

## Midcoast Regional Redevelopment Authority

### Request for Proposals

### Great State of Maine Air Show & Business Aviation Expo

### Concession Services

Proposal Due Date: Friday, October 29th, 2010

The Midcoast Regional Redevelopment Authority (MRRA) is seeking proposals from qualified individuals and firms to provide food, beverage and souvenir concession services for the Great State of Maine Air Show & Business Aviation Expo 2011.

### Introduction

MRRA" is a public municipal corporation and an instrumentality of the State of Maine. The mission of the MRRA is to implement the Reuse Master Plans for Naval Air Station Brunswick (NASB) and its Topsham Annex Facility. The base is scheduled for closure 2011. The MRRA is governed by an eleven member Board of Trustees.

MRRA will host the Great State of Maine Air Show & Business Aviation Expo (GSMAS), featuring performance of the US Navy Blue Angels, on August 27<sup>th</sup> and 28<sup>th</sup>, 2011, with the possibility of a practice show on August 26<sup>th</sup>, 2011. Previous air shows at Brunswick have attracted in excess of 200,000 visitors over the two day events. The 2011 air show will be the first at Brunswick following base closure and will celebrate the "Centennial of Naval Aviation".

### Requested Services

MRRA is requesting proposals on providing food, beverage and souvenir concessions. The selected concessionaire will provide and manage up to 44 food, beverage, and souvenir concession booths during the GSMAS on 27 and 28 August, 2011, with the possibility of a practice show on 26 August, 2011.

### Proposal Requirement

Please prepare a letter or proposal that responds to the following requirements:

## Food and Beverage

The Concessionaire shall provide food, beverages and supplies as follows:

- ❑ Provide a wide variety of food and beverage choices appropriate for an air show audience, including some choices unique to Maine and the New England region.
- ❑ Procure food, beverages and supplies from local vendors. The GSMAS will have corporate sponsorship agreements with food and beverage distributors; therefore MRRRA reserves the right to select the local suppliers of all food and beverages sold at the GSMAS.
- ❑ All food items provided for sale must be USDA choice quality and pass USDA inspection.
- ❑ Procure all supplies and condiments as required to serve the menu, including, but not limited to; paper plates, napkins, cups, and plastic ware.
- ❑ Provide the number of food / soft drink and souvenir booths per 1,000 spectators which the concessionaire proposes to set up. All booths must:
  - Be self contained and require no external power source or water source.
  - Provide shade to protect workers from the sun.
  - Be able to withstand 60 MPH winds and be flame retardant.
- ❑ Provide assurances that adequate supplies will be on hand such that the Concessionaire will not run out of food and beverage during the GSMAS.

## Other Items

The Concessionaire may provide and sell the following items. MRRRA has the right to approve the quality of each item prior to production and sale.

- ❑ Camera film items, video tape and disposable cameras.
- ❑ Sunglasses.
- ❑ Tanning lotion and sunscreen products.
- ❑ Earplugs and other noise abatement products.
- ❑ Non-official apparel.

## Logistics

The Concessionaire shall:

- ❑ Provide the method of supplying color coordinated booths and maintaining and servicing booths provided.

- ❑ Provide a description of all food / beverage / souvenir items to be sold, including a firm price list.
  - All pricing for products sold at the GSMAS will be approved by the Air Show Director and will remain constant during the air show.
  - Pre-approval is needed to change any product or price once agreed upon by both parties.
- ❑ Obtain the appropriate liquor license from the state and provide a legal indemnification and hold harmless of MRRRA for serving alcohol. Alcohol sales are permitted beginning at 10:00 A.M. each day. All alcohol sales must cease at the end of each day's show, but no later than 6:00 P.M.
- ❑ Apply for and obtain a temporary food service license from the Town of Brunswick.
- ❑ Supply all storage needed for items used by the Concessionaire.
- ❑ Provide MRRRA with a recap of the number of cases of each product sold at the end of the event.
- ❑ The Concessionaire is not permitted to display or produce any signage, banners or other display items without permission of MRRRA.
- ❑ The Concessionaire is required to remove all equipment and vehicles, including all equipment owned by subcontractors, from the air show venue no later than 12:00 PM on Monday August 29<sup>th</sup>, 2011.

## Financial

The Concessionaire shall provide:

- ❑ The amount of the non-refundable up-front guarantee, which is payable 30 days prior to the show date.
- ❑ The percentage of gross sales for food and beverage that the Concessionaire will pay MRRRA.
- ❑ Proof of financial solvency. MRRRA shall receive a copy of an insurance binder describing the company's insurance limits and coverage, and willingness to name MRRRA and the Great State of Maine Air Show & Business Aviation Expo as an additional insured.

## Advance Planning

The Concessionaire shall provide one on-site visit for advanced planning coordinated by the Air Show Director.

## Related Services

The Concessionaire shall provide MRRRA with:

- ❑ A list of details on any other services the Concessionaire will provide if the awarded the bid.
- ❑ Details on the length of time the Concessionaire will require to set-up and take down all Concessionaire equipment.
- ❑ A description of the utility and / or security requirements needed by the Concessionaire.
- ❑ A description of the Concessionaire's Safety and Public Health programs.
- ❑ A description of the Concessionaire's audit procedures.

### Supervision/Training

The Concessionaire shall provide supervision and training for all staff as follows:

- ❑ Provide an outline of the supervision and training for personnel. The training is to be conducted by the Concessionaire's professional staff no later than two (2) days before the GSMAS.
- ❑ Provide a description of the booth supervision the Concessionaire will provide.
- ❑ Uniforms for all staff members as to have a consistent clean and professional look.

### References

The Concessionaire shall provide the following in the response:

- ❑ Proof of a successful "track record" in air show operations or other large-scale events. Provide information concerning your ability to produce a large-scale food / beverage / souvenir service for past air shows or public gatherings of between 75,000 to 150,000 spectators that you have serviced.
- ❑ Two (2) references based on your performance at a large-scale event as described above.
- ❑ A list of related work performed by the firm in the past five years.

### Other Vendors

MARRA reserves the right to select local suppliers of all food, beverages and supplies. The Concessionaire is bound to negotiate wholesale costs and selling prices and purchase all said products from the suppliers selected by MARRA.

- ❑ MARRA reserves the right to sell food and beverage sampling rights to exhibitors and sponsors. Those exhibitors and sponsors doing sampling will

not be located in the concession line. The Concessionaire is not permitted to offer sampling of any products

- ❑ Any other outside vendor or subcontractor allowed to participate in the GSMAS must have prior approval of MRRRA. The Concessionaire must submit the names and addresses of all subcontractors one month before the event and must submit a signed contract between the Concessionaire and the subcontractors two (2) weeks before the event.

### Settlement of Accounts

At the conclusion of the GSMA, the Concessionaire will settle all outstanding business as follows;

- ❑ Promptly settle its accounts with MRRRA, including payment in full of all sums, if any, due. The Concessionaire will remove all Concessionaire owned equipment, property and supplies from the Brunswick Executive Airport and surrender all air show passes held by the Concessionaire and its employees. The Concessionaire will complete satisfactory settlement of all customer claims.
- ❑ Concessionaire is required to pay all debts to all vendors within the state of Maine at the conclusion of the GSMA, Sunday August 28<sup>th</sup>, 2011. All other vendors must be paid within 30 days.

### Permits

The Concessionaire is responsible to obtain all necessary permits and notices as follows:

- ❑ The Concessionaire will, at his own expense, obtain all necessary permits, give all notices, pay all license fees, and comply with all laws, rules, ordinances, and regulations applicable to the service or business contracted under this contract.
- ❑ The burden of determining the applicability of licensing requirements, laws, ordinances, and regulations for the Concessionaire and his employees rests with the Concessionaire.

### Selection Criteria

MRRRA will review submissions and may or may not hold interviews. MRRRA is not bound by the "highest bid" proposal, but may accept the proposal that is considered the best value for MRRRA. MRRRA will negotiate terms for a contract to complete the tasks with the proposer that best meets its needs. If a satisfactory agreement cannot be reached, negotiations with that firm will be suspended and negotiations opened with a second firm.

The following criteria will be used to evaluate proposals:

1. Qualifications and experience of the Concessionaire.
2. Determination that Concessionaire possesses adequate resources to meet the proposal requirements.
3. Ability of the Concessionaire to provide sufficient concession locations to meet the high volume demands of the GSMAS.
4. Quality of performance on previous air show / event contracts.
5. Financial and other tangible benefits provided to the air show.

### Proposal Due Date.

Please submit **on or before Friday, October 29, 2011, at 4:00 p.m.** an original proposal and seven (7) copies to:

Marty McMahon, Aviation Services Manager  
Midcoast Regional Redevelopment Authority  
5450 Fitch Avenue  
Brunswick, Maine 04011

Proposals received after this time will not be accepted.

MRRA reserves the right to accept or reject any or all proposals, parts thereof, and to further make modifications as it deems in the best interest of MRRA. It also reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained within this request for proposals.

The successful Concessioner shall agree to defend, indemnify, and hold MRRA harmless from and against any and all such claims whatsoever arising out of or occurring during the performance of these services and occasioned directly or indirectly by its error or omission, negligence or fault. Prior to entering a contract, the successful Concessionaire shall provide evidence satisfactory to MRRA of both Professional and Public Liability insurance in an amount not less than \$1,000,000 and a certificate of Worker's Compensation insurance.

MRRA also reserves the right to waive or disregard any informality, irregularity, or deficiency in any proposal received.

### Communications in Reference to this RFP

Any communication in reference to this RFP should be made in writing or e-mail and directed to:

Marty McMahon, Aviation Services Manager  
Midcoast Regional Redevelopment Authority  
5450 Fitch Avenue  
Brunswick, Maine 04011

Telephone: (207) 725-9701  
Fax (207) 798-6510  
E-mail [martym@mrra.us](mailto:martym@mrra.us)