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**REQUEST FOR PROPOSALS
SOFT DRINK SERVICES
Issued December 22, 2011**

The City of Burlington Department of Parks and Recreation is soliciting proposals from interested vendors for a five year service contract to provide soft drinks exclusively at the following venues:

1. Concession and vending machines at Leddy Park Arena
2. Concession and vending machines at North Beach and North Beach Campground
3. Concession and vending machines at Memorial Auditorium
4. Concession at the Burlington Community Boathouse
5. Vending machines at the Burlington Skate Park
6. Concessions at Kid's Day, Independence Day Celebration and Burlington Winter Festival
7. Vending machines at the municipal offices at 645 Pine Street in Burlington.
8. Vending machines for water/juice only at the Robert Miller Community and Recreation Center in North Burlington.
9. Any new buildings and vendor locations as requested by the department such as the Information Center on the Waterfront, City Hall and Moran as it is redeveloped.

BACKGROUND INFORMATION

Facility Descriptions

1. Leddy Park Arena is a public skating facility located in Burlington's North End, inside of Leddy Park. The park is bounded on the south by a residential neighborhood, on the east by North Avenue and the Ethan Allen Shopping Center and on the north by a residential neighborhood. In addition to the skating facility, Leddy Park also offers a sandy public beach with restrooms. The bikepath is adjacent to the park and skating facility. Vehicular access to Leddy Park is via Leddy Park entrance road, which adjoins North Avenue. Approximate total vehicle parking capacity in the lot adjacent to the skating facility is 300. Leddy Park Arena is open year round although ice is available for approximately 11 months of the year. At peak season the facility operates 18 hours per day.

Currently there are 3 vending machines at this facility and only 20 ounce bottled product is vended at the snack bar. The facility vends a total of 1200-1500 cases of product per year. The vending machines are serviced by the vendor.

2. North Beach has a sandy public beach with lifeguards and a snack bar concession. The bathhouse also contains restrooms and showers. North Beach Campground operates from May 1 – October 11th annually. It has 68 tent sites, 69 full hook-up sites. North Beach is accessible via Institute Road which adjoins North Avenue. Approximate total vehicle parking capacity in the area west of the underpass is 600 – this area includes gravel surfaced and grass overflow. Additional vehicle overflow parking for approximately 150 vehicles is available on a grassed area east of the underpass. This facility has three vending machines and vends 20 ounce bottled product at the snack bar. There are 350 cases vended per year at this facility and the vending machines are serviced by the department.
3. Memorial Auditorium is located on Main Street at the intersection of South Union Street. Memorial Auditorium is a municipal auditorium built in the 1930s with a seating capacity of 2500 people, a full size basketball court, and hosts approximately 25 events annually. Additionally, there are spaces available to hold dance classes, meetings, practice sessions for musical performers. The facility is also home to 242 Main, a teen center with a musical focus, Burlington City Arts Print Studio, Burlington City Arts Clay Studio, and the offices of Burlington Telecom. The facility is host to many basketball leagues, concerts, Golden Gloves Tournament, Sesame Street Shows, and many other smaller productions. The facility is open year round and is managed by the Department of Parks and Recreation. The concessions in this facility are operated by a private concessionaire. Currently, there are no vending machines in Memorial Auditorium. Two new basketball scoreboards – one for each side of the basketball court -are to be included in the bid for this facility.
4. The Burlington Community Boathouse is located at the Foot of College Street in Burlington and operates on a year round basis. It is bound on the north by Waterfront Park, on the south by Lake Champlain and ECHO Center for Lake Champlain, on the West by Lake Champlain, and on the East by College Street. A small lighted grassy area separates the parking area from the facility. Facility amenities include 100 dock slips, a cafe, a 100 seat function room, public restrooms and showers, and two large deck areas. The café and function room are managed by a private concessionaire who also provides alcohol vending. The café is open May through October, while the function room is open year round for rental. The function room is a desired location for special events such as meetings, wedding receptions and rehearsal dinners, birthday parties, etc.
5. The Burlington Skate Park is located on the Burlington Waterfront and is a recreational facility for in-line skate, bicycle, and skateboard users. The facility is bounded on the south by Lake Street and Waterfront Park, on the west by the Burlington Bike Path, on the east by New England Central Railroad, and on the North by the City of Burlington's Interim Development Area. It was constructed in 2000. It has a small pavilion, a half pipe, an in-line hockey rink and several

elements constructed for this specific application. This facility will be redeveloped in a location adjacent to this location in the future.

6. Special Events - Kid's Day, the Independence Day Celebration, and the other special events are produced by the Department of Parks and Recreation. Two of the events: Kid's Day and the Independence Day Celebration occur in Waterfront Park. Winter Festival occurs on the Church Street Marketplace. The Department contracts concessionaires at these events to provide food and drink for event goers. These concessions, through contract, are required to sell soft drinks in accordance with the Department's agreement for soft drink services. These events attract anywhere from 1000 to 40,000 visitors. Total number of cases vended for these events is not available. All advertising for these events will offer logo opportunity in department program guides and listings on our website for the the successful bidder.
7. The municipal offices at 645 Pine Street in Burlington are the main offices for the City of Burlington Department of Public Works, the City of Burlington Department of Parks and Recreation, and the City of Burlington Department of Code Enforcement. There are approximately 100 employees working in this facility. The facility also has a public meeting room with a capacity of 50 people. Currently there are three soft drink vending machines in the facility. These machines are intended to provide soft drinks to employees and are priced not to return any revenues to the city. (NOTE: **Currently Farrell vending takes care of these machines including the candy and hot beverages. Pepsi and Coca Cola products are made available to staff.)
8. The Robert Miller Community & Recreation Center is located at 130 Gosse Court in the New North End of Burlington. It has been open to the public for approximately 2 years with over 40,000 attending the facility annually. There is a gymnasium with a high school size basketball court along with two side courts. The gym can also be set up for two regulation size volleyball courts or two regulation size badminton courts. There is a community room that can accommodate 132 people with a warming kitchen and a ceiling mounted projector with cable, DVD, power-point option, and 9' x 6' retractable wall screen. The center has two multi-purpose rooms, a conference room, and children space. There is also a small fitness room with cardio equipment and a fitness machine circuit. The plan for this facility is for water and juice vending opportunities only.
9. The redevelopment of the Moran Plant in the future will offer another multi-use facility to be considered.
10. Other locations in the City as identified by mutual agreement.

PROPOSAL INFORMATION

Proposals shall be broken down by each of the aforementioned venues. Additionally, proposals may include an option for containing all nine venues in the agreement. The City intends to award a contract to one or more vendors for a five year period. The Department of Parks and Recreation is requesting fixed pricing for all products for the entire 5 year term. Please list products and price points. Proposals shall include all necessary equipment to dispense product to

Department's, vendors and concessionaires satisfaction. This may vary from venue to venue depending upon the Department's relationship with the food concessionaire, if such a relationship exists. Currently, these types of relationships exist at North Beach and the Burlington Community Boathouse. All vending machines shall vend water and 100% juice options. The Department reserves the option to negotiate for inclusion of other product lines not included in the proposer's products list.

The City will require successful proposals to honor existing relationships with vendors and with large special events hosted in our parks. (e.g.: Beansie's at Battery Park) The City will require that sponsors of the special event be permitted to vend their sponsoring product line. These will be identified at the commencement of any relationship with the City.

Proposal should include wholesale price point that will be offered to concessionaires who will be selling soda in connection with an existing contract.

Should the City need to revise any part of this Request for Proposal – Soft Drink; those revisions will be circulated in a timely manner to all parties who received this document.

COMPENSATION

The City is seeking compensation related to each location as outlined above. The City is seeking as complete detail as the proposal can provide, both in terms of minimum compensation related to each venue, as well as to the total, comprehensive compensation based upon exclusive vending rights.

BENEFITS TO VENDOR

The City understands the magnitude of this type of relationship and will make available opportunities for banner placement; ad placement in brochures; print media placement, radio media and television media spots as available; two dasher board ads at the Leddy Ice Arena, scoreboard logo placement at Memorial Auditorium and other advertising opportunities that are negotiable and subject to Department relationships and contractual agreements. The exact terms and nature of these opportunities will be negotiated. Proposals shall include requirements of this nature.

The City assumes no responsibility or liability to proposers for costs incurred for interviews or for additional data, prior to issuance of a contract.

Any desired temporary or permanent improvement(s) made to the food concessions and/or facilities by the proposer shall meet Department and/or City requirements, and shall be at proposer's expense. All permanent improvement(s) will become the property of the Department.

Proposals for service(s) rendered shall meet all City, State and Federal regulations, licensing and insurance requirements, and be of a type expected and accepted by visitors to the facility.

Proposers are hereby notified that the City of Burlington, by resolution of its City Council, prohibits the use of Styrofoam by any City departments or any concessions leased by the City. The City will require the use of recyclable cups and bins for collection of recyclables and compostables.

EVALUATION

Proposals will be evaluated on the following criteria: Compensation to the City, creativity, prior history and pricing, advertising demands, and completeness of proposal. Proposals that provide for additional compensation and/or services, such as advertising on the ice arena Zamboni and/or other equipment that could serve to improve service delivery of programs or to make improvements within the Parks and Recreation facilities, for example, will receive more favorable consideration. The City reserves the right to reject any or all proposals, or to award contracts in whole or in part, if this is held to be in the City's best interest. All proposals will be evaluated by a committee of appropriate City staff. This committee will submit a recommendation to the City of Burlington Parks and Recreation Commission. The Commission will subsequently review the proposals and make a recommendation to the City's Board of Finance and Burlington City Council. The decision of the City Council is final.

PUBLIC RECORDS POLICY

Due regard will be given for the protection of proprietary information contained in all proposals received; however, vendors should be aware that all materials associated with the procurement are subject to the terms of the Vermont Access to Public Records Act (1.V.S.A. Ch. 5, Subchapter 3) and all rules, regulations and interpretations resulting therefrom, including those from the Board, the office of the Attorney General of the State of Vermont, and the office of the Vermont Secretary of State, and any other applicable rules, regulations or judicial decisions regarding access to the records of government.

It will not be sufficient for vendors to merely state generally that the proposal is proprietary in nature and not therefore subject to the release to third parties. Those particular pages or sections which a vendor believes to be proprietary and of a trade secret nature must be specifically identified as such and must be separated from other sections or pages of their proposal. Convincing explanation and rationale sufficient to justify each exemption from release consistent with Section 316 of Title 1 of the Vermont Statutes Annotated must accompany the proposal. The rationale and explanation must be stated in terms of the prospective harm to the competitive position of the vendor that would result if the materials were to be release and the reasons why the materials are legally exempt from release pursuant to the above cited statute. Between a vendor and the State, the final administrative authority to release of exempt any or all material so identified rests with the State. All such materials should be submitted in a separate sealed envelope and marked "CONFIDENTIAL".

All proposals must be delivered by January 14, 2011 to the Department of Parks and Recreation, 645 Pine Street, Suite B, Burlington, VT 05401. Proposals must be sealed and clearly marked "Request for Proposals – Soft Drink Proposal." Seven copies of each proposal shall be submitted.

Questions concerning the Soft Drink proposals should be directed to Mari Steinbach, Director, Burlington Department of Parks and Recreation, (802)864-0123, Monday – Friday, between the hours of 8:00 AM and 4:30 PM. Or emailed to msteinbach@ci.burlington.vt.us