



REQUEST FOR PROPOSALS
Event Beverage Concession Services
Oakley Summer Fest, Heart of Oakley,
Harvest Festival and Jingle Ball

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, Harvest Festival and the Jingle Ball, using a California Department of Alcoholic Beverage Control Daily Beer and Wine license, which is to be secured by the Concessionaire, in the Concessionaire's name.

Background

The City of Oakley is excited to introduce Oakley Summer Fest, the newest addition to our summer event line up. This inaugural event is scheduled for Saturday, July 2nd 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, car show 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 2022 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 24th on Main Street between Vintage Parkway and Norcross Lane.

The Harvest Festival, is schedule for October 22nd, 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 500, and this will be the first year that we add beer and wine sales to the event.

The Jingle Ball is a new event for the City of Oakley, providing local non-profit organizations an opportunity to raise funds for their organization by auctioning off a holiday tree, as well as provide an event that guests can come enjoy with entertainment, food and beer and wine. The Jingle Ball is scheduled for Saturday, December 10th to be held at the Oakley Recreation Center

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, Harvest Festival and Jingle Ball.

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, Harvest Festival and Jingle Ball. The City will provide a small storage area for limited time non-alcoholic inventory and equipment storage at the Civic Center Snack Shack, and the Recreation Center depending on the location of the event. 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 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.
6. 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.

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 April 28th 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.