

Request for Proposal

For the Design, Management and Operation of the

**RANCHO PARK GOLF COURSE
FOOD & BEVERAGE CONCESSION
(CON-G25-003)**



Release Date: August 14, 2025
Pre-Proposal Conference: September 3, 2025 (see Exhibit A)
Due Date: October 7, 2025 (see Exhibit A)

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RANCHO PARK GOLF COURSE
FOOD AND BEVERAGE CONCESSION

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REQUEST FOR PROPOSAL
FOR THE DESIGN, OPERATION AND MANAGEMENT OF
RANCHO PARK GOLF COURSE
FOOD AND BEVERAGE CONCESSION

I. INTRODUCTION

The City of Los Angeles (City), through its Department of Recreation and Parks (RAP) is pleased to offer an opportunity for a well-qualified business entity or entities to provide design input, provide FF&Es, manage, operate and maintain the Rancho Park Golf Course Food and Beverage Concession (Concession). A summary description of the opportunity is as follows:

Term	Ten years plus one five-year extension option.
Facility	Rancho Park Golf Course Restaurant is located at 10460 W. Pico Blvd. Los Angeles, CA 90064-2342, within the golf clubhouse which is undergoing a complete renovation.
Clubhouse Development	RAP is overseeing the buildout of the clubhouse, including the restaurant and banquet space, golf starter office, pro shop, main lobby, and restrooms. The successful proposer (Concessionaire) from this RFP will provide design input for the restaurant, bar and banquet space. RAP will oversee the construction of the new restaurant and cover build out costs up to \$4 million (possibly more, at City's discretion). The Concessionaire shall fund and furnish the restaurant with furniture, fixtures and equipment (FF&E); obtain all required permits and licenses for a restaurant, bar, and event space; and oversee all aspects of food and beverage operations.
Space Design	RAP has secured the services of a top architectural firm who will design the clubhouse. The Concessionaire will provide input for the concession spaces, including infrastructure, design elements, layout and other potential aspects of the project. If preferred, the Concessionaire may utilize their own design team and architect at their cost.
FF&E	The Concessionaire will be required to fund and provide all FF&E for the restaurant, bar, banquet space, halfway house, outdoor bar and any other spaces dedicated to the food and beverage operation. (Exhibit E)
Utilities	The Concessionaire will pay for utilities (electricity, natural gas) for the concession premises. RAP will provide separate metering devices for billing. The Concessionaire has the option to transfer trash to the golf facility dumpsters, or pay for their own trash dumpster service. The Concessionaire will pay their own land line telephone, internet, and other subscription-based services as proposed (e.g., POS system, commercial music streaming services and licenses, sports broadcasting) direct to the service providers.

Concession Fee The Concessionaire will be required to pay RAP a concession fee based on a Percentage of Gross Receipts (PGR) for the first two years of operations. For years three through ten, the concession fee will be a Minimum Annual Guarantee (MAG) or PGR, whichever is greater, calculated monthly. The MAG will be established based on the concession fee payable for year two. The minimum acceptable PGR fees and MAG are identified in Section V.D of this RFP.

II. OBJECTIVE

RAP's goals through its concession program, are to provide the public with the best and highest quality products and services, ensure that RAP receives an adequate and appropriate revenue share for operations on RAP property, and protect City assets.

Proposers must demonstrate the ability to operate a high-quality restaurant, bar, and special events business; clearly articulate achievable plans for a profitable operation; and be in full compliance with applicable laws and regulations. Proposers should include innovative design concepts, additional food & beverage services and/or points of sale, and related services to best utilize the premises, maximize revenue and provide excellent service to patrons, including non-golfers.

Proposers must indicate in their proposal whether they wish to operate the concession during the interim term between the time their contract is executed and the completion of construction or if they prefer to assume operation of the concession only when the construction of the facility is complete. If a proposer elects to take over the temporary operation, they should include a plan for operating out of temporary units during construction and describe in detail how the business will operate – subject to RAP approval.

The objective of this RFP is to award a ten-year Concession Agreement (Agreement), with one five-year extension option exercisable at the sole discretion of the RAP General Manager, to a successful Proposer who will:

- Collaborate with RAP and its contractors on the design of the restaurant, bar, special events space and other concession-related areas of the facility; and obtain all permits and licenses required to operate the concession.
- Provide food and beverage service, including alcohol, 365 days a year at the at Rancho Park golf course clubhouse restaurant, bar, and special events space, as well as the halfway house (snack stand), and outdoor cabana bar at the driving range which are included as part of the concession premises.
- Provide FF&E (Exhibit E,)
 - New commercial equipment (e.g., griddles/grill, ovens, burners, deep fryer, broiler, refrigerator & freezer, beverage equipment, prep tables, shelves), to outfit the kitchen. Note: certain equipment that is affixed to the building will be provided by RAP (e.g., walk-in cooler, exhaust hood with fire suppression system, fire sprinkler system).

- Food preparation equipment and small wares (e.g., small appliances, cookware, dinnerware, glassware, tableware).
- Equipment, furniture and fixtures for all other areas and needs to operate the Concession (e.g., tables, chairs, light fixtures, misc. décor, POS system, Wi-Fi system, audio/visual equipment).
- Provide a vibrant, relaxed dining experience and special event hosting for golf course patrons and the general public.
- Optimize patron experience by providing unique menu offerings, high quality food and beverages, served with minimum wait times, and high customer service.
- Provide reasonable pricing compared to like-establishments.
- Provide a fair and respectful employment environment.
- Maintain the cleanliness, appearance, and workings of the Concession to the satisfaction of RAP, meet industry standards, and provide 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.
- Implement, maintain, and enforce all health and safety rules and regulations as required by the Los Angeles City/County, and state and federal agencies.
- Demonstrate awareness of the demographics and special needs of the community.
- Work in partnership with RAP and the Rancho Park golf clubs during the normal course of business.

This RFP provides interested parties with information to prepare proposals to meet the requirements. **Proposers may provide information in addition to what is requested if deemed relevant or essential and are encouraged to suggest services in addition to those described in this RFP.** You are encouraged to propose in detail additional food and beverage service such as:

- Construct an outdoor patio connected to the restaurant on the driving range side for additional table service.
- Vending machines.
- Roaming service carts.
- Service at the adjacent Rancho 9-hole located at the opposite end of the parking lot.

III. DESCRIPTION OF THE CONCESSION

GOLF COURSE DESCRIPTION

Rancho Park Golf Course is a par 71 championship course, featuring an undulating track that requires a great deal of finesse and skill. It is a purist shot-making course, and most golf legends have played Rancho sometime in their career. RAP Golf Division staff operate the starter office, pro shop, and golf carts. They also maintain the golf course, driving range, common areas, exterior of the club house, and public restrooms within the clubhouse with assistance from the food and beverage concession operator.

Rancho Park Golf Rounds and Revenue						
	2019	2020	2021	2022	2023	2024
Annual Rounds	99,556	83,822	100,970	102,611	101,431	103,497
Golf Course Revenue	2019	2020	2021	2022	2023	2024
January	\$ 278,774	\$ 357,177	\$ 391,812	\$ 417,621	\$ 401,658	\$ 464,637
February	\$ 256,156	\$ 378,792	\$ 382,996	\$ 375,196	\$ 401,554	\$ 396,650
March	\$ 359,665	\$ 249,340	\$ 433,275	\$ 449,156	\$ 452,624	\$ 531,130
April	\$ 377,693	\$ -	\$ 455,228	\$ 490,721	\$ 560,464	\$ 594,573
May	\$ 452,844	\$ 302,935	\$ 530,693	\$ 562,391	\$ 606,713	\$ 665,614
June	\$ 484,586	\$ 390,915	\$ 515,410	\$ 556,542	\$ 629,833	\$ 685,885
July	\$ 499,968	\$ 424,616	\$ 563,760	\$ 596,389	\$ 651,196	\$ 668,664
August	\$ 496,520	\$ 458,856	\$ 543,372	\$ 571,382	\$ 574,974	\$ 643,780
September	\$ 409,483	\$ 421,945	\$ 478,065	\$ 514,483	\$ 548,571	\$ 563,539
October	\$ 373,463	\$ 428,118	\$ 444,597	\$ 510,941	\$ 512,046	\$ 542,134
November	\$ 332,588	\$ 393,219	\$ 412,469	\$ 441,344	\$ 466,443	\$ 508,075
December	\$ 299,952	\$ 337,821	\$ 309,041	\$ 404,792	\$ 444,753	\$ 423,276
Total	\$ 4,621,694	\$ 4,143,734	\$ 5,460,718	\$ 5,890,957	\$ 6,250,827	\$ 6,687,956

CLUBHOUSE DESCRIPTION AND OTHER POINTS OF OPERATION

The clubhouse at Rancho Park Golf Course is being completely renovated by RAP and includes the following areas: Golf pro shop, office, meeting room, storage, public lobby and restrooms, and a full-service restaurant and special event space. While RAP is funding the design and construction of the facility, the concessionaire shall furnish all FF&Es and obtain all necessary permits and licenses for a full-service restaurant, bar, and special events operation.

The concession premises also includes a halfway house at the 12th tee box, which is currently operational and an outdoor cabana bar adjacent to the driving range. The cabana is currently closed due to permitting issues, which are being addressed in order to reopen it imminently.

The golf course is in a prime location on Pico Blvd. in West LA and offers plenty of free parking. Located across the street from Fox studios and FX Networks, the restaurant can serve as a popular dining destination for non-golfers as well as it is surrounded by a residential community. Rancho boasts the busiest driving range in the City's golf system and the range is lighted for nighttime use, which presents an excellent opportunity for a proposer's programming to include food, beverage, and bar service to golfers at the driving range.

The food and beverage concession has had various levels of use and service over the past several years. The chart below provides detail on sales generated by the concession.

Food and Beverage Concession Sales History and Revenue to RAP

	2019	2020	2021	2022	2023	2024
Includes	R/HH	HH/FT/PRK	HH/FT/PRK	HH/FT	HH/FT/OB	HH/FT/OB
Gross Sales	\$1,179,711	\$1,355,775	\$1,646,358	\$ 554,570	\$ 674,940	\$ 958,235
Revenue to RAP	\$ 44,000	\$ 88,500	\$ 112,575	\$ 48,083	\$ 54,213	\$ 82,736

R=restaurant HH=halfway house FT=food truck PRK=Project Room Key OB = outdoor bar

Operations History

2019: Last full year by previous operator Jan-Dec.

2020: Closed Jan-April. New operator (TRP) began in operating in May from a food truck. Pandemic in effect, kitchen used for Project Room Key (PRK) July-Dec whereas TRP earnings from PRK is not counted in their gross sales at Rancho but RAP received a revenue share from TRP and is counted in Revenue to RAP.

2021: Project Room Key continued Jan-June. Demolition perimeter fence installed in December.

2022: Operations include halfway house and food truck.

2023: Creation of outdoor cabana bar (OB) by the driving range in September.

2024: Outdoor bar off-line beginning August.

IV. INVESTMENT PLAN

Proposers must submit a description of planned FF&E, optional capital improvements, and refurbishment plan in order to respond to Section V.E below. Include estimated costs using the FF&E, Capital Improvements, and Refurbishment Plan form (Exhibit E). Indicate the source(s) of funding to be used for improvements and working capital within the Business Plan response of your proposal. (Exhibit C, B.10, C and D)

Note: Proposers are to provide Wi-Fi access at the concession premises which is accessible to patrons. (Respective details below). See minimum requirements of the Wi-Fi service in this RFP, Section V.E.

The proposed capital investment dollar amounts in the FF&E, Capital Improvements, and Refurbishments Plan must be spent on the Concession premises or the Concession operator will pay the unspent difference to RAP.

Note: All equipment required for the operation of the concession plus additional investments, as approved by RAP, will be provided by Concessionaire at Concessionaire's expense and become the property of RAP upon expiration or termination of the Concession Agreement. Proposers should specify any equipment that they deem should remain the Concessionaire's property at the end of the agreement term.

V. PROPOSAL ITEMS

Proposals should include detailed responses for each Proposal Item. The highest ranked Proposer will be awarded a Concession Agreement and will be expected to deliver all proposal items as described in their proposal and in the Agreement.

If selected for award, the proposer must be willing and able to commit to its Proposal Items and all provisions contained in the Sample Concession Agreement (Exhibit M), including the Standard Provisions for City Contracts (Rev.1.25 [v.2]) attached as Exhibit N to the Sample Agreement. The contents of the winning proposal will be deemed a binding commitment and will be included as an exhibit to the Agreement. Certain elements of the proposer's response may be incorporated in the Concession Agreement. RAP reserves the right to modify the Agreement before execution as needed.

Proposers must respond to each of the following items in their written proposal. Each response must be numbered to correspond with each of the numbered items herein. Be sure to coordinate your response to the items listed in **RFP Section II, "OBJECTIVE"**.

The categories to address are as follows and also represent the evaluation criteria:

- A. Background and Experience
- B. Business Plan
- C. Management and Operations Plan
- D. Financial Offer
- E. FF&E, Capital Improvements, and Refurbishment Plan

NOTE: ONLY ONE PLAN FOR EACH PROPOSAL ITEM WILL BE ACCEPTED. PROPOSALS WHICH INCLUDE MULTIPLE PLAN OPTIONS WILL BE FOUND NON-RESPONSIVE TO THIS RFP.

A. Background and Experience (Refer to RFP Exhibit C, Section A)

Proposers must provide a written explanation of their background and experience in restaurant management and operations, special events, and restaurant design or major

renovations. Proposers must have at least three years of experience in the last five years actively operating and managing a similar business generating annual sales of at least \$1 Million. **Note: The On-Site Manager must have a minimum of five years of experience in food and beverage management.** List any experience in designing, renovating, or modifying restaurant, bar and special events spaces. Include any before and after photos if applicable.

This item will be evaluated in both the Level I and Level II reviews. The Level I review will evaluate compliance with the minimum experience requirement. For the Level II review, proposers will be awarded points based on the experience that exceeds the minimum experience requirements.

B. Business Plan (Refer to RFP Section II – Objective and RFP Exhibit C, Section B)

A floor plan of the concession area is available in Exhibit K of this RFP. Proposals must include a concept description, space layout, and details on FF&E to be provided. The business plan should describe how the Concessionaire will operate a full-service kitchen serving freshly prepared food and wet bar serving alcohol. Expected in the design are defined areas for kitchen and food preparation, dry storage, cold storage, dining room, coffee counter with grab-and-go items, bar/lounge, a large special events space, dish washing, office/cash room, and janitorial supplies. Proposers are encouraged to provide additional or alternative uses of space. Include a general layout of these spaces to approximate scale and types of finishes for each area. Artist renderings may be included, but are not required.

The selected Concessionaire will collaborate with RAP's architectural and design team on the project at no cost to the Concessionaire. However, the Concessionaire may elect to use their own architectural and design service at their cost. The intent of the design team is to create an attractive, exciting and welcoming environment for golfers and the general public, while fostering a highly efficient and functional operation. The final design and layout, as approved by the City, will be funded and constructed by RAP at a cost of \$4 million, or more at RAP's discretion. Explain why the design will support the goals of this RFP, and your planned operations, including special events programming.

The Business Plan must also describe how the proposer plans to meet the objectives stated in Section II of this RFP. Proposals must include operating hours at each service location (e.g., restaurant/bar, outdoor bar, special event space/lounge, halfway house). At a minimum, the restaurant must be open 15 minutes before sunrise, serving coffee, pastries, and grab-and-go items for the first 60 minutes the restaurant is open. After the first 60 minutes, the kitchen is expected to be open with full menu service. The restaurant is to remain open at least until sunset and no later than 10:30 PM.

If applicable, proposals should include a phasing plan and detailed operating plan to provide basic interim food and beverage service while construction and installation of the FF&Es are underway (e.g., temporary food service/mobile units and counts, timeline, locations, daily hours, interim menu with prices, etc.).

Menus must offer high quality food and beverage items with reasonable pricing, including but not limited to, "grab and go" local cuisine and beverages that reflect the cultural

diversity of the golf clientele and surrounding communities. **All proposals must include menus and pricing.** A proposed menu should also describe pre-set offerings for golf tournaments, which would be provided in bulk. Proposals are to include two sample boxed lunches consisting of a sandwich or hot dog, piece of fruit, chips, cookie, and drink. Provide a description of each and include prices in quantities of 50 and 100, respectively.

All menus must comply with the Los Angeles Food Policy Council's Good Food Purchasing Guidelines (Exhibit P). Food and beverage providers pursuant to Los Angeles Administrative Code (LAAC) Section 10.53.1(K) must also comply with the Zero Waste City Facilities and Events on City Property Ordinance (Exhibit Q).

Proposals should include a facility maintenance plan to ensure that the concession remains in an attractive condition throughout the term of the Agreement.

The clubhouse restrooms that service the restaurant are shared by golfers and restaurant patrons. The majority of golf play ends by sundown, and operating hours of the restaurant and special events space typically run into the late evening. Therefore, Concessionaire shall share in the maintenance of the clubhouse restrooms. Concessionaire shall be responsible for cleaning and restocking the shared restrooms every day after 12:30 p.m. until closing. RAP will maintain the fixtures and plumbing of the shared restrooms, as well as provide consumable items for the restrooms including paper goods, air fresheners, urinal maintenance kits and liquid hand soap. The Concessionaire shall coordinate with RAP staff regarding the amount of supplies needed monthly. RAP shall be responsible for cleaning and stocking the restroom from morning until 12:30 p.m. daily. Proposals must include a description of how this requirement will be met.

Additionally, proposals must include a sales and marketing plan which details community outreach, possible partnerships, and social media presence.

Proposers are responsible for securing all required permits and licenses from Los Angeles Department of Building and Safety (LADBS), Los Angeles County Department of Public Health (Health Permit), California Department of Alcoholic Beverage Control (ABC License), City of Los Angeles Office of Finance (Business Tax Registration Certificate), State of California (Seller's Permit), and any other required licensing and/or permitting entities, including for the playing of music and showing of sports as applicable under copyright law. All permits and licenses required for operating the concession must be maintained throughout the term of the Agreement.

1. Additional Services and/or Amenities

Proposers are encouraged to consider and propose additional creative business activities and/or amenities (including additional points of sale, outdoor seating, etc.), provided they are appropriate for the Concession, compatible with other RAP activities, and approved by RAP.

Proposers are encouraged to also offer food and beverage sales including alcoholic beverages via mobile roaming cart(s), and propose innovative solutions to facilitate food and beverage delivery to a golfer's location.

Proposers may also propose new service concepts, creative use of the concession spaces to enhance services. While the special events space is intended for banquets, RAP is open to other uses in addition to, or in lieu of, that may generate greater use of the space as long as food and beverage service is the focus (e.g., a casual lounge bar, a premium coffee house with fresh pastries). Proposers may also consider investment into the driving range with ball trackers, targets, and automatic scoring systems to drive sales.

2. Financial Projections and Planning

Proposers are to complete and submit a Pro Forma Financial Statement (Pro Forma) for operation of this concession. A Pro Forma template is provided as a reference in Exhibit I. An electronic version of the Pro Forma is available online at: www.rampla.org. Proposers should open and check the Pro Forma file, and report any problems immediately to the contact person listed on the cover of this RFP. To complete the Pro Forma, follow the instructions on the first tab of the spreadsheet. Proposers must submit with their proposal an electronic version with their proposal. See instructions in Exhibit A for proposal submission via dropbox.

The Pro Forma covers anticipated operations for the ten-year term of the Agreement and separately for an additional 5 years if an extension of term is granted at RAP's discretion. Projections should demonstrate sound financial planning, be realistic and achievable, and support all elements of the proposal.

The Pro Forma requires the proposer to enter the following information:

- **Pro Forma Profit and Loss:** Projections for the ten-year term, including projected revenues for each category of sales; variable costs (e.g., cost of goods sold); fixed costs (e.g., salaries, advertising and marketing, revenue sharing, depreciation, utilities, insurance, etc.); interest and taxes, debt rate, net profit, etc.; proposers may include any additional information pertinent to their financial planning. Proposers should specify any assumptions made in the development of the Pro Forma such as number of transactions and average transaction amount. Also, project in detail for the additional five-year term.
- **Break-Even Analysis:** The proposer's return on investment is reflected here. Proposers should provide narrative explanations of their projected financial planning. Indicate any assumptions made, for example, expected interest rates, inflation rates, and anticipated increases or decreases in staffing levels. Indicate any research undertaken to support all assumptions.

3. Financial Capacity

Proposers are to detail within their proposal available funds, working capital, or access to loans to fulfill your architect and design services (if you waive use of the City's), financial obligations for a commercial kitchen and other FF&Es, capital improvements, refurbishments, and to fund any added services approved by RAP. If a loan will be used to finance the proposed plan, proposers must include a loan approval letter or other form of confirmation that the loan is attainable.

C. Management and Operations Plan

Proposers are to submit sufficient information to allow RAP to evaluate how their management structure and operations plan will achieve the goal of operating a high-quality concession. Provide the information listed in RFP Exhibit C, Section C.

D. Financial Offer

Revenue share to the City is a percentage of gross receipts on all sales in various categories, calculated and paid monthly. The minimum acceptable percentages are:

(The following is computed on gross receipts less California sales tax):

Food and non-alcoholic beverages	5%
Alcoholic beverages	12%
Special event bookings; food, beverage, alcohol sold from special events; ancillary services.	10%
Vending machine (optional service)	8%
Sponsorship (optional)	20%
Optional other services, as proposed.	State a percentage for each. Subject to negotiation with RAP if selected for contract award.

Proposals must include percentages for shared revenue with the City, no less than the percentage amounts listed above that will be calculated and paid monthly. Complete and include Exhibit D with your proposal.

Beginning in year 3, a Minimum Annual Guarantee (MAG) will be established for each contract year, equaling ninety percent (90%) of the previous year's payable concession fee. The concession fee for years 3-15 shall be the greater of the MAG or the percentage rents proposed. In no event shall the MAG in any year be less than the previous year's MAG.

E. FF&E, Capital Improvements, and Refurbishment Plan

1. Furniture, Fixtures & Equipment (FF&E)

Using RFP Exhibit E (FF&E, Capital Improvements, and Refurbishment Plan) Proposers must list all equipment and furnishings they will provide, including but not limited to a full complement of commercial kitchen equipment and other FF&E, point of sale systems, credit/debit card machines, indoor and outdoor furniture (if the proposed capital improvements include funding and construction of an outdoor patio connected to the clubhouse), and optional mobile food & beverage electric carts. The Concessionaire will maintain all equipment in good working condition throughout the term of the Agreement.

Concessionaire must provide Wi-Fi access at the premises for use by patrons, including both the restaurant and special events space. The Wi-Fi network must support 80% or more of the concession facility's maximum customer capacity as concurrent Wi-Fi users, simultaneously providing 10 megabits per second internet download speed for each concurrent user. For example, if the concessionaire's venue has a maximum capacity of 100 customers, the Wi-Fi network must support 80 or more concurrent Wi-Fi users while simultaneously providing each of these concurrent users the download speed of 10 megabits per second.

Summarization values of FF&E and improvements must be realistic. All FF&E and capital improvements shall become property of the City at the conclusion of the Agreement term. Proposers should specify any FF&E items that they feel should remain their property at the end of the agreement term, for RAP's consideration.

2. Capital Improvements

Proposers must complete RFP Exhibit E (FF&E, Capital Improvements, and Refurbishment Plan) detailing any improvements proposed outside of the golf clubhouse such as an attached patio, or infrastructure for optional service at the adjacent 9-hole 3-par course. List any proposed improvements to the existing halfway house or cabana bar adjacent to the driving range. List the improvements and state the estimated cost for the construction or renovation to be funded by the Concessionaire.

3. Midterm Refurbishment

Include a guaranteed minimum refurbishment amount and tasks (Exhibit E), to be completed between years three and nine of the Agreement term. Proposers should provide concepts of their refurbishment plan; however, RAP may approve alternative refurbishment as years progress and other refurbishment priorities are identified.

VI. EVALUATION AND AWARD

A. Evaluation Process and Criteria

Evaluation of proposals will consist of two levels. **Each proposer must pass Level I in order to advance to Level II.**

Level I – Compliance with RFP Submission Requirements: RAP will conduct a preliminary evaluation of all proposals submitted by the deadline to determine compliance with minimum requirements and mandatory document submissions.

- Cover Letter (See Exhibit B, F.1)
- Proposal Deposit of \$5,000. (See Exhibit B, F.4)
- Proposal (Exhibit C)
 - Background and Experience
 - Business Plan
 - Management and Operations Plan
 - Financial Offer
 - FF&E, Capital Improvements, and Refurbishment Plan

- Financial Offer Form (Exhibit D)
- FF&E, Capital Improvements, and Refurbishment Plan Form (Exhibit E)
- Terms and Conditions Acceptance Form (Exhibit F)
- Compliance Documents (Exhibit H)

Level II – Evaluation and Scoring Criteria:

For the purposes of the Level II evaluation, responsive proposals will be evaluated, ranked, and scored based on the criteria below:

FOOD AND BEVERAGE CONCESSION EVALUATION CRITERIA	
DESCRIPTION	WEIGHT
BACKGROUND and EXPERIENCE	20%
BUSINESS PLAN	25%
MANAGEMENT AND OPERATIONS PLAN	20%
FINANCIAL OFFER	10%
FF&E, CAPITAL IMPROVEMENTS, AND REFURBISHMENT PLAN	25%
TOTAL EVALUATION WEIGHT	100%

Proposers must provide documentation/narrative demonstrating compliance with the listed requirements and will be evaluated on their ability to satisfactorily meet or exceed the requirements stated in this RFP.

A panel of City and/or non-City staff will conduct a comprehensive evaluation of the responsive proposals, score in each criteria and rank the proposals accordingly.

City reserves the right to conduct such investigations as the City considers appropriate with respect to the qualifications of each Proposer and any information contained in its proposal.

All proposals will be evaluated solely on the basis of the stated requirements in this RFP and the ranking by an evaluation panel whose determination will serve as a basis to formulate the General Manager's recommendation, setting forth the reasons for recommendation in a Board Report. The Board of Recreation and Park Commissioners (Board) will consider the General Manager's recommendation during a public Board meeting and may accept or reject the recommendation in making its decision as to the selection, if any, stating publicly the reasons for their action.

B. Award

RAP shall notify all proposers in writing of the General Manager's recommendation.

Agreements are deemed to be executed upon the date of signature, or as otherwise stipulated under the Terms section of the Agreement.

The awarded Concessionaire will complete and submit the additional documents and performance deposit as required by this RFP, City Attorney, City Ordinance, State and/or Federal laws within thirty (30) calendar days from the date the contract award is approved by City Council.

C. Protest

Should a proposer object on any ground to any provision or legal requirement set forth in the RFP, or any addendum to the RFP, the proposer must, not more than ten calendar days after the RFP or addendum is issued, provide written notice to RAP setting forth with specificity the grounds for the objection. The failure of a proposer to object in the manner set forth in this paragraph shall constitute a complete and irrevocable waiver of any such objection.

D. City's Right to Reject Proposals and to Waive Informalities

Notwithstanding any other provisions of this RFP, the City reserves the right to withdraw this RFP at any time without prior notice. The City also reserves the right to reject any and all proposals submitted or to waive any minor administrative irregularities contained in any proposal, when to do so would be in the best interest of the City and pursuant to Los Angeles City Charter Section 371 (c): "The City shall reserve the right to reject any and all proposals and to waive any formality in the proposal when to do so would be to the advantage of the City."

Charter Section 371(e)(10)

In approving this RFP, the Board, in its capacity as the contract awarding authority for RAP, finds, pursuant to Charter Section 371(e)(10), that the use of competitive bidding would be undesirable, impractical or otherwise excused by the common law and the Charter because, unlike the purchase of a specified product, there is no single criterion, such as price comparison, that will determine which proposer can best provide the services required by RAP for the management and operation of food and beverage concessions. To select the best proposer for this opportunity, the Board finds it is necessary to utilize a standard RFP process and to evaluate proposals received based upon the criteria included in this RFP. The Board specifically finds that the narrower and more specialized competitive sealed proposal process authorized but not required by Charter Section 371, subsection (b), would not meet RAP's needs and therefore opts to utilize the standard RFP process.

VII. EXHIBITS

- A. Important Dates and Locations
- B. Instructions to Proposers
- C. Formulating a Proposal
- D. Financial Offer Form
- E. FF&E, Capital Improvements, and Refurbishment Plan
- F. Terms and Conditions Acceptance Form
- G. Administrative Requirements
- H. Compliance Documents
- I. Pro Forma Template
- J. Proposal Submission Checklist
- K. Premises Maps

- L. (not used)
- M. Sample Agreement
- N. Standard Provisions for City Contracts (Rev.1.25 [v.2])
- O. Insurance Requirements
- P. Good Food Purchasing Guidelines (September 2017)
- Q. Zero Waste Ordinance 21-0064_ord_187718