



REQUEST FOR PROPOSALS

*Event Beverage Concession Services
Oakley Summer Fest, Heart of Oakley,
and Oaktober Festival*

SECTION I GENERAL INFORMATION

Introduction

The City of Oakley (City) is soliciting proposals from qualified non-profit organizations to operate an alcoholic event beverage concession at the Oakley Summer Fest, Heart of Oakley Festival, and Oaktober Festival, using a California Department of Alcoholic Beverage Control Daily Beer and Wine license (only beer and wine may be sold), which is to be secured by the Concessionaire, in the Concessionaire's name.

Background

The City of Oakley introduced the Oakley Summer Fest in 2022. This annual event is scheduled for Saturday, July 1st and will include a Fun Run to kick off the day followed by the larger event from 11am-5pm on Main Street between Norcross Lane and Vintage Parkway that includes live entertainment, food and craft vendors, beer and wine, a children's area, cornhole and more.

The City of Oakley began hosting the Heart of Oakley Festival in 2013 and the event has continued to grow since. The last event was held in September 2023 with an estimated attendance of over 5,000. The event includes approximately 50 retail and informational vendors, food vendors, performances, kid's activities and beer and wine sales. The Heart of Oakley Festival is scheduled for Saturday, September 23rd on Main Street between Vintage Parkway and Norcross Lane.

The Oaktober Festival, is schedule for October 21st , at Oakley Civic Center Plaza. This event includes a fun fall theme schedule of events including a pie walk, pumpkin decorating, costume parade, food and craft vendors and more. Typical attendance at this event is around 1,500, and this will be the first year that we add beer and wine sales to the event.

For all three events the non-profit would be expected to provide a minimum of two craft beers and two wines. The non-profit is required to serve beer and wine in cups, not cans or bottles.

SECTION II

OBJECTIVE

The City of Oakley is requesting proposals from qualified non-profit organizations to supply beer and wine beverage concession at the above listed events.

Ideally, one or more organizations will be selected to be responsible for providing all staff, beer, wine, and any other supplies and equipment necessary for the concession operations for Oakley Summer Fest, Heart of Oakley Festival and Oaktober Festival. This concessions agreement is only for beer, wine no additional concessions are included.

1. The Concessionaire will be responsible for providing all staff, beer, wine, and any other supplies and equipment necessary for the concession operations for the Summer Fest, Heart of Oakley Festival, and Oaktober Festival. The City will provide a small storage area for limited non-alcoholic inventory and equipment storage at the Civic Center Snack Shack. Risk of loss for items stored shall be at Concessionaire's sole risk.
2. Concessionaire must be able to properly staff all tents simultaneously, as required by the Event Coordinator.
3. The City retains the right to serve, independent of the Concessionaire, non-alcoholic beverages (i.e. water, punch, coffee, cider & soft drinks).
4. Concessionaire will be required to sign a standard agreement and meet the City minimum insurance requirements listing the City as additionally insured.
5. The Concessionaire will be required to work in cooperation with the City of Oakley. A minimum of two pre planning meetings are required before the event.
5. All staff or volunteers shall be required to wear clothing appropriate to the event and have some indicator of their non-profit organization affiliation such as a pin, banner, table cloth or tent.
6. Members of your organization are not permitted to consume alcoholic beverages while volunteering/working at the event.

7. Provide a copy of the approved ABC Daily Permit, and proof of valid certified Responsible Beverage Service servers a minimum of one week in advance of the event.
8. Comply with all regulations of the California Department of Alcoholic Beverage Control, including.
9. Within 10 business days of the event conclusion, the selected non-profit organization must submit a written report detailing the total sales and profit. These numbers will be used to provide estimates to the non-profit selected for future years. Additionally, by the end of January 2024 the non-profit must present a report to the City Council outlining how the funds raised by the event were used to benefit the organization and community as a whole.

SECTION III PROPOSAL FORM AND CONTENT

To speed and simplify evaluation and to assure that each receives the same orderly consideration, all submittals must follow the format described in this section. Respondents are encouraged to submit concise and clear responses to the RFP.

Deadline for Submission

Proposal submission via email is preferred. Proposals shall be submitted in PDF format and e-mailed to: oleary@ci.oakley.ca.us . Proposals must be received before 6:00 p.m. (our clock), on March 14th and referenced as Event Beverage Concession Services RFP. Proposals received after the deadline will not be considered and will be disqualified. (The City of Oakley will not be responsible for any errors or omissions in the proposals or any delay in email service).

Proposal Form and Content

All pages of the proposal must be numbered consecutively. The proposal shall not exceed five (5) pages in length, NOT including appendices. The proposal must be organized in accordance with the parts outlined in this Section.

Proposals should be emailed to oleary@ci.oakley.ca.us or hand-delivered to the receptionist (please note City Hall closes at Noon):

CITY OF OAKLEY
"Event Beverage Concession Services RFP"
3231 Main Street
Oakley, California 94561

PART 1: Letter of Transmittal

Include a brief letter of transmittal signed by an authorized representative. The cover letter must include name, address, telephone number and e-mail address of the proposing entity nonprofits proposal. In addition, include the name, title, address, telephone number and e-mail address of the main point of contact for the proposing non-profit.

PART 2: Proposal Summary

Within less than two (2) pages briefly describe your proposal for facilitating beer and wine sales at the events, or indicate if you are only applying for a single event. This description should include all the relevant components of the proposal, including a summary review of

your organization's qualifications, relevant experience, organizational capacity and how your organization would use the funds raised to benefit the Oakley community. Clearly outline the delivery schedule, permit application and your staffing/volunteer plan for set up and clean up for each event.

PART 3: Background and Experience

Provide relevant information that explains your organization's background, experience and overall capacity to successfully follow through with your proposal. You may want to include specific examples of previous events or programs specifically obtaining ABC licensing and volunteer scheduling.

PART 5: References

Provide contact information for three references. Please include the contact person's name, relationship, phone, and email address.

PART 6: Additional Information

Feel free to include any other information that you may assist the City in considering your proposal. You may use this section to address those aspects you feel will further distinguish your proposal from others.

**SECTION IV
GENERAL INFORMATION**

RFP Point of Contact

Questions regarding the RFP should be directed VIA EMAIL ONLY to: Alicia O'Leary at oleary@ci.oakley.ca.us.

Incurred Costs

The City of Oakley is not liable for any costs incurred by a proposer in the preparation and/or presentation of the proposal.

Equal Opportunity

The City of Oakley requires all proposers to comply with equal opportunity policies. The City of Oakley's programs, services, employment opportunities, and volunteer positions and contracts are open to all persons without regard to race, religion, color, national origin, sex, age, marital status, disability, or political affiliation.

Method of Selection

Members of City Staff will review the proposals and provide comments and recommendations to the City Council -- who will also review the submitted proposals and finalize decisions. All applicants will be notified of the date of the Council meeting.

Agreement

A contract between the City of Oakley and the selected business, group, organization, or individual will define the extent of services to be rendered.