



REQUEST FOR PROPOSALS (RFP)
Four Beach Stand Operations Concession

Bolsa Chica State Beach

ERRATA #1
February 6, 2014

Please note the following changes to the subject RFP:

1. RFP The 3rd unnumbered page "Notice of Request for Proposals", Page 12 Section 1 Item C Experience, and Page 18 Paragraph Experience. The Experience requirement has been decreased from three (3) years to two (2) years.
2. RFP Page 21, Level III Proposal Evaluation, Paragraph A Experience and Capability/Quality of Experience have been combined to just Experience with ten (10) points available
3. RFP Page 7 Proposal Format & Content 2nd Sentence has been changed to "Please submit an original plus four (4) copies of the proposal in 8.5" x 11" three-ring binders".

Sincerely,

Teresa Montijo
Concessions Program Manager

NOTICE OF REQUEST FOR PROPOSALS

Notice is hereby given that the California Department of Parks and Recreation (DPR) is now accepting proposals for the concession operation described below.

| | |
|---|---|
| Concession Name: | Beach Stand(s) |
| Park Unit: | Bolsa Chica State Beach |
| Proposal Closing Time & Date: | 2 p.m. on March 7, 2014 |
| Proposal Submission Location: | Concessions Program Office 1416 Ninth Street, Suite 1442-13 Sacramento, CA 95814 |
| Concession Type: | Beach Stand(s) with equipment rentals and retail sales |
| Contract Term: | Five (5) years with a Five (5) year option to renew at State's option |
| Annual Minimum Rent Bid: | Six thousand dollars (\$6,000) per facility or fourteen percent (14%) of gross receipts, whichever is greater plus sixteen percent (16%) of Gross Receipts for catering services, plus 1% of annual gross receipts for maintenance. |
| Maintenance Fund to State: | One percent (1%) of gross receipts |
| Proposal Bond (due at time of proposal submission): | Two thousand dollars (\$2,000) for each location |
| Performance Bond (due at time of Contract execution): | One year's minimum annual rent as bid for each location |
| Proposer's Minimum Years of Relevant Experience: | Three (3) years Two (2) years |
| Optional Pre-Proposal Meeting: | January 23, 2014 at 10 a.m. |

For more information, contact Jim Pine at the Concessions Program Office, (916) 653-7733 or visit the website at www.parks.ca.gov/concessions.

Major General Anthony L. Jackson, USMC (Ret), Director

Proposers should send their questions addressed to:

California Department of Parks and Recreation
Concessions Program Office
1416 Ninth Street, Room 1442-13
Sacramento, California 95814
Attn: Jim Pine
Fax: (916) 657-1856
James.Pine@parks.ca.gov

Proposal Bond

Proposals must be accompanied by a Proposal Bond or cashier's check payable to the State of California, Department of Parks and Recreation, in the amount of two thousand dollars (\$2,000) for each location, except if one proposer submits multiple proposals. If submitting multiple proposals, the proposer may submit one proposal bond. By submitting a proposal bond the proposer agrees that the bond may be cashed and retained by the State. If a cashier's check is submitted it will be cashed by the State. In the event the proposer fails to execute the contract, the bond or cashier's check will be retained by the State. Further, by submitting a proposal, proposer agrees that the State will suffer costs and damages not contemplated otherwise should proposer be awarded the contract but fail to execute and proceed with the contract, the exact amount of which will be difficult to ascertain. Accordingly, it is agreed that such retained sums shall not be deemed a penalty, but, in lieu of actual damages, shall represent a fair and reasonable estimate of damages to the State for failure of the proposer to execute and proceed with the contract upon notification of award by the State. Bonds will be returned to all proposers once a contract is signed by the best responsible bidder.

Proposal Submission

The proposal, including the Proposal Bond, must be received by 2:00 p.m. on March 7, 2014 at:

California Department of Parks and Recreation
Concessions Program Office
1416 Ninth Street, Room 1442-13
Sacramento, CA 95814

Proposal Format & Content

The proposal package must be sealed and clearly marked on the outside with "Proposal for Beach Stand(s) at Bolsa Chica State Beach". Please submit an original plus **four (4) seven (7)** copies of the proposal in 8.5" x 11" three-ring binders. All material should be presented in an 8.5" x 11" portrait format with tabs for each section. Larger formatted graphic exhibits are acceptable if folded to fit within the 8.5" x 11" three-ring binder.

Confidentiality of Proposals

All proposals submitted in response to an RFP become the property of the State and are subject to the requirements of the California Public Records Act (California Government Code Section 6250 et seq.). The proposer must identify in writing all copyrighted material, trade secrets, or other proprietary information the proposer claims are exempt from disclosure under the Public Records Act. Proposers claiming exemption must include the following statement in their proposal:

Office of Small Business and DVBE Certification
707 Third Street, 1st Floor, Room 400
West Sacramento, CA 95605
(800) 559-5529 or (916) 375-4940
FAX (916) 374-4950

Certification will verify that the business is independently owned and operated; not dominant in its field of operation; has its principal office located in California; has officers domiciled in California; and together with affiliates is either a service, construction, or non-manufacturer with 100 or fewer employees and average annual gross receipts of fourteen million dollars (\$14,000,000) or less over the previous three (3) years, or a manufacturer with 100 or fewer employees.

B. Business Information

Select the type of business that describes the proposing entity (Sole Proprietorship, Partnership, Joint Venture, Limited Liability Company or Corporation) and provide the requested information. The type of business must be established prior to submitting a proposal and must not be a condition of receiving the contract. Limited Liability Companies (LLC) must include a copy of their Articles of Organization with the California Secretary of State seal (LLC-1 or LLC-5) and the Statement of Information (LLC-12) to identify the managing member or members of the Organization.

C. Individual Information

This section must be completed by each individual, partner, and member of joint ventures; CEO, officers, and holders of 25% or more of the company's shares for corporations; concession manager; and the managing member(s) of the organization identified on the LLC-12 for a limited liability company. The aforementioned identified individual(s) must also complete and sign the Authorization to Release Information in Section IV.

Experience

For the purpose of this RFP, proposers must have a minimum of **two (2) years** ~~three (3) years~~ experience owning, managing or operating a business of similar type, size and scope as the concession operation set forth and described in this RFP. Proposals with less than the minimum experience will be disqualified.

Provide a narrative describing in detail the duration, extent, and quality of the proposer's education and business experience with special emphasis on the experience and qualifications related to the subject concession. Be specific with respect to the type and dates of experience, the proposer's role in the management and specific duties, type and size of operation, quality of operation, public agency involvement, contractual relationships, and other factors that demonstrate an ability to successfully operate the proposed concession. Attach additional information as needed.

D. Statement of Financial Capability

Proposers must present evidence satisfactory to the State demonstrating their ability to finance, construct, operate, and maintain the concession facilities as proposed. For the purposes of this RFP, proposers must have the ability to access a minimum of the

3.2 PROPOSAL EVALUATION CRITERIA

Incumbent Preference

5 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. The absence of Performance Evaluations defaults to a rating of “Excellent.”

| 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 should have a minimum of **two (2) years** ~~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.

Operation Plan

25 Points

A maximum of (25) 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.

Facility Improvement Plan

20 Points

A maximum of (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.

LEVEL II RENT PROPOSED/CREDIT WORTHINESS & ABILITY TO FINANCE

- A. Rent Proposed Met/Exceeded Minimum Requirement _____ (pass/disqualified)
- B. Ability to Finance _____ (pass/disqualified)
- C. Credit Worthiness _____ (pass/disqualified)

Proposer must pass LEVEL II to qualify for further consideration.

LEVEL III PROPOSAL EVALUATION

A. Proposer Information

- Incumbent Preference _____ / 5 Points
- Small Business Preference _____ / 5 Points
- Experience _____ / ~~10~~ 5 Points

B. Proposal Information

- Operation Plan _____ / 25 Points
- Facility Improvement Plan _____ / 20 Points
- Rental Offer _____ / 35 Points
- Concession Feasibility _____ / Pass/Fail *

GRAND TOTAL _____ / 100 Points

Comments:

Board Member: _____ Date: _____

* A 'fail' rating in this category disqualifies the proposal.