

Request for Proposals

Historic-Style Jewelry Store Concession Opportunity Old Sacramento State Historic Park

*Pre-Proposal Meeting
May 2, 2018*



Pre-Proposal Meeting Agenda

- A. Introductions
- B. Concessions Program Overview
- C. Park Overview & Concession Performance
- D. RFP Process & Timeline
- E. Concession RFP Requirements
- F. Q & A, Next Steps

A. Introductions

- Capital District– (916) 324-7407
- Partnerships Office – (916) 653-7733
- **Objectives of Pre-Proposal Meeting:**
 - **Provide Overview of Concession Opportunity**
 - **Review Proposal Process and Requirements**

B. Concessions Program Overview

- Concessions Program charge
- Develop/administer ~210 contracts throughout California
- Public Resources Code (PRC) §§ 5080.03, 5080.05, 5080.23 provides authorities and requirement to bid
- Concessions are to enhance visitor experiences

C. Park Overview & Concession Performance

Old Sacramento State Historic Park



C. Park Overview & Concession Performance, cont.

- Current Concessionaire: Skalet Family Jewelers
- Contract Term: 3/1/2004 - 02/28/2009 - on Hold-Over
- Overall Performance

Fiscal Year (FY)	Gross Receipts
FY2015-16	\$1,066,330
FY2014-15	\$1,288,380
FY2013-14	\$1,087,404

D. RFP Process & Timeline

We're here!



RFP Development Phases	Phase 1 Pre-planning	Phase 2 Plan Concession	Phase 3 Project Review & Approval	Phase 4 RFP Development	Phase 5 Contract Execution
Duration 3.5 to 6 Months					

D. RFP Process & Timeline, cont.

Phase 4: RFP Development

- Bid Opportunity Opening: April 22, 2018
 - Advertisement: **Old Sacramento Historic-Style Jewelry Store RFP: Opening Ad Placement**
 - **Sacramento Bee:** Sunday, April 22nd & Sunday, April 29th
 - **Sacramento Business Journal:** Friday, April 27th & Friday, May 4th
 - **California State Parks Concession Opportunity-** The California Department of Parks and Recreation is accepting proposals for a ten (10) year concession contract to furnish, equip, operate, and maintain the premises at the Tehama Block Building in Old Sacramento State Historic Park as a historic-style jewelry store. Proposals are due by 2:00 PM on Monday, June 4, 2018 at the Department of Parks and Recreation, 1416 9th Street, Room 1431, Sacramento, CA 95814. A pre-proposal meeting will be held on May 2, 2018 at 6:00 PM at the Stanford Gallery located at 111 I Street, Old Sacramento, CA. For more information, or to obtain proposal forms, please contact Kevin White at (916) 654-8924 or kevin.white@parks.ca.gov

D. RFP Process & Timeline, cont.

- Pre-Proposal Meeting: May 2, 2018
- Proposer Q&A Period: May 2 - May 12, 2018
- Opportunity Closing: June 4, 2018
- Target Award Date: July 2, 2018
- Award Protest Period: July 12, 2018
- Contract Fully Executed: November 2018

E. Historic-Style Jewelry Store

RFP Requirements

**Section 1:
Project Summary**

1.1 Goal & Objectives

- Concession needs to align with California State Parks' Mission and Park Missions

Objectives of RFP

- Promote, equip, operate, and maintain a historic-style jewelry store and demonstrate jewelry-making techniques.
- Provide compensation to California State Parks

1.2 General Information

- Park Description and Concession Performance



1.3 Concession Contract Summary

- Contract Term: 10 years
- Concession Requirements: Promote, equip, operate, and maintain a historic-style jewelry store and demonstrate jewelry-making techniques.
- Annual Rent Minimum: will be determined by a competitive bid process. At a minimum, the new contract will require an annual rent of \$28,000 or 3% of monthly receipts up to \$25,000 and 4% over \$25,000, whichever total is greater.
- Facility Maintenance: The new contract will also require .25% of the monthly gross receipts for facility maintenance and repairs.
- Performance Bond: Provide a continuing Performance Bond in the amount of twelve thousand dollars (\$12,000).

1.3 Concession Contract Summary, cont.

- Pay taxes
- Provide insurance
- Obtain applicable permits
- Follow laws
- Be a good partner!

Historic-Style Jewelry Store RFP

Section 2: The RFP Process

2.1 Proposal Process

- Timeline & key dates
- Submit written RFP content questions to:

California Department of Parks and Recreation
Partnerships Office
1416 9th Street, Room 1442-7
Sacramento, CA 95814
Attn: Kevin White

E-mail: kevin.white@parks.ca.gov

***** Written questions due: May 12, 2018*****

Note: Proposals become property of the State; proposers must denote copyrighted, proprietary, or other confidential information.

2.1 Proposal Process, cont.

- Proposals must include:
 - ✓ Proposal bond: \$5,000
 - ✓ 1 original proposal and 7 copies
- Submit Proposals to:

California Department of Parks and Recreation
Partnerships Office
1416 9th Street, Room 1431
Sacramento, CA 95814
Attn: Kevin White

***** Proposals Due: 2:00 PM on June 4, 2018*****

2.2 Evaluation Process

- Verify completeness and information
- Seek clarification
- Rate proposals
- Convene Award Board
- Notice intent to award contract
- Protest Period (10 days from contract award notice)
- Award contract

2.3 Contract Execution

- Prepare final contract for department review
- Present contract for concessionaire signature
 - Collect performance bond and insurance
- Obtain Director of Parks and Recreation's signature
- Obtain control agency approvals
- Contract fully executed

Note: Concessionaire must sign contract within 30-days of receipt or State may treat as refusal to execute and collect proposal bond.

Historic-Style Jewelry Store RFP

Section 3: The Proposal DPR 398 Proposer Questionnaire

3.1 Instructions

I. Proposer Information

- Individual & business information
- Financial capability & credit

II. Proposal Information

- Operation Plan – Address every section
- Facility Plan- Address every section and how minimum requirements will be met
- Rental Offer – Bid minimum rent AND percentage
- Concession Feasibility – Complete Pro Forma

3.1 Instructions, cont.

III. Proposal Summary

- Summarize qualifications and operation in 250 words

IV. Certification of Proper Information

- Compliance and authorizations

V. Privacy Notice

3.2 Proposal Evaluation Criteria

Proposal Scoring

Incumbent Preference:	5 points
Small Business Preference:	5 points
Experience:	20 points
Operation Plan:	20 points
Facility Plan:	10 points
Interpretive Plan:	15 points
Rental Offer:	<u>25 points</u>
Total Points Possible:	100 Points

3.2 Proposal Evaluation Criteria cont.

Rental Offer Scoring

Rental Guarantee (Minimum bid is GuaranteedRent)

$$\frac{(\text{Bid Amount}) \text{ minus } (\text{GuaranteedRent})}{(\text{Highest Bid Amount}) \text{ minus } (\text{GuaranteedRent})} \times \text{xx points} = \underline{\hspace{2cm}} \text{ points}$$

Percentage of Gross Sales (Minimum bid is PercentageRent1)

$$\frac{(\text{Bid Amount})}{(\text{Highest Bid Amount})} \times \text{xx points} = \underline{\hspace{2cm}} \text{ points}$$

3.3 Proposal Evaluation Sheet

3 Evaluation Levels

1. Compliance with RFP Requirements
 - Pass/Disqualify
2. Rent Proposed, Credit & Ability to Finance
 - Pass/Disqualify
3. Proposal Evaluation
 - Out of 100

Note: The entire proposal is disqualified if the Concession Feasibility category scores a “Fail”.

3.4 Concession Proposal, DPR 398

Request a Concession Proposal form (DPR 398) by contacting:

Kevin White

kevin.white@parks.ca.gov

(916) 654-8924

Your contact information will be requested to provide follow-up information about the RFP

Historic-Style Jewelry Store RFP

Sample Contract

Notes about Sample Contract Terms

- Condition of Premises – “As-is”
- Rent and rent reporting
 - DPR 54 - Report of Concessionaire Rents
 - Consumer Price Index adjustments
- Use of Premises – Follow the contract
- Facility Maintenance Account
- Bonds and insurance must be current at all times
- Annual Reporting
 - DPR 86 - Concessionaire Annual Financial Statement
- Annual Performance Evaluations

NEXT STEPS

- Request DPR 398 – Proposer Questionnaire
- Tour park location (optional/welcome to tour the park on your own)
- Submit questions during RFP Q & A period by May 12, 2018
- **SUBMIT COMPLETED PROPOSAL BY 2:00 PM on JUNE 4, 2018**

Q & A