



August 21, 2012

To Prospective Bidders:

Enclosed is the State's response to proposer questions concerning the Request for Proposals (RFP) for the Historic-Style and Specialty Food/Retail Concessions in Old Sacramento State Historic Park. This response package includes the following:

- 1) The State's Response to proposer questions in the format submitted by each prospective proposer.
- 2) Errata #1 with modifications to the RFP, page 8, Section 2.1, Tentative Proposal Dates, Optional Pre-Proposal Meeting, and RFP Content Questions; RFP, page 22, Section 3.2, Single Proposal Preference; Sample Concession Contract, page 25, Section 21, Housekeeping, Maintenance, Repair and Removal, first paragraph.

You may access all materials referenced in this letter on the Concessions website at [www.parks.ca.gov/concessions](http://www.parks.ca.gov/concessions). If you have any questions, please contact Concessions Specialist, Jim Pine at (916) 653-7733 or e-mail [jpine@parks.ca.gov](mailto:jpine@parks.ca.gov).

Sincerely,

*for* James A. Luscutoff, Chief  
Concessions, Reservations, and Fees Division

Enclosures

cc: Cathy Taylor, Capitol District Superintendent

**QUESTIONS AND ANSWERS**  
to the  
**REQUEST FOR PROPOSALS (RFP)**  
for  
**Historic-Style and Specialty Food/Retail Concessions**  
at  
**Old Sacramento State Historic Park**

Questions from Doreen Kwasnicki

1. *What type of events, number of people attending, and type of food service requested for all the events at the railroad museum over the past few years?*

**State's Response:** Types of events range from corporate dinners, fundraisers, and birthday celebrations. Catered event numbers are listed on page 4 of the RFP (average of 40 annually). The average number of attendees for each event over the last 3 years is 225-250. Primarily catered events at the California State Railroad Museum (CSRM) are sit down dinner service within the Roundhouse area, and smaller stand up receptions within the Transcontinental Gallery area.

2. *How did the State come up with the amount of 30K as the minimum rent, and is this amount justified?*

**State's Response:** As it relates to the catering service, Minimum Annual Rent is based upon the number of special events and facility rentals during prior years, net revenue potential, and similar types of concessions operated within State Parks.

3. *What existing equipment comes with the Silver Palace Concession? If it comes with the existing equipment, does it all work?*

**State's Response:** In the RFP, page 5, item 2, Contract Summary describes equipment requirements. All prospective proposers were provided an opportunity to view the Silver Palace on July 25 and August 7, 2012.

4. *For all 3 concessions, property insurance is required. What amount of insurance and how would the buildings be insured by the concessionaire as the buildings are either used by more than 1 party or are connected with other buildings, especially with regards to fire.*

**State's Response:** Insurance requirements are described in the Sample Concession Contract, Section 9 Insurance, beginning on page 12. Property insurance applies to the estimated value of specific areas occupied by the concessionaire. This will be determined based on a number of factors including area square footage, insurance company recommendation, and mutual

**agreement between concessionaire and State on the appropriate coverage amount following contract award.**

5. *What type of public access is permissible at the Silver Palace location along the boardwalk of the train tracks? Could tables be put there?*

**State's Response:** On the eastern side of the Silver Palace boardwalk there is opportunity for outdoor café dining. The State will work with the successful bidder on final approval of any proposed seating plan inside the Central Pacific Passenger Station along the boardwalk.

6. *What type of cooling systems do the Silver Palace and the Spice Shop have?*

**State's Response:** The Silver Palace has a 5 ton water cooled unit w/hot water/boiler heat (gas heat, electric cooling) mounted in the attic. The kitchen is cooled with an electric swamp cooler mounted in the attic. The Dingley location has a 5 ton package unit (gas heat, electric cooling) mounted on the roof.

7. *Would bands be allowed in the Silver Palace?*

**State's Response:** Music requirements are described in the Sample Concession Contract, Section 5, Use of Premises, Item A on page 6.

8. *Does the Museum have any equipment, tables, chairs etc. that the catering concessionaire can use?*

**State's Response:** The CSRM has fifty 60" round tables; twenty-four 6' banquet tables; twenty high-top/bistro tables and five hundred folding chairs. This equipment will be included within the facility rental fees collected from clients by the State's Facilities Rental Manager and retained by State. A concessionaire may rent tables and chairs directly from State if necessary. Other types of chairs and tables are the responsibility of the concessionaire and client.

9. *What is responsibility of the concessionaire on the maintenance and upkeep of the outside of the buildings and how many feet of perimeter are they responsible for?*

**State's Response:** Please see Errata #1 included with this response noting changes to maintenance requirements described in the Sample Concession Contract, Section 21, Housekeeping, Maintenance, Repair and Removal starting on page 25. The concessionaire is required to keep the premises of their operation clean. However, the State retains responsibility to maintain and upkeep the exterior of building areas.

10. How many current events are booked for the coming year at the Railroad Museum and what are the types of events and expected attendance and catering requirements?

**State's Response:** Currently for 2013 there are two confirmed catered events and nine dates on hold pending receipt of deposits. They vary in size from 60 to several hundred and range from corporate dinners, fundraisers and birthday celebrations. The State will continue booking clients at CSRM, but notify clients of tentative plans for an exclusive caterer effective January 1, 2013. However, if the client must confirm a caterer in advance in order to secure the booking, it may be allowed. Future attendance estimates are consistent with the past figures noted as 225-250 per event.

Questions from Melissa McCullough Questions for CSRM Proposal ONLY

11. *What are the guidelines for events that are already booked at the railroad museum in the past and does the proposed cater have to stay within the guidelines that were already proposed from a former bid?*

**State's Response:** Guidelines for all facility rentals and events require a special event permit, insurance and rental fee collected by the State. Private catered events are normally held after 5 p.m. or before 10 a.m. when the CSRM is closed to the public. See response to Question 10 regarding existing bookings. In the RFP, page 6, item 4, Contract Summary it states "The successful proposer shall recognize and accommodate existing reservations in place at the time of contract commencement".

12. *Is the concessionaire required to honor a non profit price if CSRM rents to a non profit organization?*

**State's Response:** The concessionaire negotiates the catering price with the client consistent with their Operation Plan described in the RFP beginning on Page 16. The concessionaire is not required to provide special pricing for non-profit groups.

13. *Is the room rental fee applied to concessionaire and considered in gross revenue?*

**State's Response:** No. Rental fees are paid directly to State and not considered part of the concessionaire's gross revenue.

14. *Are room rental rates for the CSRM negotiable?*

**State's Response:** CSRM sets the facility rental fees, but fees may be reduced or waived at the District Superintendent's discretion.

15. *Is the Concessionaire required to carry a liquor license?*

**State's Response:** Yes, most events should have the option of alcoholic beverages. The provider/server will need a current Department of Alcoholic Beverage Control (ABC) liquor license as required to serve alcohol.

16. *If the Concessionaire does not carry a liquor license does the sub contractor have to be pre approved by the state?*

**State's Response:** Subconcessionaire requirements are described in the Sample Concession Contract, Section 55 Assignments and Subconcessions, beginning on page 48. However, concessionaire must meet the requirements to implement the contract provisions.

17. *In the evaluation criteria the Facility Improvement Plan is marked with 20 points. For the CSRM is marked as optional to build a catering kitchen. If the proposing concessioner chooses not to build how the points are awarded?*

**State's Response:** In the RFP, page 11, Contract Award, Section 2.2 Evaluation Process, and beginning on Page 22, Section 3.2 Proposal Evaluation Criteria, it describes the procedure to obtain the highest total score.

18. *Referencing Section 7- Healthy Foods Initiative E-G. Does this apply to bids submitted for CSRM?*

**State's Response:** Yes.

19. *Referencing Section 15. Rates, Charges and Quality of Goods and Services- "State reserves the right to prohibit or modify the sale or rental of any item...." Is this decided on when the proposal is submitted with proposed menus or will this be a case to case basis?*

**State's Response:** In the RFP, beginning on page 16, Operation Plan, it describes the requirement for Products, Merchandise and Services as well as Prices and Pricing Policy. The successful proposer's Operation Plan will become an exhibit to the concession contract. The referenced Sample Contract Section 15 will require the concessionaire to operate consistent with the proposed Operation Plan as approved by State upon contract award.

20. *Is the state willing to subsidize a loan if the concessionaire opts to build a catering kitchen at CSRM?*

**State's Response:** In the RFP, page 4, Section, Catering Services Concession, it states "The addition of the catering kitchen would be the sole responsibility of proposer".

21. *Will there be or will the state consider a second date for submitting written questions with the response of written answers before the contract deadline?*

**State's Response:** The State extended the due date for proposers to submit written questions to August 10, 2012 and anticipates the response to proposer questions by August 17, 2012. No further extensions are anticipated.

Questions from Joe Thompson I will limit my questions then to the Catering Service at the California State Railroad Museum

22. *How many programs does the CDPR have in Sacramento that are currently in place?*

**State's Response:** The California State Railroad Museum (CSRM) has about 360,000 visitors per year including special events. Catered event numbers are listed on page 4 of the RFP (average of 40). Old Sacramento State Historic Park (OSSHP) has a total visitation of 575,000 for Fiscal Year 2011/12 which includes public events, general and CSRM visitation and excursion train rides.

23. *How many reservations are currently booked in the next 12 months at the Museum?*

**State's Response:** Refer to the response to Question 10 on page 3.

24. *What is the average size of the events booked?*

**State's Response:** Size range varies from 25-500, with average being 225-250.

25. *Will the caterer be allowed any space for storage of equipment?*

**State's Response:** On-site storage space at CSRM is limited. The exception would be if the concessionaire built a catering kitchen facility adjacent to the CSRM or was also the concessionaire of either of the food and retail businesses described in the RFP

26. *Will the caterer's ability to "work at the space" be limited?*

**State's Response:** The selected caterer will need to be fairly self-contained unless they build a catering kitchen as noted in the RFP or they are the concessionaire for either of the other two businesses. The CSRM has specific areas for catering, unloading and loading, and specific reception/dining areas. There is usually one primary loading point, but for a smaller event they may be allowed a different access point. For evening events, the caterer is typically granted access to space no earlier than 4:30 p.m. but at the discretion of the District Superintendent may enter earlier for very large events. For morning events, the caterer is granted access to space as early as 6:30 a.m.

27. *In section 1.3 Contract Summary. Point 5 Please explain what proposer could be asked to furnish, equip or landscape in the Museum space*

**State's Response:** The CSRM RFP provides the option to develop a catering kitchen which would need to be furnished, equipped, and landscaped. Item #5 is more relevant to the Silver Palace or Dingley sites which describe a restaurant and/or food or beverage service/retail business.

Questions from Julie Stiller

28. *We were reviewing the RFP for the the Concession opportunities at the OSSHP and were wondering if you could please provide the sales and event information for the past 3 years for each of these facilities?*

**State's Response:** As noted in the RFP, the Dingley Spice Mill has not been operated for public purposes and the Silver Palace has not been a public restaurant since 2006. Past sales and event information is described in RFP Section 1.2 General Information, pages 2-4.

Questions from Gayle Hensler

29. *What are the time restrictions on holding events in the museum if any?*

**State's Response:** Time requirements are described in the Sample Concession Contract, Section 5, Use of Premises, Paragraph E, item 1 on page 7 and Item 6 on page 8. In addition, refer to above question #26 in this response.

30. *What is the partnership of the Marketing Director for the Museum and the selected caterer?*

**State's Response:** Currently the Capital District Marketing Director works closely with the Facility Rentals Manager to book the 18 events which are described in the Sample Contract, Section 5 Use of Premises, paragraph E, item 3 on page 7. The RFP requests proposers describe marketing and advertising within their proposed Operation Plan on page 17 of the RFP.

31. *Who actually bids on catering jobs?*

**State's Response:** Currently there is no "bid process" for catering jobs. Clients who book events at the CSRM choose from a list of caterers provided by the CSRM and negotiate directly with the caterer.

32. *What publicity via web site and written materials will the selected caterer receive?*

**State's Response:** Following contract award and execution, the CSRM Facilities Rental web page will include information concerning the exclusive caterer on any subsequent items promoting facility rentals. The RFP, beginning on page 16, describes the proposer's Operation Plan, including provisions for Transition/Business Start Up and Marketing and Advertising.

33. *Will all CSRM museum facility events be done through the selected caterer?*

**State's Response:** These provisions are described in the Sample Concession Contract, Section 5, Use of Premises, Paragraph E, item 3 on page 7.

34. *Can you define "recognize and accommodate existing reservations" as stated on page 6 #4?*

**State's Response:** Refer to the response to Question 10 on page 3.

35. Are there any restrictions on the number of events that can be held at the museum?

**State's Response:** The number of events as scheduled by State are described in the Sample Concession Contract, Section 5, Use of Premises, Paragraph E, item 5 on page 8; as well as RFP page 4.

36. What is the method and budget for sourcing events and who would do that?

**State's Response:** Please refer to question #35 above. Budgeting requirements are described within the RFP Section A Operation Plan, beginning on page 16. The intent is for the Concessionaire to bring new business at the CSRM.

REQUEST FOR PROPOSALS  
Historic-Style and Specialty Food/Retail Concessions

Old Sacramento State Historic Park

ERRATA #1  
August 21, 2012

Changes include the following:

RFP Page 8, Section 2.1, Tentative Proposal Dates,  
Optional Pre-Proposal Meeting, and RFP Content Questions

RFP Page 22, Section 3.2, Single Proposal Preference

Sample Concession Contract Page 25, Section 21,  
Housekeeping, Maintenance, Repair and Removal, First  
Paragraph

## SECTION 2 - THE RFP PROCESS

### 2.1 PROPOSAL PROCESS

#### Tentative Proposal Dates

July 13, 2012 .....	Opening Date - Publication of the RFP
July 25, 2012 .....	Optional Pre-Proposal Meeting
<del>August 10</del> <del>July 31</del> , 2012 .....	Questions - Last date for proposers to submit written questions
August <del>10</del> <del>31</del> , 2012.....	Answers - DPR written responses to questions
October 9, 2012 .....	Closing Date - Deadline for proposal submission
October 2012 .....	Investigation and evaluation of Proposals
November 2012 .....	Notification of "Intent to Award Contract"
November 2012 .....	Award, preparation, and execution of contracts
January 1, 2013 .....	Contract commencement

**Note:** This schedule does not consider unforeseen factors that could impact the timing of the project. It is the intent of the State to keep proposers apprised of changes in the schedule as they occur. Should the award of the contract be protested, additional time will be required to resolve the matter.

#### Optional Pre-Proposal Meeting

It is strongly recommended that the proposer or designated representative attend the optional pre-proposal meeting at ~~10:00 a.m. 2:00 p.m.~~ on July 25, 2012 at Silver Palace Eating Stand 930 Front Street, Sacramento, CA 95814. The meeting provides an equitable forum for all proposers to:

- Meet local Department staff;
- Learn about the RFP process, including procedures for questions and answers, proposal submission, and contract award;
- Inspect the concession site and receive information on the park and facility history and Department plans for the park and the concession;
- Review the RFP document.

#### RFP Content Questions

Questions regarding this RFP must be submitted in writing and received no later than 5 p.m. on ~~August 10~~~~July 31~~, 2012. To ensure fair competition, all proposers will receive the same information and materials; no telephone or personal inquiries about this RFP will be answered. Questions will be submitted in writing to the Department by email or fax at the address and phone numbers listed below. A written compilation of all questions and answers, and any RFP addenda, will be posted at [www.parks.ca.gov/concessions](http://www.parks.ca.gov/concessions) and sent by electronic mail to all identified potential proposers. Questions will be answered as clearly and completely as possible without jeopardizing the competitiveness of the proposals.

### 3.2 PROPOSAL EVALUATION CRITERIA

**Incumbent Preference**

**0 Points**

Incumbent proposals are awarded points based on annual Performance Evaluations (See DPR 531 in the Sample Concession Contract) performed by the State as follows. There are no current incumbents for these proposed concession operations.

Overall Rating of Evaluation	Number of Years Rating Was Received	Points Awarded
“Excellent”	3 out of last 3 years	5 points
“Excellent” with no “needs improvement” or “unsatisfactory”	2 out of last 3 years	3 points
“Excellent” with no “needs improvement” or “unsatisfactory”	1 out of last 3 years	2 points
Satisfactory	3 out of last 3 years	1 point
“needs improvement” or “unsatisfactory”	1 out of last 3 years	- 1 point
“needs improvement” or “unsatisfactory”	2 out of last 3 years	- 3 points
“needs improvement” or “unsatisfactory”	3 out of last 3 years	- 5 points

**Small Business Preference**

**5 Points**

Five points will be awarded to those proposers who have a complete and certifiable application on file with the Office of Small Business Certification.

**Experience**

**10 Points**

For the purposes of this RFP, proposers must have a minimum of three (3) years’ experience owning, managing, or operating a business of similar size, type, and scope as the concession operations set forth and envisioned by this RFP. The proposer will be rated according to the years of relevant experience as verified by references and the quality of experience as it relates to the business described in this RFP. In addition, points are awarded for experience contracting with public agencies, and for experience operating within a significant historic building, where applicable.

**Single Proposal Preference**

**5 Points**

Five points will be awarded to those proposals that include all three business opportunities in one proposal. To qualify for these points, the proposer must possess direct experience in the ownership/management of catering, restaurant/food service, and retail business operations.

**Operation Plan**

**20 Points**

A maximum of twenty (20) points will be awarded based upon the degree to which the proposal addresses each of the elements described in Section II Proposal Information and identified in the DPR 398, Concession Proposal.

Concessionaire. Concessionaire shall not attach any personal property to any building without first obtaining State's written approval. Unless approved in writing by State, all property attached to real property will be considered a real property improvement and shall become property of State at the time this Contract is terminated.

## 21. HOUSEKEEPING, MAINTENANCE, REPAIR AND REMOVAL

During the term of this Contract at Concessionaire's own cost and expense, Concessionaire shall maintain and operate the Premises and areas in, on, or adjacent to a distance of not ~~greater~~ ~~less~~ than ~~twenty-five (25)~~~~fifty (50)~~ feet (as adjusted based on the successful proposer's scope of operation for each business), including personal property and equipment, in a clean, safe, wholesome, and sanitary condition free of trash, garbage, or obstructions of any kind. Concessionaire shall remedy without delay any defective, dangerous, or unsanitary conditions.

A. Housekeeping: Housekeeping activities are defined as all those activities concerned with keeping facilities clean, neat, and orderly, and includes, but is not limited to, mowing, raking, sweeping, vacuuming, mopping, stripping, waxing, dusting, wiping, washing, hosing, and other general care or cleaning of interior and exterior floors, walls, ceilings, doors, windows, facility fixtures, and all adjacent grounds and walks. Concession housekeeping shall conform to California State Park standards.

B. Maintenance and Repairs: Concessionaire shall maintain all concession facilities and personal property and equipment on the Premises in good condition and repair at Concessionaire's sole cost and expense at all times during the term of this Contract. Such maintenance shall conform to State Park standards and the U.S. Secretary of the Interior's Standards for Historic Properties. For the purposes of this Contract, the term "maintenance" is defined as all repair and preservation work necessary to maintain concession facilities and personal property and equipment in a good state of repair, as well as to preserve them for their intended purpose for an optimum useful life.

Pest inspections shall be performed regularly. Concessionaire will remedy all pest infestations in a timely manner. Concessionaire shall provide to