals submitted in response to the RFP become property of the City and a matter of public record.
- ▶ Proposers must identify all copyrighted material, trade secrets, or other proprietary information.
- ▶ Proposers must indemnify and defend the City of LA for its refusal to disclose such material from person making a request therefore.

✓ Action Required:

- Form must be signed and submitted with your proposal.

Non-discrimination, Equal Employment Practices, and Affirmative Action Program

- ▶ Certifies that the proposer will comply with the Non-Discrimination/Equal Employment Practices and Affirmative Action Program Provisions endorsed by the City of Los Angeles.
 - ▶ The successful proposer's affixed signature to a contract that results from this RFP, confirms agreement to adhere to the Affirmative Action program.
- ❖ (Individual hard copy submissions are no longer required)
 - ❖ Exhibit C and www.bca.lacity.org

Contractor Responsibility Ordinance Statement (CRO)

- ▶ The Los Angeles City Contractor Responsibility Ordinance (CRO) requires RAP to make a determination that contractors have the necessary quality, fitness, and capacity to perform the work set forth in the contract.
 - ▶ Failure to comply with the provisions of the CRO can result in disqualification from the bidding process or contract termination.
- ✓ Action Required:
- Complete and sign the form (pages 1 through 6), and submit the entire document with your proposal.

Equal Benefits Ordinance and First Source Hiring Ordinance

- ▶ The Equal Benefits Ordinance Statement (EBO) requires City contractors who provide benefits to employees with spouses to provide the same benefits to employees with domestic partners.
- ▶ The First Source Hiring Ordinance (FSHO) requires City contractors to estimate the anticipated employment opportunities they will need to fill in order to perform the services in their City contract. Any employment opportunities that may become available will need to follow the FSHO procedures.
- ▶ More information on both of these ordinances can be found at www.bca.lacity.org.
- ✓ Action Required:
 - Complete the EBO/FHSO Compliance Affidavit web form on BAVN.

Living Wage Ordinance and Worker's Retention Ordinance

Living Wage Ordinance (LWO)

- ▶ The Contractor agrees to pay employees a living wage (updated July 1st every year).
- ▶ The living wage starting July 1, 2021 will be \$15.00 per hour with health benefits of \$1,.25 per hour, or \$16.25 per hour if health benefits are not provided.
- ▶ Contractor must provide at least 96 compensated hours off per year for each employee's sick leave, vacation, or personal necessity, and at least 80 hours of uncompensated time off for family or personal illness. (prorated for part-timers).

Worker's Retention Ordinance (WRO)

- ▶ Contractor agrees to offer to employ and retain for a 90-day period the employees earning less than twice the hourly wage without health benefits available under the Living Wage Ordinance who worked for at least 12 months for the terminated contractor/subcontractors.

✓ Action Required:

- Submit LWO forms with your proposal only if applying for exemption.

Business Inclusion Program (BIP) and BAVN Outreach

RFP Exhibit C, Section I.G

BIP Outreach

- ▶ Established by Mayor's Executive Directive No. 14 (Villaraigosa Series) issued January 12, 2011 and effective July 1, 2011.
- ▶ All outreach is conducted online at labavn.org (BAVN)
- ▶ The purpose is to provide Minority, Women, Small, Emerging, Disabled Veteran and Other Business Enterprises an equal opportunity to participate in the performance of City contracts.
- ▶ All indicators, 2-6, are pass/fail. Must meet ALL indicators to pass and must meet each deadline in system or will not be allowed to move on to next indicator.
- ▶ **Failure to complete BIP Outreach will render the proposal non-responsive to the RFP.**
- ▶ Online assistance available (select "Support" link or download the [BAVN BIP Walkthrough Manual](#) found on the BAVN RFP page).
- ▶ BIP outreach due on BAVN by **11:59 P.M. on August 24, 2021.**
- ▶ **Summary Sheet due on BAVN by 4:30 P.M. on September 9, 2021** (day after proposal due date).

BIP Outreach - Indicators 2-6

Indicator 2: Attended Pre-Proposal Meeting

Indicator 3 - Sufficient Work Identified for Subconsultants

- ▶ Required documentation: Perform outreach via e-mail using BAVN's BIP Outreach system. Outreach must be performed in ALL identified work areas selected by RAP as potential subcontractor work areas.

Indicator 4 - Written Notices to Subconsultants

- ▶ Required documentation: Provide e-mail notifications in each work area using BAVN's BIP Outreach system not less than 15 calendar days prior to proposal due date.

BAVN informs you if you have not performed sufficient outreach.

BIP Outreach - Indicators

(continued)

Indicator 5 - Plans, Specifications and Requirements

- ▶ Required documentation: Included in Indicator 4 details on how, where, and when the proposer will make the required information available to interested potential subcontractors.
- ▶ BAVN automatically includes some of this language in Indicator 4.

BIP Outreach - Indicators

(continued)

Indicator 6 - Negotiated in Good Faith

- ▶ Required documentation:
 - ▶ Schedule A Subconsultants Information Form (Include in proposal).
 - ▶ An online Summary Sheet organized by work area which lists:
 - ▶ The responses and/or bids received (whether via BAVN or not).
 - ▶ The name of the subcontractor who submitted the bid/quote.
 - ▶ A brief reason for selection/non-selection
- ▶ Copies of all potential bids or quotes received must be submitted to LaTricia Jones at Latricia.Jones@lacity.org of the Concessions Division.

BIP Outreach - Other Indicators

(continued)

Indicator 1: Level of Anticipated M/W/S/E/DVBE Participation

- ▶ Required documentation: None. Levels set by Bureau of Contract Administration (Exhibit C, Section G, page 1).

Indicator 7 - Bonds, Lines of Credit, and Insurance Assistance

- ▶ Required Documentation: Offer of assistance to interested potential subcontractors automatically included in Indicator 4 by BAVN.
- ▶ Must be completed *not less than 15 calendar days prior* to submittal due date.
- ▶ Notification must be completed on BAVN's BIP Outreach system.

If you have any technical issues, please email BAVN Support at support@labavn.org Questions - contact Contract Coordinator.

BIP Outreach - Submittal Documents

Submit to Awarding Authority:

- ▶ Subcontractor's Information Form (Schedule A)
 - ▶ Submit WITH Proposal
- ▶ Utilization Profile (Schedule B)
 - ▶ Submit with Monthly Remittance Advice (for successful proposer only).
- ▶ Final Subcontracting Report (Schedule C)
 - ▶ Submit within 15 working days upon completion of Agreement (for successful proposer only).

Municipal Lobbying Ordinance (MLO) Bidder Certification - CEC Form 50

- ▶ Certifies that the proposer acknowledges and agrees to comply with the disclosure requirements and prohibitions regarding their lobbying activity.
- ▶ **IMPORTANT** - Any proposal submitted without the CEC Form 50 will be considered non-responsive.

✓ Action Required:

- ❑ Complete and submit the form with your proposal.

Prohibited Contributors - CEC Form 55

- ▶ Prohibits proposers of contracts valued at \$100,000 or more and that require the approval of the City Council, from making campaign contributions to any elected City official, candidate for elected City office, or City committee controlled by an elected City official or candidate.
 - ▶ Also required of principals and subcontractors expected to perform a portion of the contractual obligations valued at \$100,000 or more .
 - ▶ **IMPORTANT** - Any proposal submitted without the CEC Form 55 will be considered non-responsive.
- ✓ Action Required:
- Complete and submit the form with your proposal.

Federal Tax ID Number and Form W-9

✓ Actions Required:

- ❑ Submit your Federal Tax ID Number with the proposal. The name on the document must match the proposer's legal business name, as listed in the Proposer's Signature Declaration and Affidavit.
- ❑ Complete and submit an original Form W-9 with your proposal. The name on the W-9 must match the proposer's legal business name, as listed on the Proposer's Signature Declaration and Affidavit.

Iran Contracting Act of 2010 Compliance Affidavit

- ▶ Requires bidders to certify that at the time of submitting a bid for a new contract or renewal of an existing contract, the bidder is not identified on the Department of General Services list of ineligible businesses or persons and that the bidder is not engaged in investment activities in Iran in violation of the Iran Contracting Act of 2010.

- ✓ Action Required

- Complete and submit the form with your proposal.

Additional Compliance Documents

Additional compliance documents to be submitted by the successful proposer only:

- Americans with Disabilities Act
- Business Tax Registration Certificate (BTRC) Number or Business Tax Exemption Number Form
- Certification of Compliance with Child Support Obligations
- Pledge of Compliance with Contractor Responsibility Ordinance
- Los Angeles Residence Information
- Living Wage Ordinance (LWO) Additional related forms
- Disclosure Ordinance Affidavit (BAVN)

Proposal Checklist

Documents that must be completed and included in addition to the proposal are listed on the “**Proposal Checklist**” page found in RFP Exhibit A.

RFP EXHIBIT A

PROPOSAL CHECKLIST

PART I – Additional Items to be submitted with PROPOSAL by ALL proposers

- 1. Cover Letter (Exh. A)
- 2. Proposal Deposit (Exh. A)
- 3. Proposer's Signature Declaration and Affidavit (Exh. B and C)
- 4. Disposition of Proposals (Exh. B and C)
- 5. Nondiscrimination, Equal Employment Practices and Affirmative Action (Exh. B and C, review only)
- 6. Contractor's Responsibility Ordinance Statement (Exh. B and C)
- 7. Equal Benefits Ordinance Statement (EBO)/First Source Hiring Ordinance (FSHO) (Exh. B and C, Complete in LABAVN)
- 8. Living Wage Ordinance (LWO)/Service Contractor Worker Retention Ordinance (SCWRO) (Exh. B & C, Exemption Only)
- 9. Business Inclusion Program Requirements (BIP) (Exh. B and C)
- 10. Municipal Lobbying Ordinance/Bidder's Certification – CEC Form 50 (Exh. B and C)
- 11. Prohibited Contributors – CEC Form 55 (Exh. B and C)
- 12. Federal Tax ID Number and Form W-9 (Exh. B and C)
- 13. Iran Contracting Act of 2010 Compliance Affidavit (Exh. B and C)
- 14. Pro-Forma Template (Exh. D)
- 15. Financial Offer Form (Exh. E)
- 16. Capital Investment Offer Form (Exh. F)
- 17. Terms and Conditions Acceptance Form (Exh. G)

PART II - (Additional Items to be submitted ONLY by selected Proposer of the award of the agreement.)

- 18. Americans with Disabilities Act Certification (Exh. B and C)
- 19. Business Tax Registration Certificate (Exh. B and C)
- 20. Certification of Compliance with Child Support Obligations (Exh. B and C)
- 21. Contractor's Responsibility Ordinance Pledge of Compliance (Exh. B and C)
- 22. Los Angeles Residence Information (Exh. B and C)
- 23. LWO/SCWRO – Additional Forms (Exh. B and C)
- 24. Disclosure Ordinance Affidavit (Exh. B and C, Complete in LABAVN)
- 25. City-Approved Proof of Insurance (Exh. J)
- 26. Performance Deposit (Exh. A)

Griffith Park Food and Beverage Concession

Level II - Evaluation

- ▶ Evaluation Panel - Will evaluate, rank and score proposals based on Level II criteria outlined in RFP.

GP FOOD AND BEVERAGE CONCESSION EVALUATION CRITERIA	
DESCRIPTION	WEIGHT
BACKGROUND AND EXPERIENCE	15%
BUSINESS PLAN	25%
MANAGEMENT AND OPERATIONS PLAN	20%
CONCESSION IMPROVEMENT PLAN	20%
COMPENSATION PLAN	20%
TOTAL EVALUATION WEIGHT	100%

Recommendation and Award Process

1. Award recommendation to General Manager.
2. General Manager's Award Recommendation to Board of Recreation and Park Commissioners.
3. Notification of Award and Non-Selection.
4. Approval of City Council, signature of General Manager, Concessionaire, and City Attorney.
5. Execution of Contract!

Proposal Due Date and Submission

- ▶ Deadline for submission is Wednesday, **September 8, 2021 by 1:00 P.M.**
- ▶ For the safety of all during the current Covid-19 pandemic responses will only be accepted electronically. No hard copy or hand delivery of responses will be accepted. Acceptable submission methods:
 1. Via email to: rap.commissioners@lacity.org. If the proposal contains confidential information, an additional redacted, electronic copy of the proposal must be submitted with all required materials.

Each submission file:

- ▶ Must be 20 megabytes (MB) or smaller or broken up into multiple files not to exceed 20MB each.
- ▶ Must have CON-021-001 Griffith Park Food and Beverage Concession RFP in the subject line of the submission. If more than one file is sent in response, each email must be noted as part number of a series of how many in number total included in the subject line with the response title part one of X number total (for example CON-021-001 Griffith Park Food and Beverage Concession RFP - Part 1 of 3).

How To Submit Proposal

2. Via Dropbox. Dropbox submissions must be uploaded onto the following link:

<https://www.dropbox.com/request/9ywYEkc7qugreDnF0jbT> hand delivery.

For submissions using only Dropbox, the maximum file size is 2 GB.

Each original response must include the proposal documents, all pages, with any Addenda, and all required information, forms and documentation with original initials and signatures.

LATE SUBMISSIONS WILL NOT BE ACCEPTED

Proposers are invited, but not required, to be present at the time of RFP opening at the time indicated. Proposers may join at: <https://us02web.zoom.us/j/84779196015> or via phone at: 669 900 6833 Webinar ID: 847 7919 6015. ONLY THE NAME OF THE PROPOSERS WILL BE READ AND RECORDED

Proposal Deposit

All proposals must include a Proposal Deposit:

- ▶ In the amount of \$3,000.00;
- ▶ In the form of a cashier's check only; and, made payable to the **City of Los Angeles**

For successful proposer:

- ▶ The Proposal Deposit will be released upon receipt of the required \$5,000 Performance Deposit, evidence of insurance and execution of the Agreement.
- ▶ If an award is made and the successful proposer fails to execute the Agreement, the Proposal Deposit of that proposer will be forfeited and retained by RAP.

For unsuccessful proposers:

- ▶ The Proposal Deposit will be returned upon execution of an Agreement (could take six months or longer).

Proposal Deposit Submission

- ▶ Proposal deposits must also be received no later than 1:00 P.M. on September 8, 2021.
- ▶ Proposers must make arrangements with the RAP Board Office to drop off proposal deposit Monday - Friday, 8:00 AM - 5:00 PM at 221 N. Figueroa St, Suite 300, Los Angeles 90012.
- ▶ Please send an email to: rap.commissioners@lacity.org. to arrange and confirm a day and time to drop off deposit.
- ▶ Proposal deposits delivered by UPS/FedEx to the address above. Please notify the RAP Board Office of your planned courier delivery via email at: rap.commissioners@lacity.org.
- ▶ Please DO NOT use USPS, it will not be delivered directly to the Board Office and will be re-routed through City Hall first, which may cause a delay.

Site Walk Tour

Wednesday, August 4, 2021, 10:00 a.m.

Griffith Park Pony Ride Snack Stand
3900 Crystal Springs Dr., Los Angeles, CA 90027

Immediately following, a tour will be given of
Griffith Park Center Park Snack Stand
4730 Crystal Springs Dr., Los Angeles, CA 90027

All participants must wear a mask.

Contact with City Personnel

Questions or concerns regarding this RFP must be in writing and submitted by August 10, 2021 by 5:00P.M. Questions may be e-mailed to: LaTricia.Jones@lacity.org.

Responses to questions will be posted on the RAP website at: www.laparks.org/proposal.htm under “Concessions” and also on LABAVN at www.labavn.org

Thank You