Pre-Proposal Conference Meeting Notes

Disclaimer:
User of the following meeting notes is responsible to check accuracy against the RFP released by the Department of Recreation and Parks; and check for the latest information relating to Exhibit D Compliance Documents with other City Departments.
Request for Proposal
City of Los Angeles Department of Recreation and Parks

Golf Course Food and Beverage RFP

Welcome

Pre-Proposal Conference
November 29, 2017
Housekeeping Items

- Restrooms
- Cell Phones
- Sign-In/Sign-Out Sheet
- Hand out materials

Meeting Introductions

- Rachel Ramos, Concessions Manager
- Stanley Woo, Contract Coordinator
- Department of Recreation and Parks (RAP) Staff
Golf in the City of Los Angeles

- RAP Golf Division operates thirteen (13) golf courses.
- New reservation system coming to support 20,000 members who utilize the system to book up to 1,000,000 rounds of golf annually.
- Driving Ranges / lights
- Electric Cart Rentals
- Pro Shop / Mini-Pro-Shops at starter office
- Halfway Houses
- Food/beverage/bar to enhance to golfer’s total experience

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I. Introduction

- Term: Ten years with one five-year extension option

- Eight facility locations (6 packages)
  - You may propose on one or more.
  - May be awarded one or more, or zero.

- Concession Fee
  - Minimum Annual Guarantee (MAG); or
  - Percentage of gross receipts – whichever is greater
  - Calculated and paid monthly.
II. Background
(RAP Golf Courses)
golf.lacity.org

- 18 Hole:
  - Rancho Park
  - Griffith Park (Wilson and Harding)
  - Woodley Lakes
  - Hansen Dam
  - Sepulveda (Encino and Balboa)
- 9 Hole:
  - Penmar
  - Harbor Park
  - Los Feliz 3 Par
  - Roosevelt (Greek Theatre)
  - Rancho Park 3 Par (No food service on premises)
- Tregnan Golf Academy (No food service on premises)

III. Objective of the RFP

- Seeking experienced and successful food service operator(s):
  - Run restaurant/cafe 365 days a year
    - Food, beverage, alcoholic beverages
    - Halfway House
    - Mobile food and beverage solutions
    - No “mini pro shop”
  - Vibrant and relaxed dining to golfers and the public
  - High quality, minimum wait, affordable pricing
  - Emphasis on customer service
  - Fair and respectful employment environment
  - Improvements and equipment required to operate
IV. Concession Packages and Rents

- Pkg 1 – Rancho Park  MAG $100,000
- Pkg 2 – Griffith Golf Complex  MAG $110,000
- Pkg 3 – Penmar  MAG $20,000
- Pkg 4 – Harbor Park  MAG $10,000
- Pkg 5 – Los Feliz  MAG $70,000

- Pkg 6
  - Woodley Lakes  MAG $50,000
  - Sepulveda Golf Complex  MAG $90,000
  - Hansen Dam  MAG $35,000

IV. Concession Packages and Rents (Continued)

- Completing the Financial Offer Form (Exhibits K)
  - You may propose Minimum Acceptable MAG or greater
  - You must provide gross sales percentage by category
  - Concessionaire shall pay monthly the greater of the two

- The MAG for years two through ten for all packages is the greater of:
  - 103% of the previous years MAG or
  - 90% of the actual paid rent for the previous contract year.
V. Minimum Capital Investment Requirements

- See Exhibit L - One for each location
  - Course Description(s)
  - Restaurant Description
  - Minimum Required Capital Improvements
  - Reminder: Include in your RFP a mid-term refurbishment plan
  - Proposals may include additional Capital Improvements

VI. Proposal Items

1. Business Plan
   - All proposals must include menus and pricing
   - Menus to comply with Good Food Purchasing Plan Revision Sept 2017 (Exhibit G)
   - Required to use Point of Sale System compatible with RAP Golf Management and Reservation System
   - 1.1 Additional Services and/or Amenities
   - 1.2 Financial Projections and Planning
     - Pro Forma (Exhibit J) – Download from LABAVN
     - Complete using Microsoft Excel
     - Submit printed hardcopy and electronic on CDR or USB Flash Drive
VI. Proposal Items (Continued)

  - 2.1 Organizational Structure
  - 2.2 Staffing Plan
  - 2.3 Customer Service Plan
  - 2.4 Employee Training
  - 2.5 Facility Maintenance Plan

VII. Experience and References
(See Submittal Requirements in Exhibit B)

- Proposers for packages 3, 4, and 5
  - Requires 3 years experience in last five years with annual sales at least $500,000

- Proposers for packages 1, 2, and 6
  - Requires 3 years experience in last five years with annual sales at least $1 Million

- On-Site Manager must have minimum of 10 years experience in food and beverage management
VIII. Evaluation and Award

- **A. Evaluation Process and Criteria**
  - **Level I** – Compliance with RFP Submittal Requirements
    - Cover Letter (Exhibit A)
    - Proposal Deposit (Exhibit A) (Packages 3, 4, 5: $5,000)
      (Packages 1, 2, 6: $25,000)
    - Compliance Documents (Exhibit D)
    - Experience and References (Exhibit B)
    - Financial Capability (Exhibit B)

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VIII. Evaluation and Award (Continued)

- **A. Evaluation Process and Criteria**
  - **Level II** – Evaluation and Scoring Criteria

<table>
<thead>
<tr>
<th>CRITERIA DESCRIPTION</th>
<th>CRITERIA WEIGHT</th>
</tr>
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<tbody>
<tr>
<td>Capital Investment</td>
<td>25%</td>
</tr>
<tr>
<td>Business Plan</td>
<td>20%</td>
</tr>
<tr>
<td>Compensation Plan</td>
<td>20%</td>
</tr>
<tr>
<td>Experience and References</td>
<td>15%</td>
</tr>
<tr>
<td>Management and Operations Plan</td>
<td>20%</td>
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</tbody>
</table>

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TOTAL EVALUATION WEIGHT 100%
A word on: Evaluation

- Evaluation Panel – Will evaluate and score proposals based on Level II criteria outlined in RFP
- Award recommendation to General Manager
- General Manager’s Award Recommendation to Board of Recreation and Park Commissioners

A word on: RAP Award

- Board will consider GM’s recommendation during public meeting and may accept or reject
- Note: City Council approval requirement for contracts over three years
- Notification of Award and Non-Selection
- Execution of Contract (signature of the successful proposer, General Manager, and City Attorney)
  - Must submit additional documents required by the RFP within 45 days of notification.
Instructions to Proposers
RFP Exhibit A

A. Submitting a Written Proposal
- Easy to read, well organized
- Complete, responds to all items in the RFP
- Financial projections and cost estimates are realistic and sustainable
- If risks in business strategy, include plans to mitigate

B. Submitted Proposals
- Cover Letter with Statement Confirmation
  - A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth in the RFP, without exceptions. Use RFP Exhibit M form (complete, sign, date).
- Proposal Deposit (Pkgs 3,4,5: $5,000) (Pkgs 1,2,6: $25,000)

Instructions to Proposers
RFP Exhibit A (Continued)

C. Proposal Submittal Information
- Deadline for Submission February 13, 2018 by 10:00 AM
- Location: Board Office
- Proposal must be in a sealed envelope or box
- Labeled "RAP Food and Beverage Concession"
- Number of Copies: 1 Original, 1 non-bound reproducible, 4 copies, 1 electronic copy on CDR or USB flash drive
- Questions to the RFP to be submitted in writing by January 17, 2018, 5:00 PM
- Responses will be posted on LABAVN
D. Document Check
- Check contents

E. Contract Arrangements
- The Proposer Selected will enter in an Agreement
- Including Standard Provisions of City Contracts (Rev. 10/17)
- Substantially and materially the same form as Sample Agreement (Exh C)

F. Verification of Information
- RAP reserves the right to verify the information in your proposal
- False statements submitted may lead to Agreement termination

G. Cost of Preparation
- All costs borne by proposer

Level I Requirements
RFP Exhibit B

1. Compliance Documents and Additional Forms (RFP Exhibit D)
   - A. Proposer's Signature Declaration andAffidavit
   - B. Disposition of Proposals
   - C. Nondiscrimination, Equal Employment, Affirmative Action
   - D. Contractor Responsibility Ordinance Statement
   - E. Equal Benefits Ordinance Statement / First Source Hiring
   - F. Living Wage Ordinance / Service Contractor Worker Retention Ordinance
   - G. Business Inclusion Program Requirements
   - H. Municipal Lobbying Ordinance / Bidder Certification - CEC 50
Level I Requirements  
RFP Exhibit B (Continued)

- I. Prohibited Contributors (Bidders) Certification - CEC 55
- J. Federal Tax ID Number via Form W-9
- K. Iran Contracting Act of 2010

- L-T Only the proposer(s) selected for award shall submit

- U. Financial Offer Form (RFP Exhibit K)
- V. Capital Investment Form (RFP Exhibit L)
- W. Terms and Conditions Acceptance Form (RFP Exhibit M)

Compliance Document A  
Proposer’s Signature Declaration & Affidavit

- 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
- The proposer has not 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 to Recreation and Parks (RAP)
- Form must be **notarized and submitted with Original Copy of Proposal**
Compliance Document B
Disposition of Proposals

- Proposals submitted in response to the RFP become property of the City and a matter of public record
- Hold Harmless from claims and liability

Action Required:
- Form must be signed and submitted to RAP

Compliance Document C
Non-Discrimination, Equal Employment Practices, Affirmative Action Program

- This Contract subject to Non-Discrimination Clause
- Contracts valued $1,000 and over are subject to Equal Employment Practices Provisions
- Contracts valued $25,000 or more subject to Affirmative Action Program Provisions

Action Required:
- No signature required
- By affixing a signature to a contract that results from this RFP process, the Vendor agrees to adhere to these programs
Compliance Document D
Contractor Responsibility Ordinance Statement

- 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 Contractor Responsibility Ordinance can result in disqualification from the bidding process or contract termination.

Action Required:
- Questionnaire must be completed, signed and submitted to RAP (Pages 1-9)

Compliance Documents E
Equal Benefits Ordinance / First Source Hiring Ordinance

- Equal Benefits Ordinance (EBO)
  - The EBO now applies to contracts which exceed $25,000.
  - EBO requires City contractors who provide benefits to employees with spouses to provide the same benefits to employees with domestic partners.
  - Domestic partners are defined as “two adults living together, jointly responsible for living expenses, committed to an intimate and caring relationship and registered as domestic partners with a governmental entity”.
  - City of Los Angeles Public Works, Office of Contract Compliance determines Compliance with EBO.
Compliance Document E
EBO / FSHO (Continued)

- First Source Hiring Ordinance (FSHO)
  - Los Angeles Administrative Code Sections 10.44 et seq.
  - Applies to contracts valued in excess of $25,000 and with a contract term of at least three (3) months
  - FSHO helps link Contractors with potential service workers
  - Before executing a Contract, Contractor to submit a list of anticipated employment opportunities.
  - During term of Contract, Contractor to provide 7 days prior, announcements of employment opportunities and interview qualified individuals referred by Referral Resources
  - Prior to filling positions, Contractor to inform City names referred, names interviewed, and reasons for non-hire

Compliance Documents E
EBO / FSHO (Continued)

Action Required:
- Complete and electronically sign the EBO/FSHO Compliance Affidavit web application form located on the City of Los Angeles Business Assistance virtual Network, (BAVN) residing at www.labavn.org
Compliance Document F
Living Wage Ordinance / Service Contractor Worker Retention Ord.

- Living Wage Ordinance (LWO)
  - Contractor agrees to pay employees a living wage (updated July 1st of every year)
  - The living wage as of July 1, 2017 is $12.73 per hour, or $11.48 per hour if the contractor pays for health benefits in the amount of $1.25 per hour
  - Contractor must provide at least 12 compensated days off per year for each employee’s sick leave, vacation, or personal necessity, and at least 10 days off uncompensated

- Service Contractor Worker Retention Ordinance
  - Contractor agrees to offer to employ and retain for a 90-day period the employees earning less than $15.00 per hour who worked for at least 12 months for the terminated contractor/subcontractors

Action Required:
- Submit LWO forms only if applying for exemption

Compliance Document G
Business Inclusion Program

- Established by Mayor’s Executive Directive No. 14 issued January 12, 2011 and effective July 1, 2011
- Changes prior GFE process; all outreach now conducted online at labavn.org (BAVN)
- Outreach to Minority, Women, Small, Emerging, and Disabled Veteran Business Enterprises
- Point system eliminated; all indicators 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 (see “BIP Helpful Hints” on the BAVN RFP page)
- BIP outreach due on BAVN January 30, 2018 by 12:00 AM
- Summary Sheet due on BAVN by 4:30 PM on February 14, 2018 (day after proposal due date)
Compliance Document G
Business Inclusion Program
(Continued)

- 7 indicators
  - 1. Level of anticipated M/W/S/E/DVBE participation
    • Required documentation: base, levels set by Bureau of Contract Administration
  - 2. Attended Pre-Bid Meeting
    • Check
  - 3. Sufficient Work Identified for Subconsultants
    • Perform outreach via e-mail using BAVN
  - 4. Written Notices to Subconsultants
    • Provide e-mail notifications to each and each using BAVN
    • No less than 15 calendar days prior to proposal due date
  - 5. Plans, Specifications and Requirements
    • Hints, options and when the proposer will make the required information available to interested potential subcontractors – using BAVN
  - 6. Negotiated in Good Faith
    • Schedule A Subconsultants Information Form
    • An online Summary Sheet organized by work area
  - 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

G. BIP Outreach –
Submittal Documents
(Exhibit D, Section I.G)

- Submit to Awarding Authority:
  - Subcontractors 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)
Compliance Document H
Municipal Lobbying Ordinance
(Bidder Certification – CEC Form 50)

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

Action Required:
- Complete and submit the form to RAP

Compliance Document I
Los Angeles City Charter Section 470(c)(12) (Measure H)
(Bidder Contributions – CEC Form 55)

- Required of contracts valued at $100,000 or more and that require the approval of the City Council
- Also required of principals and subcontractors expected to perform a portion of the contractual obligations valued at $100,000 or more
- Any proposal submitted without the CEC Form 55 will be considered non-responsive

Action Required:
- Complete and submit the form to RAP
Compliance Document J
Request for Taxpayer ID Number (Form W-9)

- Federal Tax ID Number required
- The name on the document must match the proposer’s legal business name, as listed in the Proposer’s Signature Declaration and Affidavit
- For RAP to conduct financial transactions with entities such as returning proposal deposits or processing payments

Action Required:
- Complete and submit an original Form W-9 with your proposal

Compliance Document K
Iran Contracting Act of 2010 Compliance Affidavit

- To respond to policies of Iran in a uniform fashion.
- Prohibits bidders engaged in investment activities in Iran from bidding on, submitting proposals for, or entering into or renewing contracts with public entities for goods and services of $1 Million or more.

Action Required:
- Complete, sign, and submit the Iran Contracting Act of 2010 Compliance Affidavit with your proposal.
With the Compliance Documents – 3 Additional Forms MUST ALSO be included

- U. Financial Offer Form (Exhibit K)
- V. Capital Investment Form (Exhibit L)
- W. Terms and Conditions Acceptance Form (Exhibit M)

Level I Requirements RFP Exhibit B (Continued)

- 2. Minimum Qualifications
  - Respond to each item
  - Use as part of your checklist

- 3. Financial Capacity
  - Respond to each item
  - Use as part of your checklist
Sample Agreement
RFP Exhibit C

- Understand each Section
- Finalization based on selected proposal
- Exhibits – incorporated documents
  - A. Standard Provisions for City Contracts (Rev. 10/17)
  - B. Concession Premises Map
  - C. Proposal Submitted by the Selected Proposer
  - D. City-Owned Equipment List
  - E. Non-Employee Accident or Illness Report
  - F. Monthly Revenue Report
  - G. Special Occurrence and Loss Report
  - H. Required Insurance; Instructions
  - I. Schedule A
  - J. Schedule B
  - K. Schedule C
  - L. CEC Form 50

Insurance Requirements
RFP Exhibit E

- Minimum Limits on Form Gen 146

- Instructions on Complying
  - Track4LA
  - City to be notified with 30 day cancellation notice
  - City to be named as additional insured

- To be submitted by the Selected Proposer
Reminder: Important Dates

- Pre-proposal Conference
  - Nov 29, 2017 at 10:00 AM

- Tour of the Concession Facilities
  - Several December dates TBA on BAVN

- Deadline for submitting written questions
  - Jan 17, 2018 by 5:00 PM

- Deadline for BIP outreach to BAVN
  - January 30, 2018 by 12:00 AM

- Deadline for Submission of written proposal
  - Feb 13, 2018 by 10:00 AM

- Deadline for Summary Sheet due on BAVN
  - February 14, 2018 by 4:30 PM

Reminder: Where To Submit Proposal

(RFP Exhibit A, page 2)
Los Angeles Department of Recreation and Parks
Office of the Board of Commissioners
Attention: Board Secretary
221 N. Figueroa Street, Suite 300
Los Angeles, CA 90012
Reminder: Updates to the RFP

- Watch for addenda
  - https://www.laparks.org/GolfF+B
  - http://labavn.org/

Reminder: Contact with City Personnel

- All questions regarding this RFP must be in writing and may be mailed, faxed, or e-mailed to:

  Stanley Woo
  Concessions Division
  P.O. Box 86328
  Los Angeles, CA  90086
  Fax: (213) 202-2678
  E-mail: stanley.woo@lacity.org
Thank You