



REQUEST FOR PROPOSAL

FOR

Construction and Operation of Pro Shop and Team Room Facility at the Huntington Central Park Sports Complex

The City of Huntington Beach is soliciting proposals in order to identify qualified individuals and/or businesses interested in constructing and operating a pro shop and team room at the Central Park Sports Complex. This RFP is designed for those interested in creating a contract relationship to construct an approximate 2,000 SF pro shop/team room and operate under the terms of a concession management agreement.

**Community Services Department
CITY OF HUNTINGTON BEACH**

Released on May 18, 2011



PRO SHOP/TEAM ROOM AT THE CENTRAL PARK SPORTS COMPLEX REQUEST FOR PROPOSAL (RFP)

1. BACKGROUND

The City of Huntington Beach is located in Orange County California, approximately 35 miles southwest of Los Angeles. In 2004, the City opened a 45-acre sports complex located within the city-owned 350-acre Huntington Central Park. The Huntington Central Park Sports Complex is located in the central part of the city on the east side of Goldenwest Street, between Talbert Avenue and Ellis Avenue.

The Sports Complex consists of two sections – referred to as Phase I and Phase II. Phase I is 40 acres and consists of 8 natural turf softball fields - overlaid with 8 soccer fields, two concession/restroom buildings, two tot play areas and an 850 space parking lot. Phase II makes up the remaining 5-acres of the Complex and includes a 7-station batting cage, and 4 artificial turf soccer fields and restroom building. The original plan for Phase II included an approximate 2,000 SF pro shop however, that component was not completed when the Complex opened in 2004.

The facility will operate under the terms of a concession management agreement with the city receiving a percentage of the gross sales generated at the pro shop.

2. SCHEDULE OF EVENTS

This request for proposal will be governed by the following schedule:

Release of RFP	May 18, 2011
Deadline for Written Questions	May 26, 2011
Responses to Questions Posted on Web	June 2, 2011
Proposals are Due	June 13, 2011
Proposal Evaluation Completed	June 20, 2011
Approval of Contract – TBD, based upon negotiation process.	

3. SCOPE OF WORK

- **Project** - Construction and operation of an approximate 2,000 SF Pro Shop and Team Room within the Phase II area of the Central Park Sports Complex. The pro shop and team room will be part of a single structure with a minimum of 400 SF dedicated to the team room. The team room will be utilized for by the City for its youth sports programs and by youth organizations on a reservation basis. The remaining square footage of the building will be for the pro shop. Proposer will be responsible for all construction, maintenance and utility costs. Proposer will also be required to obtain all required licenses and permits to operate a concession within the park and comply with all State labor laws and Health Department regulations. The facility will be operated under the terms of a concession management agreement with the City of Huntington Beach with a percentage of gross sales paid to the City.

- **Location**

The project area is within the Phase II area of the Central Park Sports Complex located at 18120 Goldenwest St. (See Attachment 1). The Phase II area is located within the interior of the 45-acre Sports Complex that fronts Goldenwest St, a major arterial with connections to the 405 Freeway and Pacific Coast Highway (See Attachment 2).

- **Pro Shop Operation**

The pro shop operation will be limited to the sales of sporting goods and other non-food or beverage items appropriate to serve the needs of Sports Complex users and events. Pro Shop goods and services shall not be in direct competition with the existing food concessions at the Sports Complex. The City may consider other elements such as sports training to enhance service to the public using the Sports Complex however all goods and services provided will be subject to review by the city and any instructional classes would become part of the City Instructional Class program. Any services that would utilize areas beyond the pro shop area must also be approved by the City.

- **Building Requirements**

- Dimensions - The building must be located within the boundaries of the Phase II area. While it is anticipated that the available area will accommodate a 2,000 SF structure, final dimensions will be determined based upon compliance with all access and clearance from other improvements required by the Americans with Disabilities Act (ADA) and building codes
- Design - The building architectural design was previously approved by the City's Design Review Board and therefore must match the design features of the existing buildings at the Sports Complex. (See Attachment 3) Key architectural features include a metal roof, exterior stucco and river rock wainscot. The City will provide product specifications in order to be consistent with colors and materials. Proposers are encouraged to use green, energy efficient materials and designs to the highest extent possible. . The structure may be modular or pre-engineered but, meet all State and local building codes.
- Utilities – Proposer will be responsible for all utilities required to operate the pro shop section of the structure. The City will be responsible for utility costs associated with the team room however an electric sub-meter will be required to properly separate utility charges. Installation of the sub-meter will be the responsibility of the Proposer as part of the construction of the building.
- Floor Plan and Tenant Improvements – The Proposer will be responsible for laying out the floor plan showing the area for both the pro shop and team room. The usable area of the team room shall be a minimum of 400 SF. Area needed for utilities and infrastructure will not be considered part of the usable area. Expectations for the team room design include an open area large enough to accommodate team meetings and training (approximately 15 – 20 players and coaches), enclosed office /desk area with at minimum, two work stations, voice and data supplies with capabilities for audio-visual equipment and storage. Tenant improvements for the pro shop will be at the discretion the Proposer but, must meet all Building and Fire codes and meet all (ADA) accessibility requirements.

- **Approvals/Permits**

- Concession Management Agreement – City Council will have final approval of the Concession Management Agreement outlining the terms and conditions for operation of the pro shop.
- Building Permits – Proposer will be responsible for obtaining all required permits for construction of the building. These improvements include but, may not be limited to approvals from Planning, Building, Fire and Public Works.
- Business License – Proposer will be responsible for obtaining an approved business license to operate a business in the City of Huntington Beach.

4. PROPOSAL FORMAT GUIDELINES

Interested contractors are to provide the City of Huntington Beach with a thorough proposal using the following guidelines:

Proposal should be typed and should contain no more than 20 typed pages using a 12-point font size, including transmittal letter and resumes of key people, but excluding Index/Table of Contents, tables, charts, and graphic exhibits. Each proposal will adhere to the following order and content of sections. Proposal should be straightforward, concise and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals, which appear unrealistic in the terms of technical commitments, lack of technical competence or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected. The following proposal sections are to be included in the bidder's response:

A. Vendor Application Form and Cover Letter

Complete Addendum #1, "Request for Proposal-Vendor Application Form" and attach the form to the cover letter. A cover letter, not to exceed three pages in length, should summarize key elements of the proposal. An individual authorized to bind the consultant must sign the letter. The letter must stipulate that the proposal price will be valid for a period of at least 180 days. Indicate the address and telephone number of the contractor's office located nearest to Huntington Beach, California and the office from which the project will be managed.

B. Background and Project Summary Section

The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. Refer to Scope of Work of this RFP.

C. Methodology Section

Provide a detailed description of the approach and methodology to be used to accomplish the Scope of Work of this RFP. The Methodology Section should include:

- 1) An implementation plan that describes in detail (i) the methods, including controls by which your firm manages projects of the type sought by this RFP; (ii) methodology for soliciting and documenting views of internal and external stakeholders; (iii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work.
- 2) Detailed description of efforts your firm will undertake to achieve client satisfaction and to satisfy the requirements of the "Scope of Work" section.
- 3) Detailed project schedule, identifying all tasks and deliverables to be performed, durations for each task, and overall time of completion.
- 4) Detailed description of specific tasks you will require from City staff. Explain what the respective roles of City staff and your staff would be to complete the tasks specified in the Scope of Work.

D. Staffing

Provide a list of individual(s) who will be working on this project and indicate the functions that each will perform. Include a resume for each designated individual.

Upon award and during the contract period, if the contractor chooses to assign different personnel to the project, the Contractor must submit their names and qualifications including information listed above to the City for approval before they begin work.

E. Qualifications

The information requested in this section should describe the qualifications of the firm, key staff and sub-contractors performing projects within the past five years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- 1) Names of key staff that participated on named projects and their specific responsibilities with respect to this scope of work.
- 2) A summary of the your firm's demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Proposal.
- 3) Provide at least five local references that received similar services from your firm. The City of Huntington Beach reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
 - ◆ Client Name
 - ◆ Project Description
 - ◆ Project start and end dates
 - ◆ Client project manager name, telephone number, and e-mail address

F. Fee Proposal

As with other concession agreements, the city receives a percentage of gross sales that will be generated by the project. While the percentage rate will be negotiable, please include your proposed rate to be paid to the city.

5. **PROCESS FOR SUBMITTING PROPOSALS**

◆ **Content of Proposal**

The proposal must be submitted using the format as indicated in the proposal format guidelines.

◆ **Preparation of Proposal**

Each proposal shall be prepared simply and economically, avoiding the use of elaborate promotional material beyond those sufficient to provide a complete, accurate and reliable presentation.

◆ **Number of Proposals**

Submit four (4) copies plus one disk copy of your proposal in sufficient detail to allow for thorough evaluation and comparative analysis.

◆ **Submission of Proposals**

Complete written proposals must be submitted in sealed envelopes and received no later than 4:00 p.m. (P.S.T) on June 13, 2011 to the address below. Proposals will not be accepted after this deadline. Faxed or e-mailed proposals will not be accepted.

Carrie Gonzales, Administrative Assistant
City of Huntington Beach
Finance Department
2000 Main Street
Huntington Beach, CA 92648-2702
RE: Self-Serve Dog Washing Facility

◆ **Inquiries**

Questions about this RFP must be directed in writing, via e-mail to:

Jim Slobojan, Fiscal Services Manager
jslobojan@surfcity-hb.org

From the date that this RFP is issued until a firm is selected and the selection is announced, firms are not allowed to communicate for any reason with any City employee other than the contracting officer listed above regarding this RFP, except during the pre-proposal conference. Refer to the Schedule of Events of this RFP or the City webpage to determine if a pre-proposal conference has been scheduled. The City reserves the right to reject any proposal for violation of this provision. No questions other than written will be accepted, and no response other than written will be binding upon the City.

◆ **Conditions for Proposal Acceptance**

This RFP does not commit the City to award a contract or to pay any costs incurred for any services. The City, at its sole discretion, reserves the right to accept or reject any or all proposals received as a result of this RFP, to negotiate with any qualified source, or to cancel this RFP in part or in its entirety. All proposals will become the property of the City of Huntington Beach, USA. If any proprietary information is contained in the proposal, it should be clearly identified.

6. EVALUATION CRITERIA

The City's consultant evaluation and selection process is based upon Qualifications Based Selection (QBS) for professional services. The City of Huntington Beach may use some or all of the following criteria in its evaluation and comparison of proposals submitted. The criteria listed are not necessarily an all-inclusive list. The order in which they appear is not intended to indicate their relative importance:

- A. Compliance with RFP requirements
- B. Understanding of the project
- C. Recent experience in conducting similar scope, complexity, and magnitude for other public agencies
- D. Educational background, work experience, and directly related consulting experiences
- E. Price
- F. References

The City may also contact and evaluate the bidder's and subcontractor's references; contact any bidder to clarify any response; contact any current users of a bidder's services; solicit information from any available source concerning any aspect of a proposal; and seek and review any other information deemed pertinent to the evaluation process. The evaluation committee shall not be obligated to accept the lowest priced proposal, but shall make an award in the best interests of the City.

After written proposals have been reviewed, discussions with prospective firms may or may not be required. If scheduled, the oral interview will be a question/answer format for the purpose of clarifying the intent of any portions of the proposal. The individual from your firm that will be directly responsible for carrying out the contract, if awarded, should be present at the oral interview.

A Notification of Intent to Award may be sent to the vendor selected. Award is contingent upon the successful negotiation of final contract terms. Negotiations shall be confidential and not subject to disclosure to competing vendors unless an agreement is reached. If contract negotiations cannot be concluded successfully, the City may negotiate a contract with the next highest scoring vendor or withdraw the RFP.

7. STANDARD TERMS AND CONDITIONS

- ◆ Amendments

The City reserves the right to amend this RFP prior to the proposal due date. All amendments and additional information will be posted to the Huntington Beach Procurement Registry, [Huntington Beach - Official City Web Site - Business - Bids & RFP's](#); bidders should check this web page daily for new information.

- ◆ Cost for Preparing Proposal

The cost for developing the proposal is the sole responsibility of the bidder. All proposals submitted become the property of the City.

- ◆ Contract Discussions

Prior to award, the apparent successful firm may be required to enter into discussions with the City to resolve any contractual differences. These discussions are to be finalized and all exceptions resolved within one (1) week from notification. If no resolution is reached, the proposal may be rejected and discussions will be initiated with the second highest scoring firm. See Exhibit B for a sample agreement.

- ◆ Confidentiality Requirements

The staff members assigned to this project may be required to sign a departmental non-disclosure statement. Proposals are subject to the Freedom of Information Act. The City cannot protect proprietary data submitted in proposals.

- ◆ Financial Information

The City is concerned about bidders' financial capability to perform, therefore, may ask you to provide sufficient data to allow for an evaluation of your firm's financial capabilities.

◆ Insurance Requirements

City Resolution 2008-63 requires that licensees, lessees, and vendors have an **approved** Certificate of Insurance (not a declaration or policy) on file with the City for the issuance of a permit or contract. Within ten (10) consecutive calendar days of award of contract, successful bidder must furnish the City with the Certificates of Insurance proving coverage as specified in Appendix A. Failure to furnish the required certificates within the time allowed will result in forfeiture of the Proposal Security.

Please carefully review the Sample Agreement and Insurance Requirements before responding to the Request for Proposal enclosed herein. The terms of the agreement, including insurance requirements have been mandated by City Council and can be modified only if extraordinary circumstances exist. Your response to the Request for Proposal must indicate if you are unwilling or unable to execute the agreement as drafted as well as providing the insurance requirements. The City will consider this in determining responsiveness to the Request for Proposal.



APPENDIX A

SUMMARY OF CITY OF HUNTINGTON BEACH

INSURANCE REQUIREMENTS

City Resolution **2008-63** requires that licensees, lessees and vendors have an approved Certificate of Insurance (not a declaration or policy) on file with the City for the issuance of a permit or contract. Receipt of an insurance certificate does not satisfy these insurance requirements, which vary for private or public property and for contract purposes, or encroachment permits as well as consultant services. An original certificate is required from a California admitted carrier or, if it is faxed, it must come directly from your insurance company/agent to Risk Management at (714) 536-5212.

- Private Property Work Permit Requirements. If the planned work does not involve public property or its right-of-way (e.g., sidewalk/street or abutment to same), the Workers' Compensation Certificate is the only insurance requirement. However, if the work abuts to public property, the City Attorney's Office must be informed for consideration of liability and decides whether or not to approve the certificate with a specific Private Property Only approval stamp.
- Encroachment (City/Public Property) Permit Requirements. General Liability and Workers' Compensation are required.
- Consultant Services. Professional Liability Insurance Certificate is required (i.e., Legal, architectural, etc.) in addition to a General Liability Insurance Certificate and Workers' Compensation Insurance Certificate.
- General Liability Insurance Certificate of \geq \$1,000,000 combined single limit/per occurrence

Additional Insured Endorsement must name the City of Huntington Beach, its agents, officers and employees as additionally insured and, when applicable, the Redevelopment Agency of the City of Huntington Beach must also be additionally insured.

The insured definition must include the person or organization shown in the Schedule, but only with respect to liability arising out of "your work" for that insured by or for you. It is not to read, "...but only with respect to liability arising out of your ongoing operations performed for that insured.

Type of coverage must be "per occurrence" not "claims made". "Claims made" designation is only acceptable for professional or pollution liability insurance.

A brief description of work and/or nature of business and the related City department.

- Workers' Compensation Insurance Certificate of statutory amount. If you have no employees, you must sign a Declaration of Non-employee Status form available from the Risk Management Department. In lieu of a certificate of insurance, a certificate of Consent to Self-Insure issued by the California Director of Industrial Relations is also acceptable.

- Professional Liability Insurance Certificate of \$1,000,000 as applicable (i.e., consultant services, etc.)

Type of coverage “Claims Made” designation is acceptable for professional or pollution liability insurance.

In addition to the above, ALL CERTIFICATES MUST CONTAIN THE FOLLOWING:

Insurance Carrier Rating. Insurance must be placed with a California-admitted carrier with a current A.M. Best Rating of \geq A: VII

Certificate Holder. The City of Huntington Beach (2000 Main Street, Huntington Beach, CA 92648, Attn: Risk Management).

Deductible, Self-Insurance Retention (SIR), or Similar Forms of Coverage Limitations or Modifications. Any deductibles, self-insured retentions or similar forms of coverage limitations or modifications, must be declared to and approved by the City of Huntington Beach.

30-day Cancellation Notice. There must be a thirty (30) day notice for policy cancellation. A ten (10) day notice for cancellation for non-payment of premiums and/or salary reporting is allowed in combination with the required 30-day notice except for Public Works contracts.

Cancellation Clause Wording. The following wording must either be removed or lined-out (by the insurance agent) if they appear on the certificate: “endeavor to” and “failure to mail such notice shall impose no obligation nor liability of any kind upon the company, its agents or representatives.

Waiver Procedure. If unable to comply with a requirement, the “Insured” may request a waiver of a specific requirement. The Insurance Waiver form is an internal form that the City of Huntington Beach will complete. The exception to the waiver is the G/L & Auto “additional Insured Endorsement page.

General Contractor(s): Contractors must include any subcontractor(s) as insured under their policy OR provide the subcontractor’s insurance certificate which is also subject to the City’s insurance requirements.

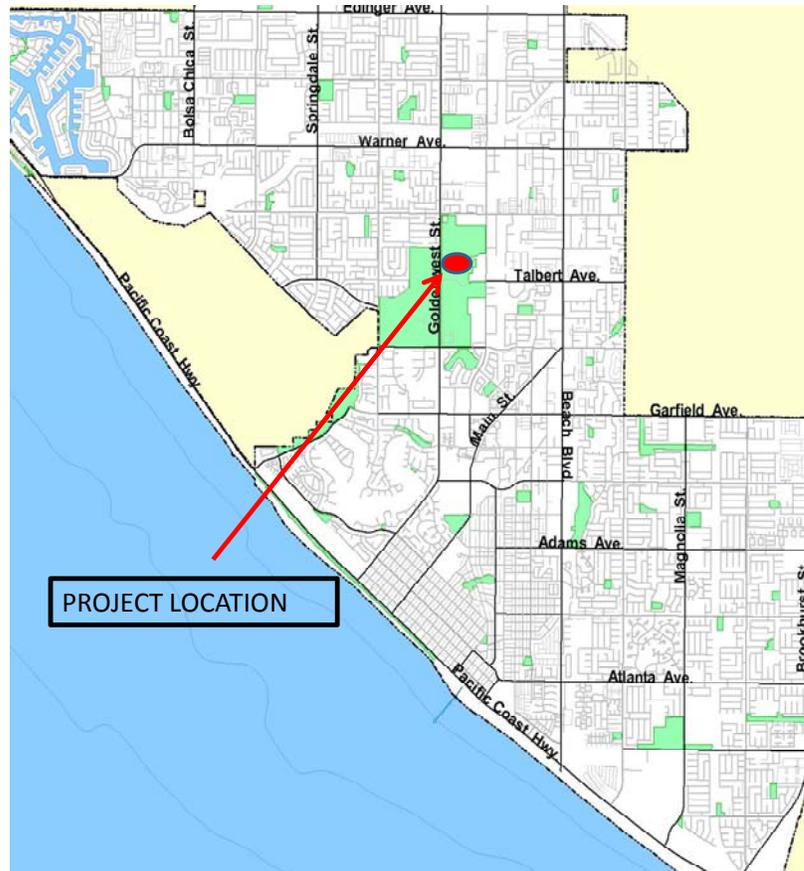
Trucking Companies: Per the Public Utilities Commission (PUC) regulations, you must provide proof of Workers’ Compensation Insurance and General Liability Insurance. The General Liability Insurance requirements are \$600,000 combined single limit or \$250,000 bodily injuries or death of one person and \$500,000 protection against total liability for bodily injuries or death of more than one person from any one accident. This is subject to the same \$250,000 limitation for each person and \$100,000 protection for accidental damage or destruction of property other than property being transported. The City of Huntington Beach must be named as Certificate Holder but does not need to be named as additional insured.

Please forward this summary to your insurance agent. Please contact Risk Management at (714) 536-5252 or via email to justin.wessells@surfcity-hb.org for complete information, or via fax at (714) 536-5212.

Attachment 1

Location Map

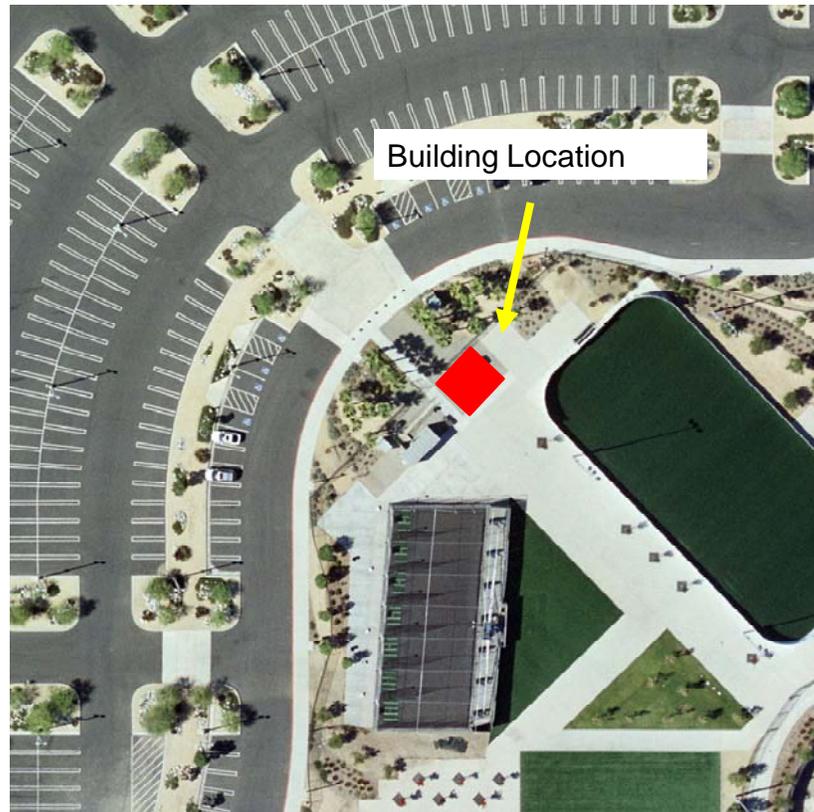
Huntington Central Park Sports Complex
Pro Shop/Team Room



PROJECT LOCATION

Attachment 2
Pro Shop/Team Room Building Location

Huntington Central Park Sports Complex
Entrance of Phase II Area



Attachment 3

Approved Architectural Design

Existing Sports Complex Food Concession

