



**CITY OF WEST HOLLYWOOD
Arts and Economic Development Division**

**Request for Proposal (RFP) for
COFFEE VENDOR SERVICES
West Hollywood Library Facility**

The City of West Hollywood (Licensor) invites proposals from qualified businesses (Licensee) to provide coffee vendor services at the West Hollywood Library facility. The initial term of the contract shall be for three years, with a one-time option to extend the contract upon mutual agreement of the City and the Licensee.

RFP Schedule

Date	
May 20, 2015	Proposals due by 5:00 p.m. PST
Week of June 1 st , 2015	Committee reviews proposals
Week of June 8 th , 2015	Contract development
July 20, 2015	City Council approves vendor

Minimum Requirements

In order to be considered for the contract described in this RFP the business making the proposal shall have five or more years of continuous experience in ownership, management or operation of specialty coffee facilities (cafes, coffee shops, or carts) or other equivalent experience. Applications not meeting this minimum requirement will be disqualified and their proposal will not be considered.

Copies of the Request for Proposal document are available at no cost from the City of West Hollywood website at the following address:

<http://www.weho.org/city-hall/city-clerk/public-notice/rfp-rfq-bid-notice>

Or

<http://www.weho.org/city-hall/city-departments/public-works/bids>

Should you experience any difficulty in accessing, downloading or transmitting documents, it is your responsibility to notify the City's point of contact.

West Hollywood Library

The West Hollywood Library is located at 625 N. San Vicente Blvd. West Hollywood, CA 90069. It is a 33,150 sq. ft. facility located within West Hollywood Park. The library sees an average of 1,000 visitors a day. The coffee shop is approximately 425 interior square feet plus outdoor seating (approximately 150 square feet). The facility includes the Los Angeles County Library, the City Council Chambers and a Community Meeting Room and a coffee bar. West Hollywood Park offers a variety of amenities including basketball courts, tennis courts, a swimming pool, as well as programs for tots, teens, and adults throughout the year. The adjacent West Hollywood Park Municipal Parking Structure accommodates 326 vehicles.

The Library's operating hours are as follows:

Monday – Thursday	11:00 a.m. – 7:00 p.m.
Friday – Saturday	10:00 a.m. – 6:00 p.m.
Sunday	Closed

Scope of Services

The actual terms of the contract entered into shall be negotiated between the City of West Hollywood and the Licensee whose proposal is selected. However, the provisions that follow will be incorporated into the negotiated contract:

- Term of the contract
- Specific hours of operation
- Amount of rent to be paid to the City including a percentage of gross sales
- Payment of utilities
- Type and quality of food and beverages
- Federal, State, County and City regulations and standards regarding operations including but not limited to:
 - Business license
 - Business tax certificate
 - Los Angeles County Health permits
 - Liability insurance – the Licensee will be responsible for obtaining a liability policy with a minimum of \$1,000,000 coverage
 - Worker's compensation documentation
 - Special event permits (as needed)
 - Compliance with the City of West Hollywood Living Wage Ordinance. The current adopted West Hollywood Living Wage ordinance effective through July 31, 2015 may be found at the following link: <http://www.weho.org/home/showdocument?id=17078>

The Licensor will provide and maintain:

- Six café style tables and 24 matching style seats
- Four café umbrellas and umbrella stands

- Fixtures as shown in Exhibit A (refrigerator, sink, freezer, coffee brewer, ice maker, blender, counter water filtration system, and dry storage shelving)
- Utilities: electrical, water, trash, sewer
- A security system to cover glass breakage only. This may be augmented by the licensee at their expense.
- An employee restroom
- A storage room

The Licensee will provide:

- The Licensee must maintain a fully staffed and fully operational coffee bar for a minimum of 72 hours per week.
- The Licensee shall maintain at all times an “A” rating for cleanliness and sanitary conditions, as determined by the Los Angeles County Health Services Department or other health services agency contracted by the City.
- Installation and maintenance of telephone and internet service
- Janitorial service for all occupied spaces including employee restroom
- Reasonable security of all items provided by Licensor

The Licensee will provide regular maintenance and servicing of:

- Janitorial maintenance of all occupied spaces including employee restroom
- All equipment and fixtures provided by Licensor
- All plumbing supply fixtures located after the wall supply valve
- Water heater
- Water filtration system
- Waste line up to the main trunk line

Instructions

In responding to the Request for Proposal, please address the following:

1. Describe your experience with operating a coffee bar or similar business including number of years and type of food and beverage sold.
2. Describe your retail concept. Include a sample menu and pricing strategy.
3. Describe how you will operate and manage the coffee bar. Include a business plan that covers 5 years of operation.
4. Provide a financial plan indicating the source of funding to be used for space improvements (if any) and working capital.
5. Names, addresses and telephone numbers of at least three credit references.
6. Describe how you will promote and publicize this cafe.
7. Please provide Litigation and Contract Termination History. Provide a brief description of any (if none, please state none).

8. Include a balance sheet and income statements for the past two years prepared in accordance with generally accepted accounting principles (GAAP), reflecting current financial condition.
9. Include a resume of the individual to be in charge at the location.
10. Describe what uniquely qualifies you to provide coffee/coffee bar service for this facility.

Selection Process

The proposals will be reviewed by a committee. The committee, after reviewing the proposals, will make a recommendation to the City, who will then either approve or deny the recommendation.

If the proposal is approved, the City will provide written notice to the chosen applicant of its selection. The chosen applicant and the City will negotiate an agreement to be drafted by the City for the parties' review and signature.

If the negotiations between applicant and the City are unsuccessful and/or if no agreement is reached within forty-five (45) days of the written notice provided to the chosen applicant of its selection by the City, the committee may select another proposal for recommendation to the City.

Evaluation criteria will be based on the applicant's experience in food and beverage/coffee service generally and coffee shops specifically, as well as the past performance and qualifications of any project/manager/supervisor, if different than the concessionaire. Additional criteria will include proposed concession, fee, menu selections, and the contract terms.

The City reserves the right to reject all proposals, to award the concession agreement to the proposal that is in the best interest of the City as determined by the committee and to negotiate with any person submitting a proposal.

Submittal of Proposals

Proposals must be submitted electronically on the City's bid portal <http://www.weho.org/city-hall/city-departments/public-works/bids> by May 20, 2015 at 5:00 p.m. PST.

Inquiries

Questions about this RFP must be directed in writing, via e-mail to Maribel Louie, Arts and Economic Development Manager, mlouie@weho.org

Evaluation Criteria

Licensee's proposal shall be evaluated based upon the following criteria:

Evaluation Criteria - **100** total points possible.

A. Qualifications of Firm (25 points max.)

Experience in performing work similar in nature and/or related to the work described in the Statement of Work; experience working with other public agencies and strength and stability of the firm.

B. Qualifications of Personnel (20 points max.)

Qualifications and previous experience of personnel.

C. Approach and Understanding (25 points max.)

Depth of Proposer's understanding of the Scope of Work; City's requirements; overall quality of proposal; Methodology and Schedule.

D. Financial Stability (30 points max.)

Points based on the financial stability and capacity to initiate and maintain the operation.