



**Seattle**  
Parks & Recreation

Healthy People, Thriving Environment, Vibrant Community

# REQUEST FOR PROPOSALS GOLDEN GARDENS PARK FOOD CONCESSIONS



**OPENS – SEPTEMBER 26, 2023**

**CLOSES – OCTOBER 31, 2023, 3:00 PM**

**MAILING ADDRESS AND CONTACT INFORMATION:**

SEATTLE PARKS AND RECREATION (SPR)  
Contracts Administration & Support Office (CASO)  
Attention: JoAnn Gunter, Parks Concessions Coordinator  
300 Elliott Ave W, Suite 100  
Seattle, WA 98119-4122  
Email: joann.gunter@seattle.gov

You can also access the RFP packet at the Seattle Parks & Recreation Web Site:

<https://seattle.gov/parks/about-us/contracts-and-partnerships/partnership-opportunities>

**WOMEN AND MINORITY BUSINESSES ARE ENCOURAGED TO SUBMIT A PROPOSAL**

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## 1. RFP INTRODUCTION AND OVERVIEW

Seattle Parks and Recreation (SPR) is issuing a Request for Proposals (RFP) seeking interested food concession vendors to submit proposals to manage and operate the Golden Gardens Food Concessions under a long-term agreement. SPR will select a Proposer that best demonstrates the ability to provide innovative, affordable, healthy, safe, and reliable food service to park patrons while paying reasonable concession fees to SPR. Proposers are encouraged to offer services and/or products that would complement the users of the park. Each proposer should include an assortment of healthy food products as part of their proposed menu. SPR reserves the right to approve or deny any proposed business activity.

Concessions in Seattle Parks creates business opportunities and provides desired services to park users. Concessions also activate parks which is an important part of our mission to provide welcoming and safe places to work, play, recreate, rejuvenate, and enhance quality of life. Active, fun, and safe public spaces are an integral part of our busy urban landscape. Our guiding principles are to create **environmental stewardship, accessibility, opportunity, sustainability, equity, and inclusion**.

### **Seattle Parks and Recreation Mission**

Seattle Parks and Recreation (SPR) is committed to providing the greatest possible public benefit to enhance Seattle's parks, open spaces, and facilities. We base our selection criteria on how well a proposal aligns with our overall mission, guiding principles and on the potential benefit to the public and to Seattle Parks and Recreation: ***Seattle Parks and Recreation equips employees and the public for well-being as we support healthy people, a thriving environment and vibrant community. We provide safe and accessible spaces for residents and visitors to work, recreate, rejuvenate, and enhance quality of life and wellness for children, teenagers, adults, and seniors.***

The RFP packet will be publicly advertised and made available per the schedule below and will also be posted on the SPR website: <https://www.seattle.gov/parks/about-us/do-business-with-us/partnership-opportunities>.

A panel consisting of SPR staff and community members will review and evaluate proposals submitted by the due date. SPR staff will score the proposals, determine the highest qualified and responsive proposals, and will interview the proposer, if interviews are necessary. SPR will then make a final recommendation regarding the award to the most qualified service provider offering the best services and management plan to SPR and park users.

### **TIMELINE**

Written proposals in response to this RFP must be submitted by **October 31, 2023, no later than 3:00PM**. Late proposals will not be accepted. Proposals must include written responses to the submission information available [here](#) September 26, 2023, including signature and contact page. Email to JoAnn Gunter at [joann.gunter@seattle.gov](mailto:joann.gunter@seattle.gov).

## Golden Gardens Concessions

Event	Date	Location
RFP Available	Tuesday, September 26, 2023	<a href="https://www.seattle.gov/parks/about-us/do-business-with-us/partnership-opportunities">https://www.seattle.gov/parks/about-us/do-business-with-us/partnership-opportunities</a>
Site Open Houses	Thursday, October 12, 2023 9:00 AM - 11:00 AM	Golden Gardens Bathhouse Concession Stand - 8498 Seaview Pl NW, Seattle, WA, 98117
	Tuesday, October 17, 2023 2:00 PM - 4:00 PM	
<p>Deadline for Written Questions to SPR. All questions from the open house will be submitted by proposer via email to <a href="mailto:joann.gunter@seattle.gov">joann.gunter@seattle.gov</a>. These questions and respective answers will be published on the RFP web site until the deadline noted below.</p>	Tuesday, October 24, 2023	Questions can be sent to: <a href="mailto:joann.gunter@seattle.gov">joann.gunter@seattle.gov</a>
Proposals Due to the City by 3:00 PM	<b>October 31, 2023, 3:00 PM</b>	Email proposals to: <a href="mailto:joann.gunter@seattle.gov">joann.gunter@seattle.gov</a>
RFP Evaluation Panel review and scores proposal. During this time-period, proposer(s) may receive questions with a response timeline from the SPR evaluation team. Proposer(s) may also be invited by the evaluation team for an interview.	November 2023	
Interviews (if needed, may be in-person or virtual)	January 3-5, 2024	
Evaluations Team makes award recommendation to the Superintendent of SPR	Wednesday, January 10, 2024	
Superintendent announces award	Friday, January 19, 2024	
Anticipated Contract Negotiation Schedule	January-March 2024	
Legislation Drafted for New Agreement	April 2024	
Submit Agreement for Council Approval	May 2024	
Approval Date on City Council Docket	May - July 2024	
Anticipated Contract Execution	Wednesday, May 1, 2024	

**ALL DATES ARE ESTIMATED AND SUBJECT TO CHANGE**

### **BASIS OF SELECTION**

Selection of the successful proposal will be determined through an evaluation of the proposer(s)' ability to manage and operate a successful food concession in a consistent, customer-service oriented, and revenue-positive manner.

The deadline for any *questions* about RFP language, requirements, or specifications should be written and emailed to [joann.gunter@seattle.gov](mailto:joann.gunter@seattle.gov) no later than October 24, 2023. Questions and responses will be posted on the Seattle Parks and Recreation website.

A review panel will score each proposal per the criteria outlined in Section 7 and may invite top candidates to an interview. SPR reserves the right to seek additional clarification or information through written questions. The review panel will make a recommendation identifying the successful proposal to the Superintendent of Parks & Recreation.

The Superintendent will, at Superintendent's sole discretion, make the final decision regarding acceptance or rejection of the panel's recommendation. The Superintendent reserves the right to reject all proposals, or to select a different proposal, as the Superintendent determines to be in the best interest of SPR. If the Superintendent selects a proposal, SPR will work to negotiate an agreement with the proposer. If SPR and the initial successful proposer are unable to negotiate a mutually acceptable agreement, SPR reserves the right to select another proposal for negotiation until the RFP process either terminates or results in an agreement. To be binding on the City, any agreement developed through this RFP process must be authorized by the Seattle City Council.

## 2. OBJECTIVES & PURPOSE

### SUMMARY OF OBJECTIVES

SPR's objectives for the property at the Golden Gardens Bathhouse Concession Stand are listed below:

- A. Provide high-quality, healthy menu and reasonable pricing of food options at Golden Gardens Bathhouse concessions.
- B. Proposer will accept cash and allow Debit/Credit transactions.
- C. Conduct operations to maintain activation of park throughout the full year, including adjusting offerings for winter concessions.
- D. Operation and routine maintenance and custodial care of the Golden Gardens Bathhouse Concession Stand, including scheduling with Western Fire & Safety for semi-annual inspection of fire suppression equipment.

### PURPOSE

The purpose of the Request for Proposal is to secure a long-term concessions provider of the Golden Gardens Bathhouse Concession Stand that will fulfill the objectives above by meeting SPR's desired outcomes including:

- Operate a year-round quality food concession at Golden Gardens Bathhouse Concession Stand.
- Minimum bid for a concession fee payment of \$16,000 annually, or 15% of sales (not including sales tax), whichever is greater.
- Provide quality staff to open and close the Golden Gardens Bathhouse Concession Stand during normal operating hours as approved by SPR.
- Provide routine maintenance and custodial care of the interior of the concession stand, including periodic repairs and replacement as appropriate.
- Provide basic maintenance and routine clean-up of the immediate exterior section in front of the concession stand. Concessionaire shall report any damage, graffiti, or facility issues to SPR.
- Pay applicable portion of propane usage directly related to operator's use of the Golden Gardens Bathhouse Concession Stand.
- Obtain SPR permission prior to making any tenant improvements, whether minor or major, to the Golden Gardens Bathhouse Concession Stand.
- Provide an annual financial report to SPR including Profit and Loss statement.
- Provide any required insurance coverage as determined by the City Risk Manager.

- Obtain and maintain all permits through Seattle/King County Health Department.
- Comply with any applicable laws of the United States and the State of Washington; the Charter and ordinances of The City of Seattle; and applicable rules, regulations, orders, and directives of all such governmental entities, as well as the orders and directives of authorized officials and employees.

### **AGREEMENT DURATION**

Once a successful proposer is selected, SPR will negotiate a five-year Concessions Agreement with an option for one additional five-year extension at the sole option of the SPR Superintendent. This agreement will be negotiated between SPR and the awarded proposer(s) and is subject to City Council approval.

### **BACKGROUND**

To aid potential applicants in understanding the values and goals SPR has developed the following statements:

- Vision: Healthy people, Thriving Environment, Vibrant Community.
- Mission: Seattle Parks and Recreation equips employees and the public for well-being as we support healthy people, a thriving environment and vibrant community. We provide safe and accessible spaces for residents and visitors to work, recreate, rejuvenate, and enhance quality of life and wellness for children, teenagers, adults, and seniors.
- Core Values: Equity, Access, Opportunity, & Sustainability
- Land Acknowledgement: Seattle Parks and Recreation acknowledges and affirms the indigenous Coast Salish as the original caretakers of our waters and landscape, who nurtured and shaped today's parkland. We honor their legacy with gratitude and appreciation and will safeguard their knowledge and stewardship as enduring treasures to promote community welfare, cultivate inclusive expressions of nature and recreation and commit to land acknowledgment for each ensuing generation.

## **3. DESCRIPTION OF PREMISES**

**The Seattle Parks and Recreation Golden Gardens Park Bathhouse Concession Stand** is located at 8498 Seaview Place NW, Seattle, Washington 98117, at the south end of the Bathhouse. The main area of the building is used as an event space by the City of Seattle. The Bathhouse is sited between a natural area of wetlands, turf meadow and tidelands on the north, and picnic shelters to the south. The park features include a children's play area, sandy beach with fire pits, off leash dog park, sand volleyball courts, basketball court, walking trails, and views of Puget Sound.

Golden Gardens Park Bathhouse was originally built in 1929, and the concession stand was added in the mid-1950s. In 2004, a major renovation to the bathhouse left the footprint of the original building but updated much of the infrastructure to make it a more usable event space for the public. Previous tenants made improvements to the concessions area so the space could be used as a Beach Café. The building structure is a Seattle City Historic Landmark and any alteration to the structure would require SPR and Department of Neighborhoods (DON) approval.

The concession area of the building includes two rooms connected by a roll-up door for approximately 480 square feet of rentable space. The inside room has a three-compartment sink, a food prep sink, a hand wash sink, exhaust hood with fire suppression, food prep area, and some storage. The outer room has a service counter and small seating area for park patrons. The room has electricity and plumbing available and there are restrooms. The new contractor will need to supply their own equipment, including, but not limited to, a stove, refrigerator, and freezer. There is a parking lot east of the building and play area, and one permitted parking stall is included with the long-term agreement.

All background information provided by SPR, including but not limited to this RFP, are provided solely to provide general background. This RFP and other background documents are not a promise that any condition exists or will exist at the Golden Gardens Bathhouse Concession Stand. Information provided by SPR is not intended to be complete and should not be considered a substitute for each proposer(s)' own due diligence.

**4. REQUEST FOR PROPOSAL GENERAL INFORMATION**

**Please be sure to answer each question and submit with the entire proposal package by October 31, 2023, at 3:00 pm. No applications will be accepted after this due date and time.**

**RFP EVALUATION PANEL**

A diverse panel will review the qualified proposals submitted for the RFP. The panel will score the proposals, determine the highest qualified proposal, will interview the proposers if interviews are necessary, and make a final recommendation to the Superintendent regarding the award.

**EVALUATION CRITERIA**

The following criteria will be used to evaluate proposals. These are general in nature, and you may use these criteria to develop a more detailed evaluation worksheet.

**REVENUES**

- SPR will evaluate the proposer’s submitted fees.

**FINANCIAL HISTORY OF BUSINESS**

- Proposer’s financial history and ability to develop, finance, operate and maintain the concession.
- Proposer’s ability to accept multiple forms of payment including cash and debit/credit transactions.
- Ability to obtain minimum limits of liability insurance.

**EXPERIENCE AND BUSINESS PLAN**

- Ability of proposer to market the facility.
- Evaluation of professional qualifications, experience & plans to meet the requirements of the RFP.
- Business plan aligns with SPR’s mission and guiding principles.

**PRESENTATION, MENU, DIVERSITY OF MEALS, FOOD QUALITY AND VALUE**

- Quality and value of menu pricing
- Healthy Food items to be included in menu.

**MONTHLY CONCESSION FEE PAYMENTS**

Concessionaire will be required to make monthly concession payments to SPR no later than the 20th day of each month for the previous months’ sales and the monthly amount of applicable Leasehold Excise Tax. SPR will only accept proposals that meet or exceed a minimum bid for a concession fee payment of **\$16,000 annually, or 15% of sales** (not including sales tax), whichever is greater.

Annual Sales for food concessions at Golden Gardens from 2018-2022:

2018	\$165,762.00
2019	\$225,354.00
2020	\$203,286.00
2021	\$289,428.00
2022	\$343,122.00



### **LEASEHOLD EXCISE TAX**

Washington State Leasehold Excise Taxes are due over and above any and all concession fee/rent payments made to the City of Seattle. Proposers are advised to consult their financial advisors. At this time Washington State Leasehold Taxes are 12.84% of the net payments to the City of Seattle. This tax is remitted to SPR along with each concession fee payment.

### **CONCESSION DEPOSIT REQUIRED/REFUNDABLE**

The Concessionaire will be required to pay a security deposit of \$2,500 to SPR within 10 days of signing the Concession Agreement. The deposit may be refunded after the Concessionaire has paid all concession fees, returned keys provided by SPR, cleaned the site upon leaving, been certified that no damage was done to the concession location and satisfies all other conditions of the Concession Agreement.

### **CONCESSION AGREEMENT/CITY ORDINANCE**

Upon notification of the concession award, the proposer must sign a Concession Agreement with the City, which will incorporate applicable portions of the proposer's RFP submission. In order for the Concession Agreement to be effective with the City, the City Council must authorize such by City Ordinance. You may request a sample agreement for review. The City cannot modify contract provisions mandated by applicable federal, State or City law. The City does not intend on engaging in lengthy negotiations and will require the finalization of a Concession Agreement to reflect the scope, requirements and terms set forth in this RFP.

### **SPECIAL NOTICES:**

1. No gas, coal, charcoal, or similar portable cooking equipment is permitted inside or outside the Concession Premises unless (1) the prior written approval of SPR has been obtained and (2) the Seattle Fire department has issued a fire agreement.
2. No alcohol, cigarettes, or marijuana sales.
3. Please check the existing electrical capacity of the concession site to make sure there is sufficient electrical capacity for your equipment. Multiple extension cords or multi-plug adapters may not be used.
4. The Concessionaire must supply the appropriate fire extinguisher(s) and schedule semi-annual fire suppression system checks, paid by City of Seattle.
5. No vending machines may be installed by the Concessionaire.

### **PROPOSER(S) RESPONSIBILITY TO PROVIDE FULL RESPONSE**

It is each proposer's responsibility to provide responses which do not require interpretation or clarification by SPR and to ensure that all requested materials, forms, and information are included. Each proposer is responsible for ensuring the materials are submitted properly. During scoring and evaluation (prior to interviews, if any), SPR will rely upon the submitted materials and shall not accept any unsolicited materials from the proposer(s) after the RFP deadline. A proposer's failure to provide complete responses which conform to the requirements of this RFP may result in the rejection of the proposal; however, SPR reserves the right to seek clarifications as needed, and to waive immaterial variations or defects in proposals as SPR or the Superintendent determines to be in the best interest of SPR.

### **MARKING AND DISCLOSING MATERIAL**

Under Washington State Law (RCW Chapter 42.56, the *Public Records Act*) all written materials prepared, owned, used, or retained by SPR relating to a governmental or proprietary program are **public records**. These records include, but are not limited to proposal submittals, agreement documents, financial documents, contract work product, or other written materials.

Washington's Public Records Act requires that public records must be promptly disclosed by SPR upon request unless a judge rules that the RCW referenced above or another Washington State statute exempts records from disclosure. Exemptions are narrow and explicit and are in Washington State Law (Reference RCW 42.56 and RCW 19.108).

It is the responsibility of the proposer(s) to be familiar with the Washington State Public Records Act and the limits of record disclosure exemptions.

If you believe any records you are submitting to SPR, as part of your proposal, are exempt from disclosure you can request that SPR not release the records until SPR notifies you about the status of the identified disclosure(s). To make such a request, you must include it with your proposal, identify each record, and explain why the exemption(s) may apply.

SPR will not withhold materials from disclosure because you mark them with a document header or footer, page stamp, or a generic statement that a document is non-disclosable, exempt, confidential, proprietary, or protected. Do not identify an entire page as exempt unless each sentence is within the exemption scope; instead, identify paragraphs or sentences that meet the specific exemption criteria you cite in the Proposal Submission. Only the specific records or portions of records properly listed on the Proposer(s)' Submission may be withheld pending notice. All other records will be considered fully disclosable upon request.

If SPR receives a public disclosure request for any records you have properly listed on the Proposal Submission, SPR will notify you in writing of the request. While it is not a legal obligation, as a courtesy SPR will postpone disclosure for ten (10) business days, providing sufficient time for you to pursue a protective order and ruling from a judge (reference RCW 42.56.540). If you fail to obtain a court order within the ten (10) business days, SPR will release the documents.

By submitting a proposal, the proposer(s) acknowledge(s) the obligation to identify any records within the questionnaire responses which a proposer(s) is requesting notice prior to disclosure. SPR has no obligation or liability if any of proposer's materials, whether marked as exempt or otherwise, are publicly disclosed in response to a public disclosure request.

## 5. ADDITIONAL RFP INFORMATION

### **OPEN HOURS & SITE BUILDING TOUR**

SPR shall conduct open houses and site building tours at the time, date, and location indicated on page 2. Proposer(s) are highly encouraged to attend, but it is not required to be eligible to submit a Proposal. During the conference and tour, proposer(s) may ask questions about the RFP and clarify issues, as well as raise any concerns they have. Failure to raise concerns over any issues during the conference and tour will be a consideration if a protest is filed regarding items known or identified during the conference. Questions and issues raised during the conference and tour will be transcribed by SPR into written format and provided to all Proposer(s) via the RFP website listed in this document. *If the current vendor is still doing business during the open house, only a brief walk-through would be allowed, with no photography or measuring.*

### **QUESTIONS**

Proposer(s) may submit written questions to the Parks Concessions Coordinator until the deadline stated on page 2. All questions must be submitted through e-mail to: joann.gunter@seattle.gov. Failure to request clarification of any inadequacy, omission, or conflict will not relieve the proposer(s) of responsibilities in any subsequent agreement. It is the responsibility of the interested proposer(s) to

ensure they receive responses to questions. Answers to all written questions received by the deadline (refer to RFP schedule on page 2) will be posted by the date indicated on the website listed in this RFP so that both the questions and answers are available to all potential proposers. **Telephone questions seeking interpretation of the RFP cannot be accepted.**

Unless authorized by the RFP Contact, no other City official or employee may speak for SPR regarding this solicitation until award is complete. Any proposer contacting other City officials or employees does so at proposer's own risk. SPR is not bound by such information.

#### **CHANGES TO THE RFP BY ADDENDA**

SPR may make changes to the RFP through written Addenda. Addenda will be posted by SPR to the web site listed in this document and shall become part of this RFP.

#### **RECEIVING ADDENDA, QUESTIONS, & ANSWERS**

It is the obligation and responsibility of the proposer(s) to obtain addenda, responses, or notices issued by SPR. Third-party services independently post SPR solicitations on their websites. SPR does not guarantee that such services have accurately provided all the information published by SPR, and proposers are encouraged to check the web site regularly.

All submittals sent to SPR will be considered to have been made in response to the RFP, including all addenda, with or without specific confirmation from the proposer that the addendum was received and incorporated. SPR may reject the submittal if it does not fully respond to a matter incorporated by an addendum.

#### **READABILITY**

Proposer(s) are advised that the City's ability to evaluate proposals depends on the proposer's submittal document including organization, level of detail, comprehensive material, and readability.

#### **CHANGES OR CONCERNS TO PROPOSAL SUBMITTAL**

Prior to the submittal closing date and time, proposer(s) may change their proposal, if initialed and dated by the proposer(s). No changes are allowed after the closing date and time specified on the RFP schedule.

#### **ERRORS IN PROPOSALS**

Proposer(s) are responsible for errors and omissions in their proposals. No such error or omission shall diminish the proposer's obligations to the City under any resulting agreement.

#### **INCURRED COSTS**

All costs incurred in the preparation and submission of a proposal are the responsibility of the proposer(s).

#### **NO CONFLICT OF INTEREST**

Proposer(s) (including officers, directors, trustees, partners, board members, or employees) must not have a business interest or a close family or domestic relationship with any City official, officer or employee who was, is, or will be involved in the selection, negotiation, drafting, signing, administration or evaluation of submitted proposals or proposer's performance. SPR shall make sole determination regarding compliance.

#### **PROHIBITED CONTACTS**

Proposers shall not interfere in any way to discourage other potential and/or prospective proposers from proposing or considering a proposal process. Prohibited contacts includes but is not limited to any contact, whether direct or indirect (i.e., in writing, by phone, email or other, and by the proposer or another person acting on behalf of the proposer) to a likely firm or individual that may discourage or limit

competition. If such activity is evidenced to the satisfaction and in sole discretion of SPR, the proposer that initiates such contacts may be rejected from the process.

### **EQUAL BENEFITS**

Seattle Municipal Code (SMC 20.45) requires consideration of whether proposer(s) provides health and benefits that are the same or equivalent to the domestic partners of employees as to spouses of employees, and of their dependents and family members.

### **WOMEN & MINORITY-OWNED BUSINESSES (WMBE)**

The Mayor's Executive Order and City ordinance requires the maximum practicable opportunity for successful participation of minority and women-owned subcontracts. This ordinance will be one of the considerations involved during agreement negotiation. SPR expects all organizations to register at: <http://www.seattle.gov/obd>. Women and minority owned businesses and organizations are asked to self-identify. For assistance, call 206-684-4525.

### **ETHICS CODE**

Familiarize yourself with the City Ethics code: [http://www.seattle.gov/ethics/etpub/et\\_home.htm](http://www.seattle.gov/ethics/etpub/et_home.htm). For an in-depth explanation of the City's Ethics Code for Contractors, Concessionaires, Customers and Clients, visit: <http://www.seattle.gov/ethics/etpub/faqcontractorexplan.htm> Any questions should be addressed to Seattle Ethics and Elections Commission at 206-684-8500.

#### **Common ethic guidelines:**

- **No gifts and gratuities.** Proposers shall not directly or indirectly offer anything (such as retainers, loans, entertainment, favors, gifts, tickets, trips, favors, bonuses, donations, special discounts, work, or meals) to any City employee, volunteer or official, if it is intended or may appear to a reasonable person to be intended to obtain or give special consideration to the proposer. An example of this is giving sporting event tickets to a City employee who is also on the evaluation team of a Bid Response to which you submitted or intend to submit. The definition of what a "benefit" would be is broad and could include not only awarding an agreement but also the administration of the agreement or evaluating agreement performance. The rule works both ways, as it also prohibits City employees from soliciting items from proposers.
- **Involvement of current and former City employees.** The Proposal Submission within your documents prompts you to disclose any current or former City employees, official, or volunteer that is working, or assisting, on solicitation of City business or on completion of an awarded agreement. Update that information during the agreement.
- **No conflict of interest.** Proposers (including officer, director, trustee, partner, or employee) must not have a business interest or a close family or domestic relationship with any City official, officer or employee who was, is, or will be involved in selection, negotiation, drafting, signing, administration or evaluating proposer's performance. SPR shall make sole determination as to compliance. Campaign Contributions (Initiative measure no. 122) Elected officials and candidates are prohibited from accepting or soliciting campaign contributions from anyone having at least \$250,000 in agreements with the City in the last two years or who has paid at least \$5,000 in the last 12 months to lobby the City. See Initiative 122 or call the Ethics Director with questions.

## 6. SUBMISSION INFORMATION

### 1 PROPOSAL SUBMISSION PROCESS

All responses to this RFP must include the following proposal elements:

1. Complete, sign and submit all RFP forms submitted by your business. Clearly mark the subject line or exterior of the RFP package “**GOLDEN GARDENS PARK FOOD CONCESSIONS PROPOSAL**”
2. The Proposal must be signed by an official who is legally authorized to bind the organization including his/her/their signature on the Signature Page.
3. Provide all references and materials required by the RFP instructions.
4. If clarification is required, submit questions in writing or by e-mail (not by phone or text) to SPR Concessions Coordinator at the addresses provided herein prior to cut off date October 24, 2023. Questions after the October 24, 2023, deadline will not be answered.
5. Email or ship one original signed and completed proposal to SPR at the address provided before the due date and time (**October 31, 2023 at 3:00 p.m.**). Electronically transmitted proposals, incomplete proposals, and mailed proposals that arrive after the due date and time will not be accepted. If proposals are mailed to us, they must be delivered no later than October 31, 2023, at 3:00pm. We will not accept proposals based on postmark.
6. All proposals submitted become the property of SPR and will not be returned.

#### Submittal Address

JoAnn Gunter, Parks Concessions Coordinator  
Seattle Parks and Recreation  
Contracts Administration and Support Office  
300 Elliott Ave W, Suite 100  
Seattle, WA 98119-4122  
joann.gunter@seattle.gov

### 2 PROPOSAL FORMAT

All proposals need to be submitted in the following order and format indicated:

- A. Front cover titled “Golden Gardens Park Food Concessions Proposal” and the name of the Company.
- B. A Table of Contents
- C. **Section 1-8** as indicated below. Each section should be clearly separated and labeled in the sequential order.
- D. All forms need to be submitted with the proposal at time of submittal to be considered in the Evaluation process.
- E. Document requirements: Font type, Arial 11 pt.; maximum of 20-pages one-sided.

#### **Section 1 MINIMUM QUALIFICATIONS**

- A. A maximum two-page letter signed by authorized representatives describing how the proposer satisfies the minimum qualifications and criteria contained within this RFP.
- B. Three most recent years (2020-2022) audited/reviewed financial statements that demonstrate that you have the ability to perform. Proposer must demonstrate that they have sufficient startup cost and the ability to cover the account receivables.

- C. A Copy of the declaration page from the insurance company stating that you currently have or can obtain all required insurance coverage.
- D. Copy of Current City of Seattle Business License or a signed letter of intent that you will submit within 30 days of contract being awarded.

**Section 2 CONTACT INFORMATION**

- A. **Provide the name, address, phone number/s and email for**
  - a. Owner of the company
  - b. Company representative
  - c. Company headquarters, if applicable

**Section 3 OPERATION EXPERIENCE**

- A. Provide the name(s) of similar food concessions/restaurants that your business presently or in the past has operated. For each operation provide the name, address, and contact information.
  - a. The number of years your business has provided continuous food service.
  - b. Gross Sales for each year in operation
  - c. Indicate if the food concession is still in operation and if not, why?
- B. What other relevant food experience do you/your company have?
- C. Please describe your culinary education or training and/or business education or training as it relates to this role.

**Section 4 BUSINESS PLAN**

- A. **Executive Summary** – Submit a summary of your vision and mission for the Golden Gardens Bathhouse Food Concessions.
- B. **Industry Analysis**
  - a. Target market – who are you marketing to?
  - b. Location analysis – determination of what target market wants at this beach location.
  - c. Competitive analysis – looking at surrounding businesses to determine if your business would be competitive.
  - d. Adjusting plan in winter – how will you adjust operations from November – March? What can you offer to be a viable concessionaire in colder months?
- C. **Marketing Plan** – Include plans for grand opening, signage, changes to winter menu, social media, and overall communications to the community.
- D. **Operations Plan**
  - a. Staffing plan
    - i. Positions
    - ii. Salary
    - iii. Recruitment
    - iv. Hiring criteria/desired qualifications
    - v. Uniform policy/plan – provide examples
    - vi. Training plan
  - b. Customer service policy and procedures
  - c. Debit/Credit transactions

- d. Inventory tracking method
- e. Hours of operation
- f. Maintenance plan

**E. Financial Analysis**

- a. Investment plan
- b. Projected Profit and Loss (P&L) statement
- c. Break-even analysis
- d. Expected cash flow
- e. Annual amount proposed to be paid to SPR

**Section 5 MENU AND PRICING**

**A. List of proposed food items**

- a. Price
- b. Brief description
- c. Healthy food choice
- d. Serving sizes
- e. Offered year-round or seasonally
- f. Offered Breakfast, Lunch, Dinner, or all-hours menu

**Section 6 FOOD CONCESSION FLOOR PLAN AND IMPROVEMENT PLANS**

**A. Drawing of the Restaurant Floor Plan**

- a. Service area
- b. Kitchen area

**B. Improvements**

- a. Prior to opening
- b. Future plans and timelines (not required)

**Section 7 HOW DO YOU FEEL THIS FOOD CONCESSION PROPOSAL ALIGNS WITH SPR MISSION AND VALUES?**

**Section 8 BUSINESS REFERENCES**

Provide prior experience, business and credit references. Minimum qualifications are three (3) years of experience as an owner, operator, and/or manager of a business or similar operation. Three (3) business, three (3) credit, and (3) purveyor references.

## **7. SELECTION PROCESS**

### **INITIAL SCREENING**

SPR will do an initial screening of all RFP Proposals. The initial screening will check to determine that the proposals submitted follows the required format, instructions, meets or exceeds the minimum qualifications, and all required information, forms, and/or documents are submitted. All RFP Proposals that pass the initial screening will move forward to be reviewed by the Review Committee.

### **PROPOSAL EVALUATION**

The Review Committee will evaluate proposals using the criteria below. Proposals will be evaluated, scored, and ranked.

Category	Points
Minimum Qualifications met	10
Revenues- SPR evaluate submitted minimum fees	30
Financial History of Business– ability to finance & maintain operations, staffing, insurance, Debit/Credit transactions	40
Experience & Business Plan – marketing, mission alignment	40
Menu and Pricing – quality, value, and healthy food options	30

Additional Points	Points
Registered WMBE with City of Seattle	3
Total	153

To receive the additional points the business or organization must be registered as a Women & Minority-Owned Business (WMBE) with the City of Seattle prior to the RFP due date of October 31, 2023, at 3:00PM. SPR expects all firms to self-register at: <http://www.seattle.gov/obd>. For assistance, call 206-684-4525.

### INTERVIEWS

SPR may interview top ranked proposers with the Review Committee. If interviews are conducted, ranking of proposals shall be determined by SPR, using the combined results of interviews and written answers submitted. Proposers invited to the interview are to bring the assigned key person(s) named in the written proposal. The proposer shall not bring individuals who do not work for the proposer without advanced authorization by the RFP contact.

### REFERENCES

SPR may contact one or more references. SPR may use references named or not named by the proposer.

### SELECTION

SPR shall select the highest ranked proposal for award from the written proposals and the interview (if applicable). SPR reserves the right to make a final selection based on the combined results and/or the consensus of the Review Committee.

### REQUISITE SUBMISSIONS

A successful proposer must plan on providing to SPR prior to signing the contract:

1. Acceptable proof of insurance approved by City of Seattle Risk Management department.
2. Payment of the required concessionaire security deposit to SPR. Payments may only be made by Cashier's Check; no personal checks will be accepted.
3. A copy of a current City of Seattle Business license.
4. A copy of a current Seattle-King County Public Health license.

### AGREEMENT NEGOTIATIONS

SPR cannot modify agreement provisions mandated by Federal, State, or City law: Equal Benefits, Audit (Review of Vendor records), WMBE and EEO, Confidentiality, Debarment, or mutual indemnification.



## **RIGHT TO AWARD TO NEXT RANKED PROPOSER**

If an agreement is executed resulting from this solicitation and is terminated within 90-days, SPR may return to the RFP process to award to the next highest ranked responsive proposer by mutual agreement with such proposer. New awards thereafter are also extended this right.

## **REPEAT OF EVALUATION**

If no proposer is selected at the conclusion of the process, SPR may return to any step in the process to repeat the evaluation with those proposals active at that step. SPR shall then sequentially step through all remaining steps as if conducting a new evaluation process. SPR reserves the right to terminate the process if no proposals meet its requirements.

## **SPR RIGHTS RESERVED**

SPR reserves the right to reject all proposals and to re-advertise if desired. Any proposal which is incomplete, conditional, obscure, or which contains additions or deletions not called for, or includes irregularities of any kind, may be rejected. Protests regarding the City's decision of a respondent's qualification status shall be handled as outlined in the Protest Procedure section below.

SPR has the right to select portions of proposals for further negotiation.

## **8. AWARD & AGREEMENT EXECUTION**

The RFP contact will provide timely notice of an intent to award to all proposers that submit RFP proposals.

## **INSTRUCTIONS TO THE SUCCESSFUL PROPOSER**

The successful proposer will receive an intent to award letter from the RFP contact after award decisions are made by SPR. The letter will include instructions on what the process will include prior to the execution of an agreement.

## **AGREEMENT NEGOTIATION AND APPROVAL PROCESS**

For the successful proposer selected, SPR will negotiate a five-year Concessions agreement with an option for one additional five-year extension at the sole option of the SPR Superintendent. This agreement will be negotiated between SPR and the awarded proposer(s) and is subject to City Council approval.

## **INSURANCE REQUIREMENTS**

The successful proposer(s) will be required to maintain insurance at its costs. The insurance must meet the requirements of the City's risk management department, which may depend on the nature of the use and activities. It is anticipated that the successful proposer(s) will be required to secure Commercial General Liability Insurance (CLI) coverages with minimum general liability limits of \$5,000,000 per occurrence, which may be satisfied with primary CGL insurance limits or any combination of primary and excess/umbrella limits. The City must be named as additional insured on all liability policies and proposer's insurance shall be primary irrespective of any insurance coverage maintained by the City. Additional insurance requirements may include Automobile Liability insurance at least as broad as ISO CA 00 01 with minimum limit of \$1,000,000; Workers' Compensation insurance.

## **PROTEST PROCEDURE**

Completed proposals are due by the date specified on the RFP schedule. The Superintendent's selection of a successful proposal is anticipated to occur by January 16, 2024, and SPR will provide each proposer with written notice of the selection. Any proposer wishing to protest or challenge the Superintendent's determination must do so within seven (7) calendar days of the notification of selection announcement. The basis for a protest shall be limited to claims of material deviation from the RFP or claims of bias.

All protests must be in writing and signed by the protesting party or its authorized agent(s). Such protest must state all facts and arguments on which the protesting party is relying on for its protest. Copies of all protests should be mailed or delivered to the Superintendent within seven (7) days of notification of the selection. A proposer(s)' failure to submit a timely notice of appeal constitutes proposer(s)'waiver of all rights to challenge the evaluation and selection.

The Superintendent will review the RFP evaluation panel recommendations and the arguments posed in the protest. The Superintendent will render a written decision within thirty (30) business days after the receipt of the protest, unless additional time is required, in which case, the protesting party will be notified of the delay by the Superintendent's Office. **The decision of the Superintendent will be final.**

#### **LIMITED DEBRIEFS**

SPR issues results and award decisions to all proposers. SPR provides debriefing on a limited basis for the purpose of allowing proposers to understand how they may improve in future opportunities.

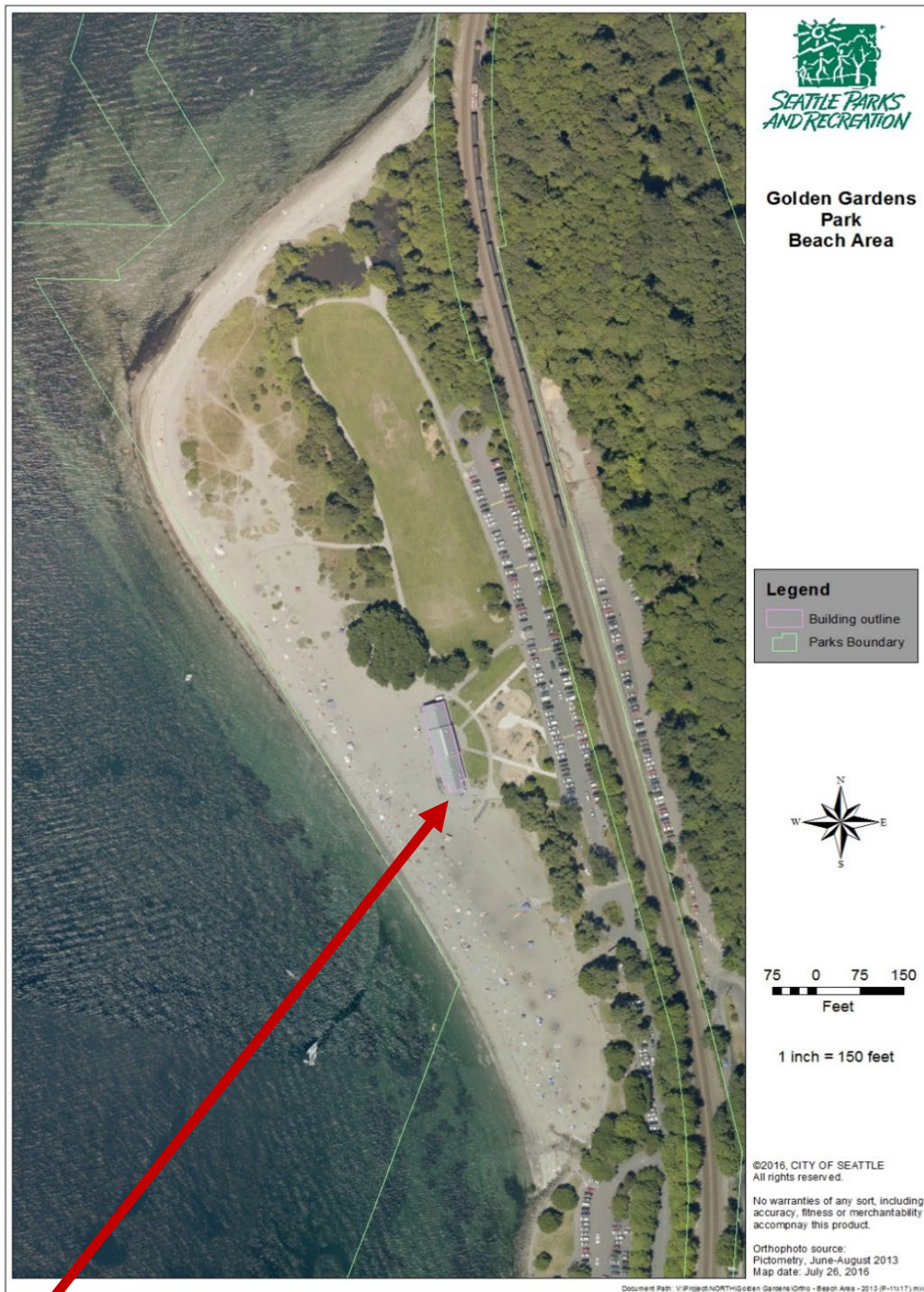
## **8. APPENDICES**

**APPENDIX A: MAP OF GOLDEN GARDENS BATHHOUSE AND PHOTOS OF CONCESSION**

**APPENDIX B: DEFINITIONS OF TERMS**

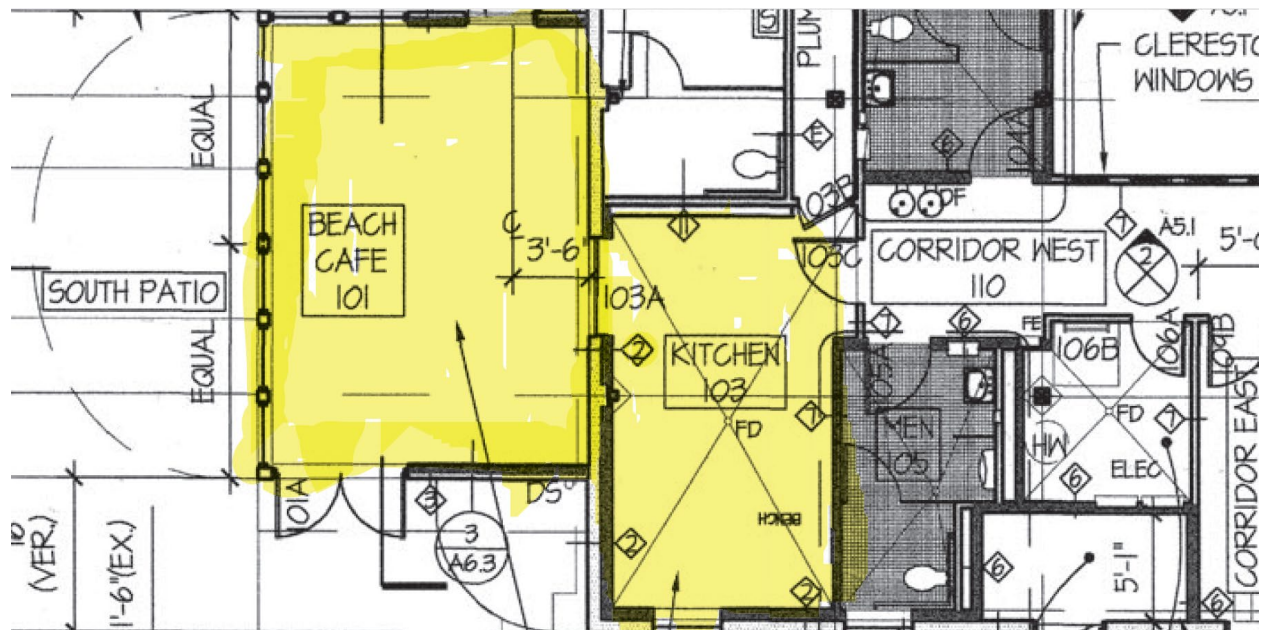
**APPENDIX C: SIGNATURE PAGE**

# APPENDIX A: MAP of Golden Gardens Bathhouse



**Location of concession stand within Golden Gardens.**

(West Side facing beach)



East side (facing parking lot)

**BEACH CAFÉ ROOM Approximate Measurements:**

The counter is now in middle of room with one side (30") attached to west wall. Counter is 9' (108") long and 30" wide.

Café room is 8' (176") wide, measuring from south to north. It is 20' 8" long (248") from east to west.

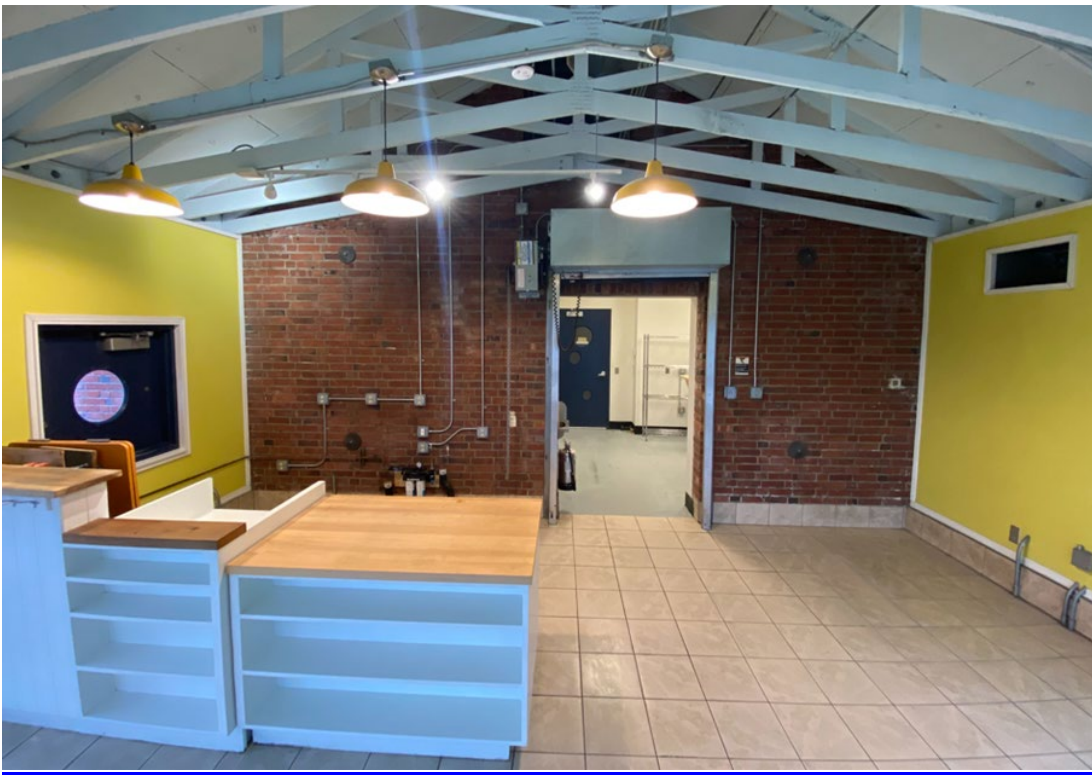
**KITCHEN Approximate Measurements:**

The kitchen is 119" wide measuring from south to north. It is 215", or just shy of 18' long measuring from east to west.

There is a hood measuring 8' by 54 1/4". The three-sink dishwashing area measures 90" long by 21" deep.













## **APPENDIX B: DEFINITIONS OF TERMS**

PROPERTY – Golden Gardens Bathhouse Concession Stand, 8498 Seaview Ave NW, Seattle, WA, 98117

RFP – Means this Request for Proposal for Concession Agreement at Golden Gardens Bathhouse Concession Stand

CITY - Means the City of Seattle, a municipal corporation, its various departments, officers, officials, and employees.

SPR – Means the City of Seattle Department of Parks & Recreation.

SUPERINTENDENT – Means the Superintendent of SPR.

PARK – Golden Gardens Park

PROPOSAL – Means a written response to this RFP.

PROPOSER – Means individuals, groups or entity(ies) submitting information for the RFP.

SUCCESSFUL PROPOSER - Means the group, individuals or entity(ies) selected through this process to manage and operate the Golden Gardens Bathhouse concessions.

**Appendix C: SIGNATURE PAGE**

Proposal Signature: Please include the following template on your proposal to formalize the submission. Any proposal without a signed proposal submission will be deemed incomplete and ineligible for consideration. I, the undersigned, attest to the accuracy and intent of the information presented herein.

AUTHORIZED SIGNATURE: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION OR COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

DATE: \_\_\_\_\_

Please be certain to provide complete contact information and sign the proposal.

**THIS IS THE END OF THE RFP PACKAGE.**