

REQUEST FOR PROPOSAL FOOD TRUCK VENDOR SERVICE AT WATERLOO PARK



**WATERLOO GREENWAY CONSERVANCY IS SEEKING EXPERIENCED,
LOCALLY-AUTHENTIC FOOD TRUCK VENDORS TO OPERATE AT WATERLOO PARK**

I. BACKGROUND

WATERLOO GREENWAY CONSERVANCY

Waterloo Greenway is a 1.5-mile park system with the power to bring the entire Austin community together. Once complete, the 35 acres of connected green space – meandering from 15th St. along downtown’s eastern edge to Lady Bird Lake – will be home to a wild array of natural and cultural destinations. Amid epic gardens and rolling pathways, and a twinkling Waller Creek that links them, the environment, arts, health, and adventure will converge — and nourish authentic and uplifting experiences that reflect our city’s diversity. A significant public-private partnership between the City of Austin and, us, the Waterloo Greenway Conservancy, this park of all parks is being planned, designed, and built in a series of geographic milestones.

WATERLOO PARK

Under Construction | Opens August 2021

The revitalized 11-acre Waterloo Park will be both a central hub of activity and a catch-your-breath haven for every Austinite. More than 1.5 miles of tree-lined hike-and-bike trails will guide you through stunning Hill Country gardens filled with native plants and wildflowers and on to lush wetland terraces flourishing within a radiantly restored Waller Creek. You’ll be able to stroll across an elevated skywalk, picnic by imaginative playscapes, or lie down and laugh a while in the expansive Great Lawn that rolls up to the world-class Moody Amphitheater. The experiences in Waterloo Greenway’s largest meetup point will be as limitless as your imagination.

II. FOOD & BEVERAGE CONSIDERATIONS

Company Philosophy

Provide an overall positioning statement related to delivering a competitive first-class food and beverage operation.

Market & Audience

Provide a summary of the vendor's understanding of the current market area and description of how the proposed service will attract and serve various anticipated clientele varying levels of park activity.

Product & Sustainability

Provide a statement of sustainability policies including a description of their approach to evaluating, selecting, tracking, and supporting the local Austin area economy, sustainable and humane agriculture and products, and pre and post-consumer waste generation.

III. OPERATIONAL CONSIDERATIONS

It is expected the selected vendor will enter into a Service Agreement with Waterloo Greenway Conservancy. The terms of the agreement remain open for negotiation, according to the mutual needs of the licensor and licensee, including length of Service Agreement, options for renewal, as well as proposed fees and revenue sharing structure.

It is expected that the selected vendor will secure and maintain all necessary licenses, registrations, certifications and permits required for operation by local, State and federal law, including but not limited to health department permits, alcoholic beverage sales licenses, and all other revenue, regulatory or operating approvals needed.

Interested parties shall submit written proposals containing the following essential elements:

1. A proposed menu and sample pricing to be offered, including beverage and alcohol sales, if applicable.
2. An operating plan, including the scope and extent of services to be offered, days and hours of operation, anticipated staffing, advertising and promotional plan.
3. Approximate timeline for setup, occupancy, and startup of services, once approved to proceed.
4. All facility requirements, including electrical and/or other facility requirements.

5. References related to the vendor's experience in other, similar food service locations.

Selected vendor will be expected to execute their food and beverage operations at a high-quality level including, but not limited to, menu presentation, stand configuration and sightlines and cleanliness and hygiene standards.

Selected vendor will be expected to ensure that all employees engaged in the sale and handling of food have been trained and licensed to a level as required by local and state law.

Selected vendor will be expected to ensure that all employees engaged in the sale of alcoholic beverages have been trained and licensed to a level as required by state law, and that they have in force a responsible beverage service policy, if applicable.

Waterloo Greenway Conservancy strives to operate as a green operation with near zero waste. All food and beverage operations will adhere to Waterloo Greenway's sustainability guidelines. All beverage cups will be 100% recyclable. Disposable service ware must be recyclable. Glass containers are not permitted anywhere, per City of Austin Park Rules.

Major credit cards and cash will be accepted at all points of sale and one or more ATM's will be located inside of Waterloo Park.

Selected vendor will be expected to operate daily during open park hours, with proposed operating hours, approved by Waterloo Greenway, and for all Waterloo Park events, beginning at the time that event starts and ending with the time that the event finishes.

Waterloo Greenway to approve all signage, including menus.

Selected vendor will remove all trash generated from its operation at each point of sale and transport to a collection point determined by Waterloo Greenway.

Selected vendor must be equipped with onboard water system for potable water retention. Access will be provided to refill vendor tank as needed in coordination with Waterloo Greenway.

The selected vendor will be responsible to pay state sales tax on all items that they sell.

Waterloo Greenway will have the right, at its own expense, to audit all cash control systems at any time during any event, to audit Vendor's books pertaining to its business at the site.

The selected vendor shall ensure any goods and services to be delivered under the agreement shall be manufactured and sold in compliance with the provisions of all applicable federal, state, and local laws and regulations.

IV. ECONOMIC CONSIDERATIONS

Selected vendor will be responsible for the following:

- Securing and maintaining compliance with all local, State and federal permits & licenses
- Maintenance of day-to-day food and beverage service trucks/equipment as well as replacement of said equipment
- Point of sale system
- All finance needs (change, cash trays, etc)
- Calculating and remitting state and local sales tax on items sold. Copies of sales tax returns shall be available upon request.
- All staffing and operating costs
- All small wares necessary for operations
- All products and small wares associated with food & beverage service
- Signage + Menu Boards
- On-site promotion and marketing expenses

Waterloo Greenway Conservancy will be responsible for providing the following:

- 35' x 11' compacted decomposed granite pads inside Waterloo Park, commonly referred to as the "concession area"
- Accommodate up to 26' truck/trailer
- 20A, 30A, and 40A, electrical hook-ups available
- Site and security oversight for all of Waterloo Park
- Trash removal from the central collection point

Selected vendors shall be required to provide and maintain satisfactory insurance coverage for the duration of the Service Agreement and to be provided and in force on the effective dates of the Service Agreement. along with such other evidence of compliance of such insurance with the below requirements:

1. Commercial General Liability Insurance written on an occurrence basis with minimum coverage of \$1,000,000 per occurrence and \$2,000,000 aggregate. The following coverages are required:
2. Worker's Compensation and Employers Liability - In accordance with the laws of the State of Texas, with statutory amounts covering all employees who are to provide a service under this agreement, with limits of not less than \$1,000,000 for each accident or illness.

3. Liquor Liability (if beer/wine is being sold) on an occurrence basis or equivalent with limits not less than \$1,000,000 per occurrence including but not limited to bodily injury and personal injury.
4. Automobile Liability is required for all owned, non-owned, and hired vehicles, with a minimum combined single limit of \$1,000,000 per occurrence.
5. The Certificate of Insurance must also include the following items:
 - Waterloo Greenway Conservancy must be listed as the Certificate Holder
 - The following entities must be listed as “Additional Insured”
 - Waterloo Greenway Conservancy
 - City of Austin
 - A Waiver of Subrogation
 - Including the following language: *“Waiver of subrogation is provided in favor of the Certificate Holder in regards to general liability. The insured’s coverage shown on this certificate is primate and non-contributory to any insurance in effect for the certificate holder.”*
 - Cancellation Notice
 - All policies shall include the following language: *“Should any of the above policies be canceled before the expiration date thereof, the issuing insurer will mail 30 days written notice to the certificate holder named on this certificate.”*

V. Required Information for Each Proposal

A proposal will not be considered if it does not contain the following detailed information:

1. Please provide information about your company and experience with food service locally or in similar venues.
2. Provide the name[s] and contact information for main points of contact.
3. Provide a statement on willingness to comply with all health codes & laws.
4. Provide statement on ability to attain all necessary permits and licenses including those needed for food and beverage sales (including beer and wine), including any prior licenses or permits obtained from the Texas Alcoholic Beverage Commission and any prior failure to obtain permits or adverse action by the Texas Alcoholic Beverage Commission.
5. Describe approach to staffing for both daily park operations and event operations. The concession company will be responsible for hiring, training and deploying sufficient staff

to meet the demands of the audience and all food and beverage sales will be subject to local and state regulations.

6. List of references, preferably from similar venues and special event clients.
7. Describe approach to vendor set-up style, aesthetics, and any photos or renderings of points of sale. Waterloo Greenway to approve.
8. Propose menu and price points comparable with other parks and major music venue and contemplate the target demographic. Propose a beverage menu, and alcohol sales if applicable. Waterloo Greenway to approval of final pricing.
9. Describe financial management, accounting & audit plan. Include samples of stand inventory sheet and daily settlement sheet. The vendor shall keep and maintain proper books of account and records covering the operation of its business at the event. The vendor will submit weekly sales reports to Waterloo Greenway

Waterloo Greenway is requesting that interested vendors submit a revenue-sharing proposals in a standard format to allow for simple comparison to other submitters. The vendor is to submit their proposed commission percentages to Waterloo Greenway in each category, as follows:

REVENUE CATEGORY	% Commission to WG
Non-Event Day Food Sales	
Non-Event Day Beverage (Non-Alcoholic + Alcoholic)	
Event Day Food Sales	
Event Day Beverage Sales (Alcoholic + Non-Alcoholic)	
Catering Requests / Events inside Waterloo Park	

VI. Proposal Instructions & Timeline for Review & Contracting

Any questions from interested responders in regard to the RFP must be submitted via email by 5/28/21. Waterloo Greenway will then respond to questions and distribute responses to ALL interested responders.

Proposals must be received by 6/04/21.

After review and any necessary follow-up discussions, Waterloo Greenway will target to notify responders of the decision by 6/18/21.

All questions related to the intent or meaning of this RFP can be directed to:

Erica Saenz

Waterloo Greenway Conservancy
esaenz@waterloogreenway.org

Donald Miller

Waterloo Greenway Conservancy
dmiller@waterloogreenway.org

Proposals should be submitted to:

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Waterloo Greenway Conservancy
esaenz@waterloogreenway.org

Donald Miller

Waterloo Greenway Conservancy
dmiller@waterloogreenway.org

Proposals will be reviewed based on the combined merits of applicable experience, proposed operating plans and proposed revenue sharing percentages.

Waterloo Greenway reserves the right to accept or reject any and all proposals in their entirety or in part, waive informalities and minor irregularities and to enter into an agreement that represents the best interests of Waterloo Greenway. If during the evaluation process Waterloo Greenway determines that a particular requirement should be modified or waived to allow Waterloo Greenway to achieve the objectives as stated in this RFP, then the requirement(s) may be modified or waived by Waterloo Greenway for all Proposers and all Proposals shall be re-evaluated in light of the modification or waiver.

All Proposals and Statements of Qualifications submitted in response to this RFP become the property of Waterloo Greenway Conservancy.

**WATERLOO PARK
FOOD TRUCK "CONCESSION AREA" MAP**

