



# City of Riverbank

## Request for Proposals for Coordination/Promotion of Cheese & Wine Festival

**Proposal Submittal Deadline:**  
Wednesday January 2, 2019  
5:00pm

**Contact Person:**

Sue Fitzpatrick  
Director of Parks and Recreation  
6707 Third Street, Ste. A  
Riverbank, CA 95367  
[sfitzpatrick@riverbank.org](mailto:sfitzpatrick@riverbank.org)

## **INTRODUCTION**

The City of Riverbank is requesting bids for the Coordination of the Cheese & Wine Festival. The Festival is owned by the City of Riverbank and oversight of the event is provided under the Parks and Recreation Department. The event is held during the second weekend of October each year.

## **BACKGROUND**

The Riverbank Cheese and Wine Festival has been held in Riverbank for the past 42 years. The Riverbank Chamber of Commerce coordinated the event for the first 29 years. During this time it is said that there were 300 vendors and attendance was huge leaving very few areas for parking. The event boundaries were from the Community Center Building (near 7<sup>th</sup> street) to Downtown past 2<sup>nd</sup> street. The wine tasting component was held in the Community Center building with two wine tasting sessions. The Community was very involved with local non-profits and schools playing a big role in the Festival.

In 2005, the Riverbank Rotary Club purchased the rights to the event from the Chamber and administered the event for 8 years. During this time there were less vendors each year averaging at most 150 vendors. The Rotary Club had a challenge to fill the streets from the Community Center to the length of the Festival which ended just past 2<sup>nd</sup> street. Attendance was said to be less than years prior. The wine tasting component remained at the Community Center building and was held in two sessions. After 8 years, the Rotary Club was no longer able to continue operating the event. There were no organizations interested in taking over the Festival and the City was faced with the choice to allow the Festival to come to an end or purchase the event rights from the Rotary Club. After much discussion, the City chose to purchase the event from the Rotary Club for \$15,000. It was decided that the Parks and Recreation Department would oversee the event but the coordination of the Festival would be contracted out due to staffing limitations. A request for Proposal was distributed and the bid was awarded to Chris Ricci Presents, Inc.

For the past 5 years the Festival has been held in downtown Riverbank with the event boundaries being 4<sup>th</sup> street to 1<sup>st</sup> street and Atchison to Stanislaus St. The decision was made to move the Festival boundaries to surround downtown in order to highlight our downtown businesses. The City parking lot was used for the wine tasting component the first year and this location proved to be inadequate for this component. The next two years the wine tasting was moved to the Masonic Lodge and the ability to use indoor as well as outdoor space was more successful. For the past two years, the Antigua Event Center has been used for the wine tasting and this has been very successful, although at a much higher cost. The wine tasting component was held in one session that seemed to decrease overall consumption and lessen logistics issues. The Festival challenges have been the number and quality of vendors and the many other Festivals that now occur on the same weekend. This year there were less than 100 vendors. Many stated they were going to other Festivals where they were able to make more money.

Overall, the event has been successful both operationally and financially. The attendance was up this year and the wine tasting area did very well. The event has been a safe event with no issues according to the Sheriff Department.

## **SCOPE OF WORK**

The Scope of Work includes all aspects of the coordination of the Festival from start to finish including but not limited to the following:

1. Vendor coordination to include advertisement and solicitation of vendors
2. Marketing to include but not limited to social media, radio advertising etc.

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3. Alcohol oversight (ABC License) and soliciting wineries and cheese companies for the wine tasting component, securing sponsorships.
4. Budget set up showing anticipated revenue and expenses.
5. Oversight and payment to all subcontractors and oversight of all components and payment for all labor including private security and Sheriff Department services.
6. Provision of all equipment, supplies necessary for the event.
7. Rentals of all equipment such as portable restrooms, fork lifts, fencing, table, chairs, tents etc.
8. Meetings with Parks and Recreation Director, Parks Supervisor, Fire Chief, and Police Chief as needed for event planning and approvals.
9. Provision of maps, communication with businesses and residents that are within the Festival boundaries, street closures and event clean up services.
10. Provision of event insurance, health department & fire requirements for vendors, vendor Insurance naming the City of Riverbank as additionally insured in the amount of \$2,000,000.

**PROPOSAL SUBMISSION DATELINE**

Parties interested in submitting a proposal for this project should respond to this RFP with a written proposal providing all the information requested. The proposal will be considered complete only if all of the items listed under the Submittal Requirements are included.

Proposals shall be delivered to the Parks and Recreation office on or before **5:00 pm, Monday, December 31, 2018**.

City of Riverbank, Parks and Recreation Department  
6707 Third Street, Suite A  
Riverbank, California 95367  
Attn: Cheese & Wine Festival Coordination

Questions may be directed by email to Sue Fitzpatrick at [sfitzpatrick@riverbank.org](mailto:sfitzpatrick@riverbank.org) until **Thursday, December 20<sup>th</sup>**.

Please submit the proposal in three (3) hard copies.

**SUBMITTAL REQUIREMENTS**

The proposal shall contain the following sections:

Section	Contents	Restrictions
Cover letter	Letter of interest, contact information	1 sheet maximum
1	Background and Qualifications	3 sheets maximum
2	layout of event, boundaries, buildings used	3 sheets maximum
3	Scope of services, Event ideas	6 sheets maximum
4	List of subcontractors	3 sheets maximum
5	References	1 sheet maximum
6	Cost of services and payment schedule	2 sheets
7	Sample Budget	2 sheets maximum

**SECTION CONTENT DETAIL:**

**Cover Letter:**

The cover letter shall contain the proposal contact person’s address, phone number and e-mail address. The letter should explain interest in the Festival and answer the following question: In your opinion, how can we better attract and retain quality vendors, increase the number of vendors, and compete with the many other Festivals that vendors can attend that same weekend?

**1. Background and Experience:**

Expertise, experience, and qualifications of the event coordinator is an important consideration in the selection process. Include a statement of qualifications, including events responsible for, size, attendance, vendor experience, experience with ABC licenses, winery solicitation, and ability to obtain event insurance.

**2. Sample Layout of Event**

Explain ideas concerning event boundaries, building to be used, vendor Layout, locations of entertainment, beer booths, wine tasting and other event amenities (including detail of amenities).

**3. Scope of Services:**

Respond to each item listed in the **Scope of Work** indicating how the consultant will address each of the city’s specifications listed, and include a timeline to complete the Scope of Work. Additionally, each proposer is encouraged to include any items not identified that would bring value to the Festival.

**4. Subcontractors:**

The City recognizes that the consultant may subcontract out portions of these tasks. As part of the proposal, the contractor shall identify any and all subcontractors that will be used in their proposal. All costs should be included in the bid.

**5. Client References:**

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The proposal shall include a list of at least three (3) organizations which can be used as references for performance of similar services. The consultant shall endeavor to include references from public sector agencies. Include the name and telephone number for the contact person. The City reserves the right to contact references to determine the quality of work performed.

**6. Cost of Services and Payment Schedule:**

In a separate sealed envelope, include the cost for coordination of the Riverbank Cheese & Wine Festival broken down by each component of the Festival. Please include a payment schedule of when and what amount would be paid to the event coordinator. Included in the table will be the billing rate for all persons involved in the project and hours associated by task. Cost should also include **all expenses** (subcontractor costs, rental costs etc) to be billed as part of the event.

**7. Sample Budget**

Please include a sample budget showing revenue and expenses with the event coordinator as a line item as well as all other revenue and expense categories.

**COMMENTS ON STANDARD AGREEMENT**

***City's Consultant Services Agreement is attached to this RFP as Attachment A.***

A copy of the City's Consultant Services Agreement that the selected consultant will be required to sign is provided as Attachment A. Please note that any consultant selected will be required to comply with the standard provisions set forth in this agreement; if there are any exceptions to these provisions that the consultant must address, please do so in the RFP.

***Evidence of ability to comply with insurance requirements***

The selected coordinator must provide insurance certificate(s), at own expense, for Commercial General Liability, Automobile Liability, Workers' Compensation and Employer's Liability, and Professional Liability Insurance for this project. Endorsement(s) signed by an authorized representative of the insurance carrier will also be needed for Commercial General Liability and Automobile Liability insurance, with language included in the endorsement(s) that the City, its officials, employees and volunteers shall be covered as additional insured.

**PROPOSED SCHEDULE**

November 29, 2018	Issue RFP
December 20, 2018	Deadline for responding to questions
January 2, 2019	RFP submittals due at 6707 Third St. Parks & Rec
January 3, 2019	Evaluate proposals and reference checks
January 7-9, 2019	Interviews and selection
January 22, 2019	Council to award contract

**REVIEW AND SELECTION PROCESS**

A selection committee comprised of City staff and/or outside panelists will review and rate each of the proposals. The selection may be based solely on the review of criteria listed below but could also include an interview with the top ranking consultants if necessary.

The proposals will be evaluated and ranked based on the following criteria:

Criteria	Points Possible
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Proposer's understanding and approach to achieve Scope of Services	50
Proposer's thoroughness on budget, showing clearly the revenue and expenses associated with the event.	25
Proposer's experience with engagement of similar scope and complexity	25
<b>Total points</b>	<b>100</b>

After review of the proposals, the most successful candidates will be called for an interview with the Parks and Recreation Director and other City staff. After negotiation of final scope, signature of agreement, and approval by City Council, will be issued the Notice of Award.

**RIGHT OF REJECTION BY CITY**

The City reserves the right to reject any or all proposals. The City reserves the right to award a contract to the candidate that the City feels best meets the requirements of the RFP process. The City reserves the right to reject any and all proposals prior to execution of the Agreement, with no penalty to the City.

The City of Riverbank reserves the right to cancel, postpone, extend or revise this RFP or the RFP process at any time. If it becomes necessary to revise any part of this RFP, an addendum will be provided on the City's website at [www.riverbank.org](http://www.riverbank.org).

**CONTACT INFORMATION**

All requests, questions or other communications regarding this RFP shall be made via email or U.S. Mail. Address all communications to Sue Fitzpatrick, Director of Parks and Recreation. To ensure that written requests are received and answered in a timely manner, email correspondence is preferred:

Sue Fitzpatrick  
Director of Parks and Recreation  
City of Riverbank  
6707 Third Street, Ste. A  
Riverbank, CA 95367  
[sfitzpatrick@riverbank.org](mailto:sfitzpatrick@riverbank.org)

**ATTACHMENTS**

The attachments below are included with this RFP for your review:

- A. City Standard Professional Services Agreement
- B. List of set costs and pertinent information

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**Attachment A**

**City Standard Agreement for Professional Services**

**Attachment B**

**List of Set Costs & Pertinent Information  
(To assist with Budget)**

Sheriff Dept. Fee: \$1,000 The city contracts with Stanislaus County Sheriff Dept.  
Antigua Rent: \$3,000 (If use of building is in proposal)  
Tent Permit: \$ 600 (If tent is proposed as part of the Wine Tasting component)  
Water Truck: \$ 195

Businesses Request that vendors are placed down the center of the street on Santa Fe Between 3<sup>rd</sup> and 4<sup>th</sup> street. A 20 foot fire clearance must be met throughout the Festival streets.

The City Public Works Dept. works with Gilton to clean the streets early Monday morning after the event. Garbage bins are provided during the Festival and garbage is picked up by Gilton. There is no charge for these services.