

TOWN OF MAMMOTH LAKES REQUEST FOR PROPOSAL

Food and Beverage Service
at the Community Recreation Center (CRC)

686 Old Mammoth Road, Mammoth Lakes CA 93546

PUBLISHED MONDAY, DECEMBER 18, 2023

PROPOSALS DUE FRIDAY, JANUARY 12, 2024



INTRODUCTION

The Town of Mammoth Lakes is seeking a concessionaire to provide food and beverage service for the public at the Community Recreation Center (CRC) located at Mammoth Creek Park (686 Old Mammoth Road). The Town of Mammoth Lakes is soliciting proposals from all persons or entities (Contractor) interested in entering into a contract with the Town of Mammoth Lakes for providing hot and cold food and beverage service, as an independent contractor. The Town of Mammoth Lakes will award a contract to the Contractor with a proposal that is most advantageous to the Town of Mammoth Lakes and patrons of the new Community Recreation Center.

COMMUNITY RECREATION CENTER (CRC) OVERVIEW

On **Friday, November 24, 2023**, the CRC officially opened to the public. The CRC is the major recreation amenity at Mammoth Creek Park that includes three complementary components: the natural play area (park to be rehabilitated and reopened in Spring 2024), a National Demonstration Site 7,700 SF inclusive playground and the new minor-mobility hub with parking for up to 118 vehicles, EV charging (Supercharger/Type 2), with access to the expansive Mammoth Lakes Trail System and complimentary town-wide transit service.

The CRC is a 40,000 square foot Sprung Performance Arena enclosing the brand new [LA Kings Ice at Mammoth Lakes](#). The CRC will be open and available to the public year-round, with LA Kings Ice operating annually each winter season. During the summer months, the Olympic size rink will be transformed into the Mammoth RecZone, a 3-court gymnasium, serving as the hub for the expanding Parks and Recreation Department's summer camps and programs, as well as a multitude of court sports, events and activities for residents and visitors to Mammoth Lakes. Combined with community driven and professionally branded programming, the new year-round facility will be a game-changer for recreation in Mammoth Lakes.

Winter Programming

LA Kings Ice at Mammoth Lakes is an Olympic size ice rink (20,000SF) that will operate from approximately early October to mid-April. Programming will include public skating, youth and adult hockey leagues, clinics and tournaments, figure skating, and learn to skate lessons, as well as curling clinics, leagues and tournaments. The rink will also serve as the home of Mammoth Lakes Youth Hockey and the Mammoth Stars club hockey team. Other activities will include community events, rentals and birthday parties. In addition, the four expansive locker rooms with player showers/restrooms will cater to the many youth and adult hockey players eager to travel to Mammoth Lakes to play in tournaments and improve their skills and endurance in professionally hosted hockey development camps.

Estimated annual winter visitation: 15,000 - 30,000+ (estimated growth over a 3-year period)

Hours of operation: Typical winter operations will be from 12:00 – 10:00pm, however, scheduled hockey or curling tournaments may start early in the morning (approx. 7:00am).

Please visit www.LAKingsicemammothlakes.com for updated activity schedules.

Summer Programming

In the summer months, the Olympic size arena will be transformed into a fully programmable, multi-use 20,000 square foot RecZone and will be the new hub for the expanding Parks and Recreation Department summer camps and programs. With durable, sports tiles offering excellent traction, ball response and shock absorption, the RecZone will be fully programmed for a multitude of court sports, league play, tournaments and community events. The 3 gymnasium style courts will cater to sports such as basketball, futsal, pickleball, badminton, volleyball, dodgeball, and our expanding arena soccer programs. The facility will also accommodate adaptive sports such as wheelchair basketball, pickleball, tennis and roller hockey.

Estimated annual summer visitation: 5,000 - 20,000+ (estimated growth over a 3-year period)

Hours of operation: Summer programs and activities will be scheduled between 12:00 – 9:30pm, except in summer when school is out, where the facility operates summer camps and programs beginning at approx. 8:00am, Monday to Friday and ending at 9:30pm.

Please visit <https://www.townofmammothlakes.ca.gov/1228/Mammoth-RecZone> for updated activity schedules.

SCOPE OF SERVICES REQUESTED

The successful concessionaire is expected to provide hot and cold food and beverage service as an independent contractor during specified time-periods for year-round Parks and Recreation Department and third-party programmed activities, leagues, tournaments, and special events at the Community Recreation Center (CRC). The successful concessionaire must own/lease and maintain all equipment and facilities used in food and beverage operations in good and sanitary condition.

Service is to be provided as specified by the Town during the facility's scheduled operating days and times and other agreed upon days and times by the Town and contractor.

At minimum, the Town is seeking a concessionaire to operate during the following time periods.

Winter:

- Early October to mid-April: Thursday - Sunday, non-holiday periods and 7-days a week during recognized holiday periods¹ and multi-day tournaments and special events and programs that require food and beverage service. Days and times may vary pending weather and scheduled activities by the Town and visitation at the facility.
 - Specified hours of food and beverage service are as follows:
 - Non-holiday: 12:00pm – 9:30pm on Thursday and Friday, and 9:00am – 9:30pm on Saturday and Sunday.
 - Holiday periods: 12pm – 9:30pm each day.

Summer:

- Mid-May to mid-September: Monday – Sunday (excluding July 4). Times may vary pending weather and scheduled activities by the Town and visitation at the facility.
 - Specified hours of food and beverage service are as follows:
 - Monday – Friday: 5:00pm - 9:30pm.
 - Saturday and Sunday: 12:00pm – 9:30pm.

A. Food and Beverage Service

The contractor will provide hot and cold food and beverage services at the contractor's expense, suitable to operate at the Community Recreation Center (CRC). Options include the operation of an indoor food and beverage cart/counter, or something of similar means, able to sell both hot and cold food and beverages to patrons. A food truck or something similar that can operate with and without power and water outside the facility, complemented by indoor hot and cold food beverage service is preferred by the Town. The concessionaire shall be responsible for the upkeep, maintenance and repair of all equipment and furnishings within the food truck and/or the counter/cart in accordance with all state and local laws and regulations. Please note that the CRC has no current built-out indoor concession space to support an indoor concession operation, such as food preparation areas, exterior exhaust venting or floor drains, but has access to power and designated space(s) appropriate for food and beverage operations.

B. Term

The contract will have an initial term of one (1) year. By mutual agreement, both parties shall have the option of extending the contract by an additional three-year (3) term. The contract may be terminated by the Town of Mammoth Lakes for any reason with a sixty-day (60) notice. The Contractor may terminate the agreement with a sixty-day (60) day notice to the Town or for breach of contract by the Town, upon thirty (30) days notice to the Town.

¹ Holiday periods include: Martin Luther King and Presidents Holiday weekends, and the Christmas/New Years Holiday periods.

C. Pricing and Commission

Each proposer should set forth in its proposal an outline of the food and beverage items and the estimated price range they will charge the public for the items to be sold. It is the desire of the Town of Mammoth Lakes that these items be sold at 'reasonable' prices. Prices must be displayed on easily readable and weather-resistant menu boards. The Town is seeking a minimum, non-negotiable 5% of annual gross sales during the contracted Term. The commission fee includes access to water and electricity and is to be paid monthly and must be accompanied by documentation showing the calculation of the vendor's gross sales and the payment to the Town. The proposer may present a higher commission paid to the Town that will be taken into consideration as part of the concessionaire selection process.

D. Food and Beverage Items to be Sold

Each proposer shall set forth in their proposal a brief outline of the food and beverages they propose to sell to the public. The Town is seeking a variety of items in winter that can be heated and served warm, along with a choice of hot beverages (such as coffee, tea, hot chocolate, etc.). Other items include pre-made or packaged warm/cold grab and go lunch/dinner items and a selection of healthy drinks (smoothies/shakes) and snacks. Beer and wine may be served to patrons with the proper license during days and times specified and approved by the Town, such as special events and adult activities.

E. Operating Plan

Each proposer shall set forth in their proposal a plan for providing quality food and beverage services at the Community Recreation Center as an independent contractor. The operating plan should include the proposer's capabilities and resource plan for staffing, contract management, food preparation, sanitation, the type of equipment utilized to deliver the requested services, such as an indoor counter/cart, food truck or something of similar means, days and hours of operation as specified by the Town, and all applicable licenses, and furnishings to be provided by the proposer.

F. Experience and Qualifications

Each proposer shall set forth in their proposal any experience they have had in, and any special qualifications/licenses they may have for, providing food and beverage service on the scale required for this contract. Each proposer must provide a written account of their food and beverage experience for at least the last five (5) years.

G. Exclusivity

The concessionaire will have the exclusive privilege to provide concessions to patrons at the Community Recreation Center, except for occasional circumstances specified by the Town, such as on-site birthday parties and occasional sales by local non-profit organizations. This includes days and times when the

concessionaire is not providing hot and cold food and beverage services at the facility. Please note, the Town may install onsite vending machines operated by a third party.

SELECTION CRITERIA AND PROCESS

The Town will evaluate each proposal based upon certain specific criteria and the weight assigned to each such criterion as set forth below:

I.	Operating Plan	30%
II.	Experience and Qualifications	25%
III.	Resources (Type of Equipment (cart/food truck), Personnel, ABC license, Health Permits, etc.)	25%
IV.	Food and Beverage items sold to customers	10%
V.	Commission paid to the Town	5%
VI.	Detailed and well-presented Proposal	5%

As a part of its evaluation, the Town will use an assigned committee familiar with the RFP and requested food and beverage service at the CRC to evaluate the proposals. The Town may request additional information from respondents and may request respondents to make in-person presentations of their proposal to the committee.

RFP TIMELINE	
December 18, 2023	Request for Proposal (RFP) Published
January 12, 2024	RFP Deadline for submitting Proposals
January 15-26, 2024	In-person presentations by Proposers
February 1, 2024	Announcement of successful Proposal
February 7, 2024	Contract Award by Town Council
February 16, 2024	Expected start date of food and beverage service at the Community Recreation Center by Contractor

Submittal Requirements

1 bound copy of the proposal, plus one copy in electronic format (memory stick), shall be submitted to the Town of Mammoth Lakes, at the following address, no later than **5:00PM on Friday, January 12, 2024.**

Town of Mammoth Lakes
Town Clerk
437 Old Mammoth Road, Ste. 230
P.O. Box 1609
Mammoth Lakes, CA 93546

Questions regarding the RFP may be directed to Stuart Brown, Parks and Recreation Director at (760) 965-3696, or by email to sbrown@townofmammothlakes.ca.gov.

The Town reserves the right to make all submissions available to the public pursuant to legal requirements.