

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

**INSTRUCTIONS TO PROPOSERS**

Note: A full list of important dates for this RFP is included in Exhibit A “Important Dates and Locations.”

**A. BUSINESS OPPORTUNITY INTRODUCTION MEETING**

The Department of Recreation and Parks (RAP) staff is hosting a kick-off meeting to introduce this rare business opportunity to help design, then furnish and operate the restaurant, bar and special events concession at the newly renovated Rancho Park Golf Clubhouse. Discussions will also help familiarize you to the City’s Request for Proposal (RFP) process. Following the meeting, a tour of the clubhouse will be provided. **See Exhibit A to register to attend the meeting** and receive the location information and instructions.

**B. ADDITIONAL SITE VISITS**

**See Exhibit A for instructions to select dates.** The golf clubhouse tour will provide interested parties access to the offered spaces and surrounding amenities in order to assist in the design and determination as to what will be required in regards to furniture, fixtures and equipment (FF&E). Hardhats, if required, will be available and attendees may take photographs and measurements. Detailed questions will not be responded to during the site visit. All questions must be submitted in writing and will be compiled, answered, and posted to RAP’s website: <https://www.laparks.org/concession-opportunities> and to <https://www.rampla.org>

Location: 10460 W. Pico Blvd. Los Angeles, CA 90064. See Exhibit A for additional site visit details and instructions. All questions should be sent to [Stanley.Woo@lacity.org](mailto:Stanley.Woo@lacity.org).

**C. PRE-PROPOSAL CONFERENCE**

A **mandatory** Pre-Proposal Conference (Conference) will be held on:

Date: September 3, 2025  
Time: 10:00 a.m.  
Location: **Via Zoom** at the following link: <https://us02web.zoom.us/j/86227657181>  
or telephonically at (669) 900 6833; Webinar ID: 862 2765 7181

The purpose of the Conference is to clarify the contents of this RFP and to discuss the needs and requirements of the proposal. Proposers are required to attend the Conference as an overview of the proposal requirements and the importance of adherence to compliance documents will be presented. **It is highly recommended that prospective proposers read the complete RFP prior to the Conference and begin preparation of their proposal in order to maximize the benefits of the Conference.** The conference is non-interactive. Any questions must be written and submitted after the conference. All questions collected will be compiled, answered, and posted to

RAP's website <https://www.laparks.org/concession-opportunities> and <https://www.rampla.org>. Questions after the conference may be sent to [Stanley.Woo@lacity.org](mailto:Stanley.Woo@lacity.org)

#### **D. SUBMITTING A WRITTEN PROPOSAL**

To be considered for award under this RFP, proposing entities must submit electronically, a written proposal in response to the Proposal Items indicated herein. Proposals provide information about background, current business practices, applicable experience, financial ability, plans for design build out, equipping the concession premises, and information on proposed food & beverage operations and maintenance in accordance with the Concession Agreement (Agreement). Proposals are evaluated based on several evaluation criteria indicated in this RFP.

Proposers may wish to consider the following guidelines in preparing their proposals:

- Ensure proposal is easy to read and well-organized in its response to RAP objectives.
- Verify that proposal is complete and thoroughly responds to all Proposal Items and Compliance Documents described in the RFP.
- Formulate responses precisely and with detail; avoid vague, meaningless, or open-ended responses. Explain how each response furthers the stated objective.
- Make sure proposal demonstrates financial projections and cost estimates are realistic and sustainable.
- If there are significant risks in business strategy, include plans to mitigate those risks, addressing any contingencies that may arise.

A written submittal in this RFP process will be the primary basis on which the City will consider its award for the Agreement; therefore, proposers should be as thorough and as detailed as possible when responding to each proposal item and assembling a proposal. Proposers will not be able to add to or modify their proposals after the proposal due date. RAP may deem a proposer non-responsive if the proposer fails to provide all required documentation and copies.

#### **E. FORMULATING A PROPOSAL**

Refer to the RFP plus Exhibits and respond to the items in each section. Number responses according to the instructions. If responses are stated in a proposal and not clearly numbered accordingly, it may not be seen and considered. (Sample response numbers: A.1.3, C.3.7)

Proposals must address the objectives of this RFP (Section II) and the following areas:

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

#### **F. SUBMITTED PROPOSALS**

Proposals accepted by RAP in writing constitute a legally binding contract offer. It is requested that proposals be prepared simply and economically, avoiding the use of unnecessary promotional material. **Proposals must contain ALL of the following:**

### **1. Cover Letter**

Proposers are to include a cover letter indicating the contact information for the entity proposing. Include at a minimum:

- Proposing company's legal name (to be used on all documentation associated with this RFP and the resultant Agreement).
- Type of business (corporation, partnership, or sole proprietorship).
- Key name(s), including title and position.
- Name of main point of contact; said point of contact will be the only recipient of all information related to this RFP and will function as the equivalent to the Department's Contract Coordinator.
- Complete mailing addresses.
- Telephone (including office and cell numbers as appropriate).
- E-mail addresses, and any other information needed by City staff to contact proposers.
- **A statement that the proposing entity confirms its acknowledgement and acceptance of the terms and conditions set forth herein, without exceptions. See RFP Exhibit F.**

Proposals submitted in response to this RFP are subject to the California Public Records Act, California Government Code Section 6250 et seq.

If the Proposer claims that a portion of its submission contains information that it would like to protect from disclosure, it must include that notification in its proposal cover letter along with the following statement:

*"This proposer will indemnify the City and its officers, employees and agents, and hold them harmless from any claim or liability and defend any action brought against them for it's or the City's refusal to disclose any information this proposer claims as copyrighted material, trade secrets or other proprietary information that is protected from disclosure to any person making a request therefore."*

**Failure to include such a statement shall constitute a waiver of a Proposer's right to exemption from this disclosure.**

### **2. Proposal Items**

Refer to RFP Exhibit C and respond to all items in detail to provide information on:

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

### **3. Administrative Requirements / Compliance Documents Package**

City compliance documents must be completed and submitted as part of the proposal in order to be deemed responsive to this RFP. Refer to RFP Exhibit G “Administrative Requirements” for a list of the compliance documents. Use Exhibit G in conjunction with RFP Exhibit H “Compliance Document Package” and note which compliance documents are to be completed on RAMPLA.org.

### **4. Proposal Deposit**

All proposals must include a Five Thousand Dollar (\$5,000.00) Proposal Deposit in the form of a cashier’s check only, payable to the **City of Los Angeles**. This amount shall be payable as a guarantee that the selected proposer will enter into a Concession Agreement with RAP. The selected proposer will have thirty (30) calendar days from the date the Concession Agreement award is approved by City Council, to review, sign and return it to RAP. In the event the selected proposer fails to return the signed Concession Agreement and all other required documents within the allotted time frame, a penalty of One Hundred Dollars (\$100.00) per calendar day shall be applied and deducted from the Proposal Deposit. If, after forty-five (45) calendar days from the date the Concession Agreement award is approved by City Council, the Concession Agreement is not signed and returned, the City maintains the right to move on to the proposer with the next highest selection ranking.

The Proposal Deposit of the successful proposer will be released upon receipt of the required Performance Deposit, evidence of insurance and execution of the Agreement. In the event that an award is made and the successful proposer fails to execute the Agreement and to provide the required Performance Deposit and insurance policies, the Proposal Deposit of that proposer will be forfeited and retained by the Department.

Proposal Deposits are maintained for all proposers in the event the successful proposer fails to execute the Concession Agreement and another proposer is considered for award. The Proposal Deposits of unsuccessful proposers will be returned upon execution of an Agreement with the proposer awarded the Agreement.

## **G. PROPOSAL SUBMITTAL INFORMATION**

### **Deadline for Submission**

To be considered, a complete proposal package must be submitted electronically no later than **October 7, 2025 at 2:00 p.m. (See RFP Exhibit A)**

### **Where to Submit a Proposal**

Proposals will only be accepted electronically. No hard copy or hand delivery of proposals will be accepted. Proposals must be received by the deadline stated above delivered electronically to the RAP Board Office. See details in RFP Exhibit A for specific instructions on how to submit the proposal.

### **Redacted Version**

RAP is required to provide a copy of received proposals if requested by an outside party under the California Public Records Act (CPRA). In response, RAP may provide a redacted copy of your proposal only if you submit one to RAP when the proposals are originally due. For redaction you may block out confidential information such as trade secrets and personal information.

Example of a redacted information:

Name: John Doe  
 Company: Widget World, LLC  
 Address: [REDACTED]  
 Los Angeles, CA 90027  
 Phone: [REDACTED]  
 Financial: Chase Bank  
 Account No.: [REDACTED]  
 Credit Score: [REDACTED]

### Important Notices

Proposals submitted late will not be considered for review. The City reserves the right to determine the timeliness of all proposals submitted.

At the day and time appointed, all timely submitted proposals will be opened and the name of the proposer(s) announced. No other information about the proposals will be made public until such time as a recommendation concerning proposals is made to the Board of Recreation and Park Commissioners (Board).

RAP reserves the right to extend the deadline for submission should such action be in the best interest of the City. In the event the deadline is extended, proposers will have the right to revise their proposal. Proposals may be withdrawn, by written request to [rap.commissioners@lacity.org](mailto:rap.commissioners@lacity.org), prior to the scheduled closing time for receipt of proposals. After withdrawing a previously submitted proposal, the proposer may submit another proposal at any time up to the specified due date and time.

Submission of a proposal pursuant to this RFP shall constitute acknowledgement and acceptance of the terms and conditions set forth herein. All or portions of this RFP and the contents of the proposal submitted by the successful proposer may become contractual obligations if a Contract is awarded. Failure of the successful proposer to accept these obligations may result in cancellation of the award and forfeiture of the Proposal Deposit. The City reserves the right to withdraw this RFP at any time without prior notice and return deposits. All proposals submitted in response to this RFP become the property of the City of Los Angeles, Department of Recreation and Parks.

### G. QUESTIONS

To maximize the effectiveness of the Conference, to the extent possible, proposers should provide questions in writing electronically, prior to the Conference. This will enable the Contract Coordinator to prepare responses in advance.

Additional questions may be accepted, in writing, after the Conference. Responses will be deferred and provided as addenda to the RFP at a later date, prior to the proposal due date. **All questions must be in writing and submitted electronically to the contract coordinator mentioned herein. Responses to questions will be posted to RAP's website <https://www.laparks.org/concession-opportunities> and to <https://www.rampla.org>. It is recommended that questions be submitted as soon as possible in order to provide sufficient time to post written responses prior to the deadline to submit a proposal. Questions will be deemed late after September 24, 2025, and may not be answered.**

All questions, without identifying the submitting company, will be compiled with the appropriate answers and issued as an addendum to the RFP.

When submitting questions, please specify the RFP section number, paragraph number, and page number, and quote the passage that prompted the question. This will ensure that the passage can be quickly found in the RFP. RAP reserves the right to group similar questions when providing answers.

If City requirements or the specifications prevent proposers from submitting a proposal that would be beneficial to the City, please address the concern to the Contract Coordinator.

Questions may address concerns that the application of minimum requirements, evaluation criteria and/or business requirements would unfairly disadvantage proposers or, due to unclear instructions, may result in RAP not receiving the best possible responses from proposers.

### **Contact with City Personnel**

Please direct all comments and questions to the Contract Coordinator. All contact regarding this RFP or any matter relating thereto must be in writing to:

Email: Stanley.Woo@lacity.org

## **H. DOCUMENT CHECK**

Please check the contents of the RFP package carefully to ensure that you have all the necessary documents as referenced within the RFP, including any addenda. If you are missing any items, you should make a written request to the Contract Coordinator identified above.

The complete RFP package and all forms and information are also available at <https://www.laparks.org/concession-opportunities> and <https://www.rampla.org>. Should you find a discrepancy in or omissions from said documents, or have questions as to their meaning, notify the Contract Coordinator at the above address in writing no later than the deadline date for receiving proposals. The City of Los Angeles will not be bound by any oral statements or representations.

## **I. CONTRACTUAL ARRANGEMENTS**

The proposer selected to perform the services outlined in this RFP will enter into a Concession Agreement, approved as to form by the City Attorney, directly with the City of Los Angeles. The Agreement, including its attachment exhibit Standard Provisions of City Contracts (Rev. 1.25 [v.2]), will be in substantially and materially the same form as attached in Exhibits M (Sample Agreement) and N (Standard Provisions for City Contracts) of this RFP.

## **J. VERIFICATION OF INFORMATION**

RAP reserves the right to verify the information received in the proposal. If a proposer knowingly and willfully submits false information or data, RAP reserves the right to reject that proposal. If it is determined that a Contract was awarded as a result of false statements or other data submitted in response to this RFP, RAP reserves the right to terminate the Agreement.

## **K. COST OF PREPARATION**

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any expenses incurred by the proposer in the preparation and/or submission of the proposal. All proposers who respond to solicitations do so solely at their own expense.