

Updated: January 20, 2023

Airport Mobile Food Vendor Concession Program

REQUEST FOR PROPOSAL

The City of Ukiah seeks proposals for a food concession pilot program from experienced self-contained mobile food vendors to provide food and beverage service at the Ukiah Municipal Airport, located at 1475 South State Street, Ukiah, CA 95482.

CONCESSION SERVICES:

The Ukiah Municipal Airport offers a myriad of services to the community, including daily freight services, emergency and fire services, and much more. The Airport has 87 aircraft on-site and approximately 50 people on site daily. The Airport Administration building offers ample parking, public restrooms, and an adjacent outdoor lawn area with exceptional visibility and access to the facilities. The lawn area includes utility hookups, security fencing, picnic tables, and nearby public restroom facilities.

To improve services to our community and enhance the experience of the Airport's many customers, the City desires to contract directly with a foodservice operator who will be the provider of food concession services at the Ukiah Municipal Airport. In an effort to support the restaurants in the nearby vicinity of the Airport, the City desires to contract with a vendor that offers a menu that is different from the menus of nearby food businesses.

As such, the City has the following expectations of the Contractor selected to provide food concession services:

1. The food service contractor will be the sole and exclusive provider of food sales at the Ukiah Municipal Airport, except for special events such as Airport Day and other events at the Airport where other food service vendors may provide food sales.
2. The food service contractor shall offer a reasonably priced menu that is different from the menus of the nearby restaurants and contains popular, healthy, freshly prepared items, and may expand/vary the menu offerings from time to time with the mutual agreement of the Airport Manager.
3. The food service contractor shall ensure that food service employees extend a pleasant attitude and exemplary customer service to the patrons of the Airport facility.
4. The food vendor and the City will agree upon days of operation, but the food vendor should expect to generally be open at minimum every Saturday and Sunday with exception to major holidays.
5. The food vendor will be open at a minimum between 9 a.m. and 2 p.m.
6. The food vendor may also open for business at other times as agreed upon by the City and the food service contractor.
7. The food service contractor will be responsible for providing all food, beverages, supplies, personnel, insurance, and all other items necessary to operate to standards required by the Mendocino County Health Department.

8. The City subscribes to a "green building" philosophy. Therefore, the food service contractor should be prepared to demonstrate how their service will be operated to minimize trash products and maximize reuse/recycling efforts.

PREFERED TERMS OF AGREEMENT:

1. The food service contractor will be required to sign a professional services agreement with the City of Ukiah. The City prefers a contract with an initial term of three (3) months which may be extended for a longer-term by mutual agreement of both parties but will consider other options.
2. The food service contractor will pay the City 10 percent of monthly gross receipts, reconciled monthly.
3. The City shall provide use of the Airport lawn premises to the foodservice contractor.
4. The City will pay for the cost of all utilities for the concession services, including garbage service.
5. The food service contractor will be required to properly clean and maintain the outdoor Airport lawn area, including picnic tables and all areas immediately adjacent to the concession area.
6. The City shall have no responsibility for repairs to approved Contractor-provided equipment/furnishings.
7. The food service contractor shall be required to maintain liability, worker's compensation, and property damage insurance in the types and amounts required by the City and shall possess or obtain a City of Ukiah Business License.

PROPOSAL FORMAT:

To ensure that you provide all of the necessary information and that all proposals are evaluated equally, please submit your written proposal in the following format:

COVER LETTER:

Provide a signed cover letter on company stationery indicating your desire to provide services.

SECTION 1: COMPANY INFORMATION

In this section, provide a summary of your company's qualifications that includes the following information:

Name, business address and business phone of your company's owner;

Name, business address and business phone of local company supervisor or contact person, if not the same as above;

Describe your current company including the number of years in business, number of years at current business address, and number of employees;

Describe your experience in operating a food service company including current menu offerings and services provided by your company;

Demonstrate financial stability.

SECTION 2: PROPOSED BUSINESS PLAN

Describe your business plans and/or approaches you envision for the operation of the Ukiah Airport concessions. Include how you intend to maximize sales, understand your customers' wants, provide quality customer service, and your personnel strategy to ensure orders are expedited in the timeliest manner.

Describe proposed days and hours of operation.

Please include a copy of the most recent year's profit and loss statement. As part of this, please describe your proposed financial arrangement with the City, including the process for reconciling gross receipts monthly.

Please also include any plans to contract, partner, and/or collaborate with other food service providers to provide diverse menu option. (additional information in Section 3).

Please demonstrate readiness to implement the mobile food services at the Ukiah Municipal Airport.

SECTION 3: PROPOSED MENU OFFERING

In this section, provide a list of core menu items you are prepared to offer. The menu should be designed to maximize sales and satisfy customer demand.

While the menu you propose is at your discretion, it should contain the following variety of foods:

Beverages;

Freshly prepared hot and/or cold food items and snacks;

Healthy options.

SECTION 4: CONCESSION EQUIPMENT

The City will provide the food service contractor access to the existing Airport lawn area, including water and electric hookups. However, it is the Contractor's responsibility to provide furnishing and equipment and pay for any additional utility work that may be necessary, provided that the City approves it.

ESTIMATED RFP SCHEDULE

The City's proposed schedule for review of the proposals and final selection of the Contractor is as follows:

Proposals Review Period - Proposals are currently being accepted and reviewed on an ongoing basis. The City's review team will meet at least bi-monthly to review proposals. If your proposal is accepted, you will be notified immediately.

Proposal Submittal – Complete proposals should be submitted in person, by email to tboyl@cityofukiah.com, or by mail to: City of Ukiah, 300 Seminary Avenue, Ukiah, CA 95482, Attention: Traci Boyle

Evaluation of proposals will be based on the following:

- a. Completeness of proposal including: Cover Letter, Company Profile, Business Plan, and Proposed Menu Offering
- b. Demonstrated financial stability
- c. Demonstrated ability to conduct business five days each week including each Saturday and Sunday and at minimum between 9 a.m. and 2 p.m. each day
- d. Demonstrated ability to provide a reasonably-priced menu that is healthy, freshly prepared and different from the menus of nearby food businesses.
- e. Demonstrated ability to operate in a way that minimizes trash products and maximizes reuse/recycling

For more information, please contact Traci Boyle, Senior Management Analyst to the City Manager's Office at 707-467-5720 or tboyl@cityofukiah.com.