

## REQUEST FOR PROPOSALS

### PURPOSE OF THIS REQUEST FOR PROPOSALS

The City of Gadsden, Alabama (the “City”) is requesting proposals for the purpose of securing a vendor (“vendor”) to exclusively provide alcohol sales at The Venue at Coosa Landing located at 201 George Wallace Drive in Gadsden, Alabama. The successful vendor will be granted an exclusive contract to provide catered bar service including beer, wine, liquor, required mixers and garnishes as requested by The Venue at Coosa Landing clients. The vendor will be responsible for meeting the alcohol needs of various client events, including, but not limited to, events hosted by the City of Gadsden. Events will include trade shows, exhibit halls, conferences and conventions, live entertainment and non-profit fundraisers.

The purpose of this Request for Proposals (“RFP”) is to solicit written responses to the RFP (“Responses”) and to select a vendor to provide alcoholic beverages and related beverage services at events hosted within The Venue at Coosa Landing. The vendor will also be required to provide the necessary trained staff and personnel for each event. The vendor will be responsible for any drinkware, napkins or bartending tools needed. The selected vendor would be asked to provide services for one year with possible options to renew.

The vendor may at times be serving beverages in conjunction with the City of Gadsden, but the vendor will have exclusive rights to all alcohol sales.

The vendor will pay a negotiated fee to the City of Gadsden for exclusive alcohol rights to The Venue at Coosa Landing.

The successful bidder shall maintain all appropriate licensing and insurance. The vendor will be responsible for obtaining applicable permits to ensure that all sales and product conform to local, state and federal codes and requirements. The vendor shall maintain current knowledge of the City of Gadsden ordinances and resolutions regarding alcohol sales. If at any time the vendor allows their license or insurance to lapse, the City of Gadsden reserves the right to terminate the contract effective immediately rendering no repercussions. A vendor that is also a licensed food caterer shall maintain strict separation of the two and should not use alcoholic beverage service to solicit food catering contracts.

The Venue at Coosa Landing will provide limited, secured storage for the vendor that will be available when the building is open. The vendor is solely responsible for the delivery and handling of all alcoholic beverages. They are also responsible for the setup, take down and clean up of any bartending services.

It is common for more than one event to be taking place at The Venue at Coosa Landing simultaneously. The vendor will be required to staff each event separately and appropriately. If requested, vendor must prove all staff has been appropriately trained based on ABC requirements.

#### SCOPE OF RESPONSE TO REQUEST FOR PROPOSAL

The responses to the RFP shall include the following:

- Contact for the company to include the primary personnel dedicated to this site and their contact information
- Executive summary detailing company qualifications to meet the needs of the RFP
- Experience and references from past event hosts, include any public facility events
- Proposed staffing structures for large and small events including client pricing
- Proposed staff recruiting plan as additional personnel is needed
- List of preferred vendors for beer, wine and liquor
- Rate structures to include proposed retail beverage pricing
- Rate structures for event staff needs (ie bartenders, cashiers, etc.) to be paid by the client
- Proposed compensation package to the City of Gadsden
- Process detailing license procurement and company liability insurance (if not already in possession)
- Modifications to the above stated specifications (if applicable)

The City reserves the option to evaluate each Response on its own merits without consultation or consideration of other Responses. The City specifically reserves the right to reject any and all Responses without justification. The cost associated with the submission of a Response is to be borne solely by the respondent to the RFP. The City will in no way be obligated, in any form or fashion, for the reimbursement of any time, expense, cost or effort associated with the submission of a Response.

Please refer to the enclosed RFP Form for submission. Should additional room be necessary, please attach supporting documentation.

#### ENCLOSED:

To further aid in the completion of the RFP, the following documents have been provided:

- Floor plan of the event center
- List of past events and number of attendees

## SUBMITTAL INSTRUCTIONS

All responses shall be sent:

By Mail:

Mary Catherine Crain  
Public Affairs  
City of Gadsden  
P.O. Box 267  
Gadsden, AL 35902

Delivery Service:

Mary Catherine Crain  
Public Affairs  
City of Gadsden  
90 Broad Street, Room 206  
Gadsden, AL 35901

- Any questions concerning the RFP process shall be directed to Mary Catherine Crain, Administrative Supervisor - Public Affairs, at [mcCrain@cityofgadsden.com](mailto:mcCrain@cityofgadsden.com).
- All proposals shall be submitted prior to 5:00 P.M. (CST) on **April 30, 2018**.



## **Proposal Details for City of Gadsden RFP for Exclusive Alcohol Caterers for The Venue at Coosa Landing**

**Company Name**

**Primary Contact Name**

Phone

Email

**Executive summary:** Provide a high-level description of how you will meet the needs and requirements of this RFP.

**Experience:** Provide pertinent information regarding bidder's background, expertise and qualifications to accomplish all tasks set forth in this RFP to include bidder's general reputation for performance and service. Include contact information for event references, especially to include any experience in public facilities

**Staffing structures:** Provide an organizational chart to outline the on-site management structure for events. Include the proposed staffing guidelines (e.g. 1 catering server per 20 attendees).

**Staff recruitment:** Proposed staff recruiting methods when more staff is needed for simultaneous events. Detail the training each staff member will receive prior to beginning work. Trainings must comply with ABC standards.

**Vendors:** Provide a list of preferred vendors and brands for beer, wine and liquor

*Please note: when possible, we would like to use local vendors and relationships as often as allowed. The City of Gadsden Parks and Recreation Department uses Coca-Cola products and it is important that these products be used exclusively at The Venue. In an effort to support local businesses, we would like to be able to provide locally brewed beer, such as Back Forty Beer Company, to our patrons. Please note if you will be able to comply with these standards.*

**Retail rate structures:** Proposed bidder rate structures for retail beverage pricing. Pricing plan should include beer (domestic and imported), wine and mixed drinks.

**Event staff rate structures:** Proposed bidder rate structures for event staff needs. These will be paid by the client and should include prices for bartenders, cashiers, hosts/hostesses, etc.

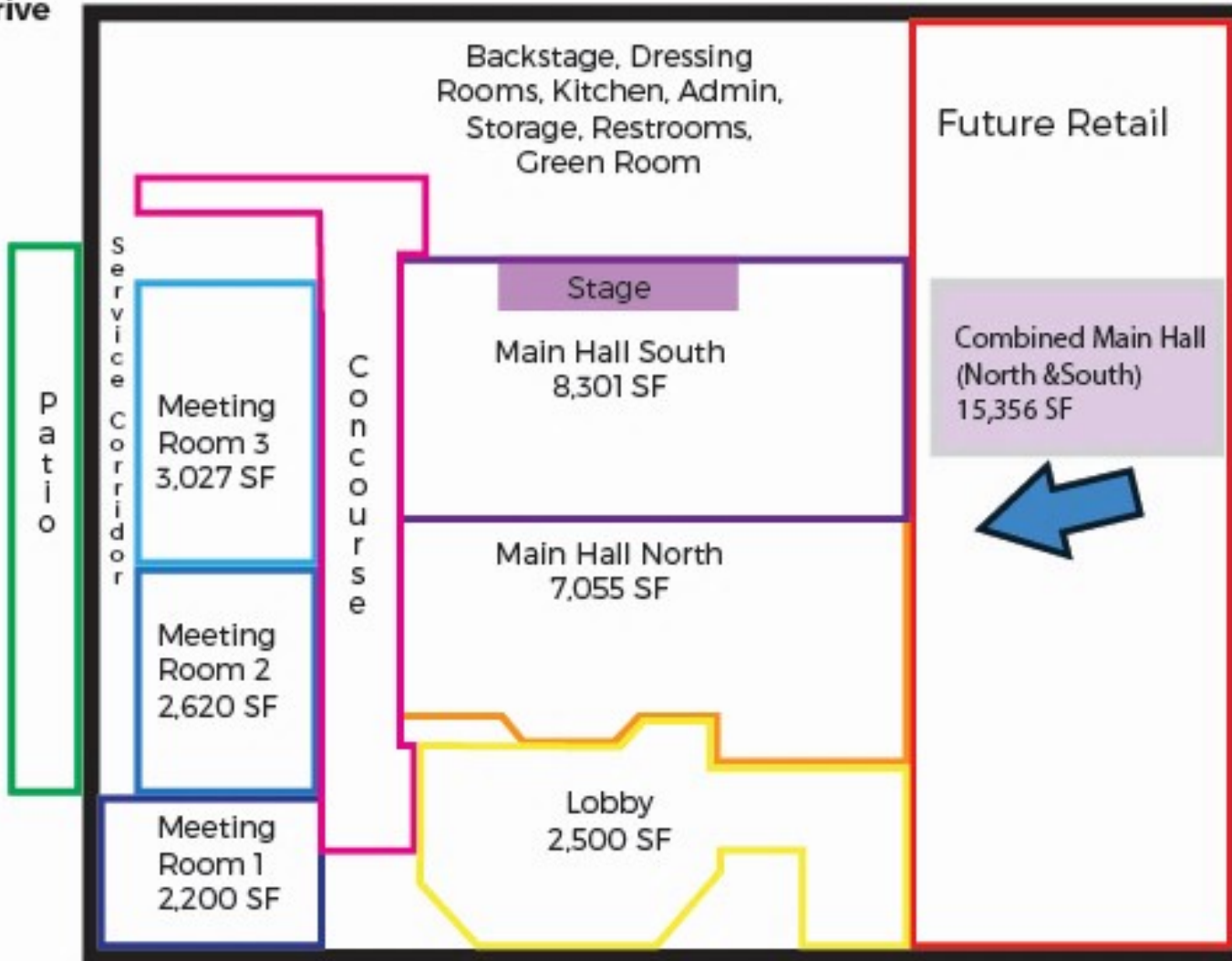
## Proposed compensation package to the City of Gadsden.

**License and liability procurement:** Detail the license procurement process with timeline for The Venue. Include company liability insurance information. If the company is not already insured, include a procurement process and timeline.

Please list any modifications to the specifications listed above.

# The Venue at Coosa Landing

George Wallace Drive



Coosa River





## **Estimated Attendance at Predicted Events**

The numbers below are based on past events at our current facility. Events vary in size and demand. The numbers reflect functions this past year that had alcohol for attendees. Currently no onsite alcohol catering is available; these numbers are based on primarily BYOB event attendance. Past performance is not an indicator of future outcomes.

0-100 attendees	30 events
100--300 attendees	2 events
300-500 attendees	18 events
500-1000 attendees	4 events