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
March 22, 2018
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

I. Introduction

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

- 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. Rent

- Rancho Park -- MAG $100,000

- Completing the Financial Offer Form (Exhibit 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
  - 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. Management and Operations Plan
   - 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)

- 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 $25,000 (Exhibit A)
    - Compliance Documents (Exhibit D)
    - Experience and References (Exhibit B)
    - Financial Capability (Exhibit B)
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>
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<tbody>
<tr>
<td>Capital Investment</td>
<td>25%</td>
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<tr>
<td>Business Plan</td>
<td>20%</td>
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<tr>
<td>Compensation Plan</td>
<td>20%</td>
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<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>

TOTAL EVALUATION WEIGHT 100%

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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 $25,000
Instructions to Proposers
RFP Exhibit A (Continued)

- C. Proposal Submittal Information
  - Deadline for Submission April 11, 2018 by 10:00 AM
  - Location: Board Office
  - Proposal must be in a sealed envelope or box
  - Labeled "Rancho Park Golf Course 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 March 28, 2018, 5:00 PM
  - Responses will be posted on LABAVN

Instructions to Proposers
RFP Exhibit A (Continued)

- 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 and Affidavit
   - B. Disposition of Proposals
   - C. Nondiscrimination, Equal Employment, Affirmative Action (BAVN)
   - D. Contractor Responsibility Ordinance Statement
   - E. Equal Benefits Ordinance Statement / First Source Hiring (BAVN)
   - F. Living Wage Ordinance / Service Contractor Worker Retention Ordinance (submit forms only when requesting an exemption)
   - G. Business Inclusion Program Requirements (BAVN)
   - 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 Compliance Affidavit

- L-T Only the proposer 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

- Certifies that the proposer will comply with the Non-Discrimination Clause, Equal Employment practices, and Affirmative Action Program provisions endorsed by the City of Los Angeles.
- Contractor shall include similar provisions in all subcontracts awarded for work to be performed under the contract with the City and shall impose the same obligations.
- More information about these programs can be found at http://bca.lacity.org

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 (pages 1-8) must be completed, signed and submitted to RAP with proposal.
Compliance Documents E
Equal Benefits Ordinance / First Source Hiring Ordinance

- Equal Benefits Ordinance (EBO)
  - The EBO requires City contractors who provide benefits to employees with spouses to provide the same benefits to employees with domestic partners
  - The FSHO requires City contractors to estimate the anticipated employment opportunities they will need to fill in order to perform the service(s) in their City contract. During the term of their contracts, any employment opportunities that may become available will need to follow the FSHO procedures.
  - Additional information can be found at http://bca.lacity.org

Action Required:
All proposers must complete and electronically sign the EBO/FSHO Compliance Affidavit form located on BAVN.

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 (BIP) Outreach

(At the end)

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)

- Prohibits contributions of proposers of contracts valued at $100,000 or more and that require the approval of the City Council and principals and subcontractors expected to perform a portion of the contractual obligations valued at $100,000 or more, throughout the bidding process and the resulting contract.
- 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)

- 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

- Required of all proposers submitting proposals for, or entering into, or renewing contracts with the City of Los Angeles for goods and services estimated at of $1 Million or more.

Action Required:
- Complete, sign, and submit the Iran Contracting Act of 2010 Compliance Affidavit with your proposal.

Compliance Document G

Business Inclusion Program (BIP) Outreach
BIP Outreach

- Outreach to Minority, Women, Small, Emerging, and Disabled Veteran Business Enterprises
- 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 March 28, 2018, 12:00 AM (March 27th by 11:59 P.M.)
- Summary Sheet due on BAVN by 4:30 P.M. on April 12, 2018 (day after proposal due date).

BIP Outreach - Indicators

- **Indicator 1**: Level of anticipated M/W/S/E/DVBE participation
  - Required documentation: None. Levels set by Bureau of Contract Administration (Exhibit D, Section I.G, page 1)

- **Indicator 2**: Attended a pre-proposal conference.
  Required documentation: Sign attendance sheet or submit waiver letter prior to meeting.
BIP Outreach – Indicators (continued)

- **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 Department as potential subcontractor work areas.

BIP Outreach – Indicators (continued)

- **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.*
  
  - If you know of a potential subcontractor not registered on BAVN, you can encourage them to register so you may include them in your outreach
  - Notification letter must contain identified work areas, project name, name of the proposer, and the contact person's name, address, and telephone number
  - BAVN informs you if you have not performed sufficient outreach.
BIP Outreach – Indicators (continued)

- **Indicator 5 – Plans, Specifications and Requirements**
  - Required documentation: Include in Indicator 4 details on how, where, and when the proposer will make the required information available to interested potential subcontractors.
  - Must be done via BAVN’s BIP Outreach system
  - 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
    - 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 the Concessions Unit
BIP Outreach – Indicators (continued)

- **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 follow steps in Exhibit D, Section I.G, page 7
- If you have any questions regarding the outreach, please contact the Contract Coordinator.

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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)
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
  - March 22, 2018 at 10:00 AM
- Deadline for BIP outreach to BAVN
  - March 28, 2018 by 12:00 AM
- Deadline for submitting written questions
  - March 28, 2018 by 5:00 PM
- Deadline for Submission of written proposal
  - April 11, 2018 by 10:00 AM
- Deadline for Summary Sheet due on BAVN
  - April 12, 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