

Request for Proposal - Ropin' Into The Holiday Market Food Service Vendor

Westerner Park Exposition Association

The Westerner Park Exposition Association, "Westerner Park", is seeking a vendor partner to provide food service throughout the Ropin' Into The Holiday Market area for CFR, detailed in Section Two - Scope of Work.

Section One - Introduction

Since 1891, Westerner Park has been a place for Central Albertans to gather and celebrate community events. Each year, Westerner Park generates more than \$150 million in economic impact, and more than 1.5 million visitors come through our gates to celebrate over 1,500 unique events. From weddings and banquets, hockey games and agricultural shows to concerts and trades shows, we continue to be there as Central Albertans join to share in their most memorable moments.

Our organization is officially recognized as both a registered non-profit association and a registered agricultural society with status as a registered charity. We are modestly supported through various grants and sponsorships. The funds we raise and generate serve to cover our expenses and to reinvest back into the improvement of our buildings, our grounds, and our amenities.

We are an integral part of Central Alberta. We take pride in the experiences we produce and the trade and commerce we facilitate. We support the rural and urban connection in Central Alberta, inspire youth, engage arts, and culture and connect our community. Our collaborative spirit facilitates the growth and success of other non-profits and charities. We develop and apply strengths from volunteerism and partnerships for the betterment of our community.

Westerner Park creates mutually beneficial relationships with local businesses, municipalities, non-profit groups, and large organizations. We develop and implement growth opportunities within and between organizations.

We enhance the agricultural industry by hosting and creating innovative events.

We support and actively participate in the process to bid on and attract major events to our region.

We produce events like the Canadian Finals Rodeo, Westerner Days Fair & Exposition, and dozens of concerts and trade shows annually to broaden the culture of central Alberta and to give our guests unique experiences.

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Section Two - Scope of Work

Westerner Park is in search of a suitable vendor to provide fast and high-quality food services to spectators during the week of CFR in the Ropin Into The Holiday Market.

CFR - November 1 - 5, 2023 (operating hours from 12:00 pm to 8:00 pm)

The hours of operation above serve as an estimated guideline, and the final schedule will be confirmed closer to the event dates and based on the specific needs of each event.

Venue grants the awarded company the right to prepare, serve and sell agreed-upon food and beverage products in the Tradeshow Pavilion. The vendor will prepare its menu as agreed upon at Westerner Park. All drinks must be Pepsi products as per the Westerner Park agreement with Pepsi Co. purchased through Westerner Park's Pepsi Co Canada account only, and Mother Parkers coffee. Alcoholic Beverages will not be allowed for sale out of this location, limited to food and non-alcoholic beverages only.

The vendor is required to provide adequate staff to prepare food as well as serve food for the event. Staff must be in uniform for their shift and easily identified.

If a vendor is submitting a food truck for this operation, the vendor must have all AHS and City of Red Deer Permits valid as of 2023.

The vendor partner will pay Westerner Park for November 1 - 5, 2023, 18% of gross sales.

Westerner Park will provide:

- Allotted space in the trade show for operations
- Power for your unit
- Garbage can
- Service and maintenance of equipment as per notice of repairs/maintenance from the vendor with 24 hours' notice. Westerner Park will fix and repair it in a reasonable time as per contractor availability.

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Section Three - RFP Schedule Overview

- RFP Issued August 18, 2023
- Notice of Intent to Submit Due Sept 1, 2023
- Proposal and Supporting Documents Due 2 - 4 weeks depending on SOW
- Anticipated Decision Date October 1, 2023
- Anticipated Production Start Date* November 1, 2023
- Anticipated Conclusion Date November 11, 2024

Section Four - RFP Scoring

Submitted RFPs will be scored as follows:

Responsiveness to Scope of Work

20%

We are seeking comprehensive and informative proposals that clearly outline your ability to fulfill our requirements. Information to include in your proposal includes and is not limited to the following:

- Breakdown of all costs and fees for each element of the project, including itemized cost per medal and any applicable volume discounts or special pricing.
- Profile of staff member who would be identified as liaison to Westerner Park if needed.
- Portfolio of similar products or services provided to other clients.
- Any other information you feel is important to include in your submission.

Demonstrated experience and expertise in similar projects

20%

Please outline a detailed summary of at least one (1) comparable project which the proposer has completed in the last three to five years.

Cost Effectiveness

35%

Our decision process will be to secure a partner whose services best deliver the goals of Westerner Park, while also being cost effective. The best price will be heavily favoured in the awarding of this RFP. All prices must be quoted in Canadian dollars.

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Value-In-Kind Opportunities

20%

We are not merely looking for a vendor or supplier with a fee-for-service approach. It is our goal that all vendors associated with Westerner Park become strategic event partners offering both fee for service, and detailed Value In-Kind (VIK) opportunities. The potential to negotiate partnership agreements beyond the current event to include future events also exists. In addition, as a not-for-profit organization, we are continually seeking cash sponsorship opportunities and have several assets and naming opportunities you may be interested in. Any interest in cash sponsorship can be submitted in conjunction with or separate from submitted proposals.

Sustainability

5%

Submissions are encouraged to explain and provide examples of incorporating measures to ensure their goods and/or services are designed/produced in a sustainable and environmentally friendly manner.

Total 100%

Section Five - RFP General Information

Company Profile

Please provide a brief history of your company, and if you intend to subcontract some of the work to another firm, include their information in this RFP as well. If one person has the primary responsibility for this project, provide us with their information and relevant bio.

References

Please provide the name, address, and phone number of at least two (2) current clients, who would be capable of explaining and confirming your firm's capacity to complete the scope of the work outlined herein successfully.

Contract Terms

All material produced, data collected, and reports generated by the contractor or subcontractor on Westerner Park are confidential and become the exclusive property of Westerner Park. The contractor may not share program materials, customer data, industry, or program participant contact information, etc., unless explicitly authorized by Westerner Park to do so. This RFP does not commit to paying any costs incurred in the preparation of a proposal or to procure or contract for services to do so. Westerner Park reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with all qualified bidders and to cancel the RFP, in part or in its entirety at its sole discretion. The Westerner Park reserves the right to refuse to work with any partners, vendors or sponsors that may reflect negatively on the organization or any stakeholder.

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Additional Information or Clarification

All questions and requests for clarification should be submitted via the contact information listed below. Questions and answers will be documented and distributed to all bidders. If necessary, an addendum will be issued.

Confidentiality of Information

The proponents agree to treat all information contained in this RFP as confidential, to use such information only for purposes of responding to and evaluating this RFP, and not to disclose any such information, in whole or in part, to any other party without the express prior consent of either party or pursuant to legal power, other than: a) to check references, b) to evaluate creditworthiness.

Submission Details

The Westerner Park Exposition Association requires one (1) electronic copy of your proposal. Please use the subject line "Trade Show Food Vendor" in any electronic communication relating to this RFP. Submissions are to be sent to:

Name: **Brianna Weinrauch**

Position: Food and Beverage Service Manager

Email: bweinrauch@westernerpark.ca

Address: 4847A 19 Street, Red Deer, AB

Phone number: 403.309.0241

For more information on Westerner Park, please visit westernerpark.ca

