



CITY OF SPOKANE - PURCHASING
808 W. Spokane Falls Blvd.
Spokane, Washington 99201-3316
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REQUEST FOR PROPOSALS

RFP NUMBER: #5294-20

DESCRIPTION: MALT BEVERAGE MARKETING SPONSORSHIP

DUE DATE: JUNE 1, 2020
No later than 1:00 p.m.

RFP COORDINATOR: CONNIE WAHL, CITY OF SPOKANE PURCHASING DEPARTMENT

COMMUNICATION: All communication between the Proposer and the City shall be with the RFP Coordinator and submitted through the 'Clarifications' tab in the City of Spokane's online procurement system portal: <https://spokane.procureware.com>. Any communication directed to other parties or by other methods is prohibited.

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1. INTRODUCTION

1.1 BACKGROUND AND PURPOSE

The City of Spokane, through its Parks and Recreation Department is seeking a Malt Beverage Partner for Spokane Parks and Recreation venues and events to include the Numerica Skate Ribbon and SkyRide, U.S. Pavilion, Merkel Sports Complex, AEG produced summer concert series, Independence Day Concert and New Year's Eve fireworks ("Applicable Locations"). It is anticipated that the Malt Beverage Partner will provide products, participation in staff educational programs, assistance with venue sales initiatives, marketing and promotion guidance, on-site activation for partner selected brands, possible sponsorship of Riverfront performances or events, and an annual monetary contribution in exchange for exclusive marketing rights and benefits. Services may be added or revised as needed.

1.2 MINIMUM QUALIFICATIONS

The Firm must be licensed to do business in the State of Washington.

1.3 PERIOD OF PERFORMANCE

The period of performance of any contract resulting from this RFP is tentatively scheduled to begin on or about August 3, 2020 and to end on December 31, 2022. Contract renewals or extensions shall be initiated at the discretion of the City and subject to mutual agreement. Public official mandates that restrict or alter community gatherings and/or normal park operations may also require modifications and extensions to the contract.

1.4 DEFINITIONS

Definitions for the purposes of this RFP include:

City – The City of Spokane, a Washington State municipal corporation, the agency issuing this RFP.

Firm or Malt Beverage Partner – Individual or company whose Proposal has been accepted by the City and is awarded a fully executed, written contract.

Proposal – A formal offer submitted in response to this solicitation.

Proposer - Individual or Firm submitting a Proposal in order to attain a contract with the City.

Request for Proposals (RFP) – Formal procurement document in which a service or need is identified but no specific method to achieve it has been chosen. The purpose of an RFP is to permit the consultant community to suggest various approaches to meet the City's needs at a given price.

2. SCOPE OF SERVICES

2.1 SUMMARY OF SCOPE OF SERVICES

The scope of services for the Malt Beverage Partner will cover Spokane Parks and Recreation venues and events to include the Numerica Skate Ribbon and SkyRide, U.S. Pavilion, Merkel Sports Complex ("Applicable Locations," AEG produced summer concert series, Riverfront Park's Independence Day Concert, New Year's Eve fireworks and other Riverfront produced events or operated locations that may be added if applicable).

2.2 RIVERFRONT PARK FOOD AND BEVERAGE SERVICE OPERATIONS

Lancer Hospitality is the exclusive service provider for all concessions, catering and alcohol services at Riverfront Park facilities including the Loeff Carrousel, Numerica Skate Ribbon and SkyRide, U.S. Pavilion and Merkel Sports Complex.

2.3 SPECIFIC CONTRACT TERMS

Exclusivity: The Agreement between City and select Malt Beverage Partner shall be exclusive whereas the City will not enter into a contract or other legally binding arrangement conferring marketing or other promotional opportunities to a company in the business of manufacturing, selling, and distributing malt beverages, seltzer or hard cider products.

Equipment: Malt Beverage Partner may install at each Applicable Location appropriate equipment for displaying or promoting sponsor products throughout the term of the agreement.

Annual Monetary Contribution: Malt Beverage Partner will provide an annual monetary contribution in exchange for exclusive marketing rights and benefits.

Rights and Benefits: Public official mandates that restrict or alter community gatherings and/or normal park operations may require modifications and extensions to the rights and benefits.

2.4 SCOPE OF SERVICES

The Malt Beverage Partner's Scope of Benefits and Services will include but not be limited to:

- Providing products (non-exclusively) to Riverfront's contracted concessionaire.
- Assisting with venue sales initiatives.
- Providing an annual monetary contribution in exchange for exclusive marketing rights and benefits.
- Participating in staff educational programs
- Providing Equipment: Select Partner may install at each Applicable Location appropriate equipment for displaying or promoting sponsor products throughout the term of the agreement.
- Marketing & Promotions: Malt Beverage Partner will provide guidance to the City for increasing concession sales and profitability. Additionally, select Partner will provide on-site activation for partner-selected brands to increase product awareness and provide for product education and/or unique consumer experiences.
- Possible sponsorship of Riverfront performances or events. Marketing & Promotions should be included in the proposed Partnership Plan.

The City will develop a more detailed Scope of Partnership Benefits based on the selected Proposal. The final Scope will be included in the contract covering the subject matter of this RFP, submitted Proposal and contract negotiation. Services to Riverfront Park and other locations may be added as needed. Services may be revised as needed to accommodate public closures and other mandatory processes and procedures that impact Riverfront attractions and events.

3. GENERAL INFORMATION

3.1 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

| | |
|-----------------------------|--------------------------|
| Issue Request for Proposals | May 11, 2020 |
| Question and answer period | May 11 – May 22, 2020 |
| Proposals due | June 1, 2020 – 1:00 p.m. |
| Evaluate Proposals | June 1 – 12, 2020 |
| Negotiate contract | Mid-June, 2020 |
| Approval of contract | July, 2020 |
| Begin contract work | August, 2020 |

The City reserves the right to revise the above schedule.

3.2 SUBMISSION OF PROPOSALS

A. SUBMITTAL INFORMATION

Proposals shall be submitted electronically through the City of Spokane’s online procurement system portal: <https://spokane.procureware.com> on or before the due date and time. Hard paper, e-mailed or faxed copies will not be accepted.

Late Proposals will not be accepted. The City of Spokane is not responsible for Proposals electronically submitted late. It is the responsibility of the Proposer to be sure the Proposals are electronically submitted sufficiently ahead of time to be received no later than 1:00 p.m. on the Proposal due date.

Sealed Proposals will be acknowledged at the 1:15 p.m. public bid opening via WebEx meeting on MONDAY, JUNE 1, 2020 for MALT BEVERAGE MARKETING SPONSORHIP for the City of Spokane Parks and Recreation Department. The WebEx Meeting link is: <https://spokanecity.webex.com/spokanecity/j.php?MTID=m058d8967449e56d8908731b4900246d3>. The access code is: 965 272 875 and the password is: 7j8sPf7Mwbf.

B. ELECTRONIC SUBMITTAL INSTRUCTIONS

Proposers must go online to the City’s online procurement system portal (<https://spokane.procureware.com>) to submit Proposals and other documentation as requested. Proposers are asked to read the Welcome Screen and register if they have not done so previously. Once on the procurement system portal, follow the steps below to enter and submit the electronic Proposal:

1. Click on “Bids” located on the left hand column.
2. Find the applicable project and click the “Project Number”.
3. Click on the “Response” tab.
4. In the “Questions” tab, **answer questions and upload required documents** into the bid portal by clicking on “Browse” for each item. Note that only one document can be uploaded per question line item. Combine files if necessary.
5. Click on the “Pricing” tab and enter pricing as requested. A “Comment” field is available if needed.

6. Once the Questions have been entered, the yellow “Question Response” information message will change from incomplete to complete. Then the “Submit” button will become available.
7. Click the “Submit Bid” button and review the terms and conditions, pop-up window that appears. If you agree to the terms and conditions, click the “I Accept and Submit this Bid” button.
8. If you want to remove your Proposal, click the red “Withdraw Bid” button in the “Response” tab for the applicable Proposal.

4. PROPOSAL CONTENTS

4.1 PREPARATION OF PROPOSAL

The major sections of the Proposal are to be submitted in the order noted below:

- A. Letter of Submittal.
- B. Technical Proposal.
- C. Management Proposal.
- D. Pricing Proposal.

Proposals shall provide information in the same order as presented in this document with the same headings. This will not only be helpful to the evaluators of the Proposal, but should assist the Proposer in preparing a thorough response.

4.2 LETTER OF SUBMITTAL

The Letter of Submittal shall be signed and dated by a person authorized to legally bind the Firm to a contractual relationship, e.g., the president or executive director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship. Along with introductory remarks, the Letter of Submittal is to include the following information about the Firm and any proposed subcontractors:

- A. Name, address, principal place of business, telephone number, and fax number/e-mail address of legal entity or individual with whom contract would be written;
- B. Legal status of the Firm (sole proprietorship, partnership, corporation, etc.);
- C. Location of the facility from which the Firm would operate;
- D. Identify any current or former City employees employed by or on the Firm’s governing board as of the date of the Proposal or during the previous twelve (12) months; and
- E. Acknowledgement that the Firm will comply with all terms and conditions set forth in the Request for Proposals, unless otherwise agreed by the City.

4.3 TECHNICAL PROPOSAL

The Technical Proposal shall contain a comprehensive description of services with specific attention to Section 2 “SCOPE OF SERVICES” and including the following elements:

- A. PARTNERSHIP PLAN - PROJECT APPROACH / METHODOLOGY – The Request for Proposals represents an opportunity for each Proposer to provide examples of its innovation, promotional ideas, educational initiatives and understanding of applicable locations as well as

individual brand expectations and initiatives. The Proposal should be organized as a Partnership Plan and provide a complete description. The Partnership Plan should identify specific marketing and branding objectives separated by brand and include at least one sample project showcasing the firm's experience with similar accounts. Sponsorship of Riverfront performances or events may also be proposed.

B. PRODUCT PLAN – Provide details of the Product Plan in Proposal as specified below:

1. Proposed Brands: provide an overview of the proposed brands and individual brand initiatives by Applicable Location or event.
2. Service: provide an overview of the respondent's service plan, including days and hours of service for both sales and delivery of product.
3. Marketing & Promotions: outline intended efforts to support the marketing and sale of malt beverage products in Applicable Locations.
Marketing and promotional elements may include but is not limited to the following:
 - a. Point of sale / menu board signage
 - b. On-site activation
 - c. Advertising and Media
 - d. In-venue signage
 - e. Hospitality

4.4 MANAGEMENT PROPOSAL

A. PARTNERSHIP PLAN MANAGEMENT

1. PROJECT TEAM STRUCTURE/INTERNAL CONTROLS - Provide a description of the proposed project team structure and internal controls to be used during the course of the project, including any subcontractors. Provide an organizational chart of the Firm indicating lines of authority for personnel involved in performance of this potential contract and relationships of this staff to other programs or functions of the Firm. This chart must also show lines of authority to the next senior level of management. Include who within the Firm will have prime responsibility and final authority for the proposed services.
2. STAFF QUALIFICATIONS/EXPERIENCE – Identify staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. Provide resumes' (not to exceed two (2) pages per person) for the named staff, which include information on the individual's particular skills related to this project, education, experience, significant accomplishments and any other pertinent information. The Firm shall commit that staff identified in its Proposal will actually perform the assigned work. Any staff substitution must have the prior approval of the City.

B. EXPERIENCE OF THE FIRM

1. Indicate the experience the Firm and any subcontractors have with similar projects included in Part 2 "Scope of Services"
2. Indicate other relevant experience that indicates the qualifications of the Firm, and any subcontractors, for the performance of the potential contract.

3. Include a list of contracts the Firm has had during the last five (5) years that relate to the Firm's ability to perform the services needed under this RFP. List contract reference numbers, contract period of performance, contact persons, telephone numbers, and fax numbers/e-mail addresses. The Firm grants permission to the City to contact the list provided.

C. REFERENCES

List names, addresses, telephone numbers, and e-mail addresses of three (3) business references for whom work has been accomplished and briefly describe the type of service provided. The Firm grants permission to the City to contact the references provided. Do not include current City staff as references. The City may evaluate references at the City's discretion.

D. RELATED INFORMATION

1. If the Firm has had a contract terminated for default in the last five (5) years, describe the incident. Termination for default is defined as notice to stop performance due to the Firm's non-performance or poor performance and if the issue of performance was either (a) not litigated due to inaction on the part of the Proposer, or (b) litigated and such litigation determined that the Proposer was in default.
2. Submit full details of the terms for default including the other party's name, address, and phone number. Present the Firm's position on the matter. The City will evaluate the facts and may, at its sole discretion, reject the Proposal on the grounds of the past experience. If no such termination for default has been experienced by the Firm in the past five (5) years, so indicate.

4.5 PRICING PROPOSAL

The evaluation process is designed to award this procurement not necessarily to the Firm that proposes the largest monetary contribution, but rather to the Firm whose Proposal best meets the requirements and goals of this RFP.

IDENTIFICATION OF FEES– Pricing Proposal shall include supporting assumptions and explanation of pricing to enable evaluation of value for money. Provide Pricing Proposals itemized by contract year and in line with the following headings:

- a) Annual Marketing Partnership Fee
- b) Annual Product Trade or Donation (if applicable)

5. EVALUATION

5.1 EVALUATION PROCEDURE

Responsive Proposals will be evaluated in accordance with the requirements stated in this solicitation and any addenda issued. Evaluation of Proposals shall be accomplished by an evaluation team, to be designated by the City, which will determine the ranking of the Proposals.

The City, at its sole discretion, may elect to select the top-scoring Firms as finalists for an oral presentation. The RFP Coordinator may contact the Firm for clarification of any portion of the Firm's Proposal.

5.2 EVALUATION WEIGHTING AND SCORING

The following weighting and points will be assigned to the Proposal for evaluation purposes:

| | | |
|---|---|-------------------|
| Technical Proposal – 35% Partnership Plan - Project Approach/Methodology Product Plan | 35 Points (Maximum) 35 Points (Maximum) | 70 points |
| Management Proposal - 30% Project Team Structure/Internal Controls Staff Qualifications/Experience Experience of the Firm | 15 Points (Maximum) 15 Points (Maximum) 30 Points (Maximum) | 60 points |
| Cost Proposal – 35% | 70 Points (Maximum) | 70 points |
| GRAND TOTAL FOR WRITTEN PROPOSAL | | 200 POINTS |

5.3 ORAL PRESENTATIONS MAY BE REQUIRED

Written submittals and oral presentations, if considered necessary, will be utilized in selecting the winning Proposal. The City, at its sole discretion, may elect to select the top scoring finalists from the written evaluation for an oral presentation and final determination of contract award. Should the City elect to hold oral presentations, it will contact the top-scoring Firm(s) to schedule a date, time and location. Commitments made by the Firm at the oral interview, if any, will be considered binding.

5.4 AWARD/REJECTION

The City has the right to reject any and all Proposals received without penalty and to not issue a contract from this IRFP. Contract award may be revised contingent upon the availability of event funding. The contract may be awarded in any manner most advantageous for the City including consideration of the evaluation criteria. Interlocal agreements accessing other agency contracts where applicable may be considered as a Proposal. Award may be made without further discussion of Proposal and there is no best and final offer process. Proposal shall be submitted with the most favorable terms that can be proposed. More than one contract may be awarded. Contract negotiations may incorporate some or all of the Proposal.