

# REQUEST FOR PROPOSAL

## “Mead Valley Outdoor Marketplace” OUTDOOR FOOD OPERATOR



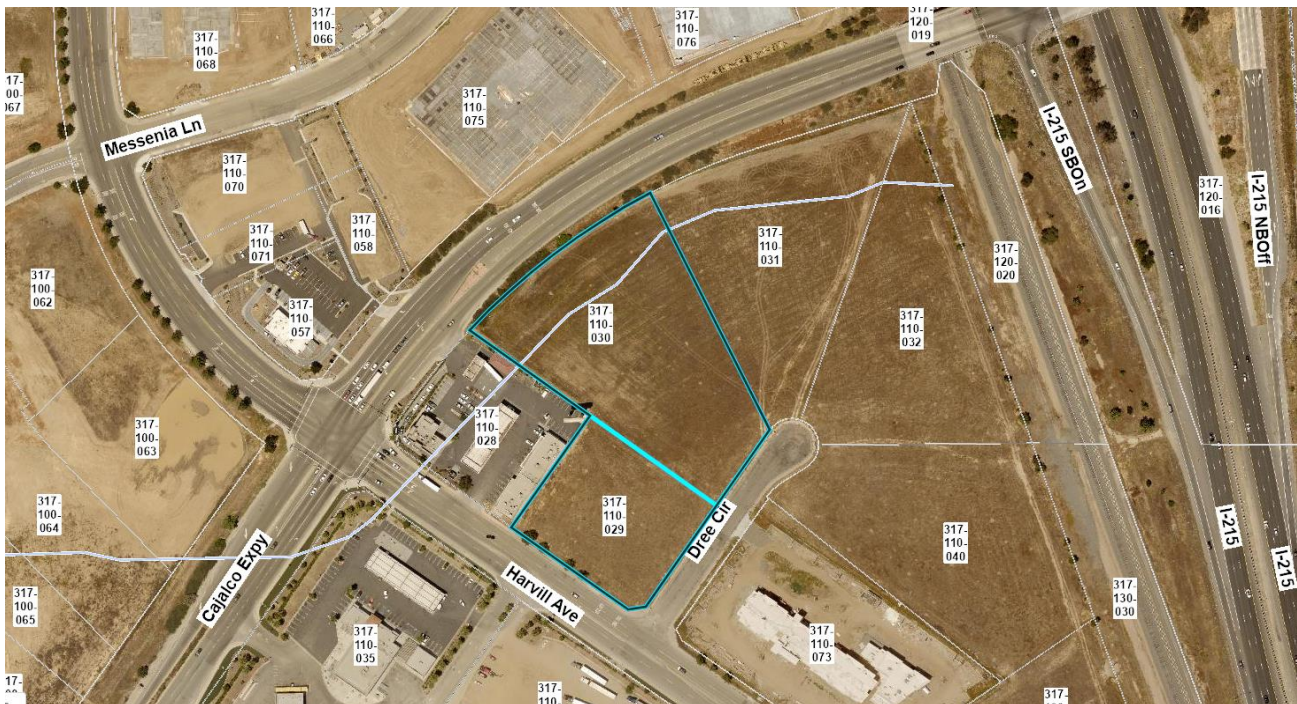
**Agent Contact:**  
**Jonathan Duey, Deputy Director**  
**Department of Facilities Management**  
**Real Estate Division**  
**3450 14<sup>th</sup> Street, Suite 200**  
**Riverside, CA 92501**

**Advertising Date: February 9, 2024**

## REQUEST FOR PROPOSAL

### INTRODUCTION

The Department of Facilities Management Real Estate Division (FM-RE) is issuing a Request for Proposal (RFP) and seeking proposals from qualified and experienced Operators to pursue the management and operations of the new “Mead Valley Outdoor Marketplace” to be located near the corner of Cajalco Expressway and Harvill Avenue in the unincorporated area of Mead Valley, California and just west of the 215 Freeway on 11 acres of land.



APN's 317-110-029, 317-110-030 (outlined in blue) also depicted on the attached Exhibit A.

The Mead Valley area of the County currently has an existing and vibrant street food culture with a mix of both legal and illegal vendors participating within this community. The County's goal is to clean-up and organize this popular street food scene, by offering a safe and legal alternative.

The Mead Valley Outdoor Marketplace concept (name subject to Operator input) is intended to provide an organized and well-managed venue for multiple Food-Trucks and Food Vendors to come together through an Operator on a large property and to sell food to the public in a safe, clean, permitted and fun environment. The selected Operator will work with the County to form a mutual business plan and negotiate a License and Operating Agreement (Agreement) that will allow the Operator to best manage and promote an ongoing and outdoor food destination.

The Mead Valley Outdoor Marketplace venue is meant to be a family-oriented destination; one that provides a great choice of a variety of food as its central theme.

The County seeks a quality Operator who has experience and a proven track record in the hospitality industry and in organizing events, vendors, and food service providers at pop-up locations and open-air venues. The Operator must have a compelling marketing strategy and the capacity to staff and organize events hosting vendors and members of the public on a continual basis.

The County expects to work with the selected Operator to ensure that current and vacant property is improved with the necessary and required amenities and improvements to ensure the site meets the requirements of its intended purpose and successful use as the new Mead Valley Outdoor Marketplace.



The term of the initial Agreement will be between two (2) and five (5) years. The form of Agreement will include a percentage of revenue clause between the Operator and the County. The County will make certain improvements to the site as detailed, negotiated and agreed, but it is the intent of the County that the Operator will operate, maintain, provide security, and manage the overall operations of the Mead Valley Outdoor Marketplace for the site and commence operations on or before July 1, 2024.

The County at its cost and expense, prior to the commencement of operations will:

1. Conduct rough grading of the site.
2. Provide base-gravel on the site.
3. Provide chain link perimeter fencing with gates surrounding the site.
4. Provide required utilities to the site.
5. Provide any other negotiated improvements to the site contained within the Agreement.

The selected Operator is expected to meet all its obligations which will be fully contained and defined within the negotiated License and Operating Agreement.

## **OPTIONAL PRE-PROPOSAL MEETING AND FACILITIES VISIT**

A Pre-Proposal Meeting for all interested Operators will be held at the site. The meeting will be on February 28, 2024, at 11:00 a.m. Questions regarding the RFP requirements will be answered. The meeting is for informational purposes and is optional. If the RFP requires modification or clarification, a written addendum will be issued.

## **SCOPE OF THE OPERATOR OBLIGATIONS INCLUDING OPERATIONS AND MAINTENANCE**

The selected Operator understands that upon the issuance of the RFP award and approval of a fully negotiated Agreement formed and approved by the County; that the Operator will be required to perform the following programming and maintenance as stated below:

1. Operator will be responsible for managing, planning, marketing, and enjoying the gross revenue (minus profit sharing) that is derived from operations and sub agreements at the venue.
2. Operator shall conduct all routine maintenance of the facilities, improvements and grounds in a clean, safe and maintained manner. Operator shall conduct weed abatement and pest control as needed.
3. Operator will be responsible for all janitorial operations, including but not limited to: daily refuse and sanitation removal, waste removal, and ensuring that the vendors are complying of the same.
4. Operator shall be responsible for site security and safety and have a written security operating plan in place to be reviewed and approved by the County prior to commencement of operations.
5. Operator shall be responsible for the acquisition and maintenance of adequate portable public restrooms for vendors and guests at the venue and maintain and clean such restrooms to County acceptable standards.
6. Operator shall develop and present to the County a business and operations plan that includes a marketing and social media strategy to attract vendors and the public to the venue. Such plan shall include a prospective list and types of food operators. The Operations Plan shall also include an organization chart, hours of operation, and proposed calendar of events. The Operations Plan shall also include the strategy for community outreach and may include music and arts.
7. Operator shall be responsible for meeting and maintaining all health and safety standards, regulations and conditions of the venue as set forth by Federal, State or local Health or Environmental Codes and laws relating to the operation of this venue.
8. Operator shall be responsible for venue lighting, traffic and parking control, maintaining a general office, first aid station, and have a written plan in place for other day-to-day operations, including safety and security at the venue.
9. Operator shall have a written plan for emergency vehicle access and emergency operations.
10. Operator may maintain an office on site which may be a portable trailer, booth or similar.
11. Operator shall be responsible for all utilities, the payment and maintenance thereof.
12. Operator will always make two spaces available for County Departments or Non-Profit use.



## **SUBMITTALS**

Submittals in letter format with attachments to the Real Estate Division must address three categories:

1. Qualifications for Services.
2. Financial Proposal.
3. Marketing and Operations Proposal.

## **Qualifications of the Developer/Owner/Manager**

Respondents shall provide their qualifications including, but not limited to, the following:

1. Company Name and entity type, i.e., corporation, LLC.
2. Experience and Background.
3. Qualifications of the Operator and key employees.
4. Three Business References.
5. Personal or Business Financial Statement.

## **Financial Proposal**

Respondents shall submit a proposal based upon all the following:

1. Financial Proposal – Shall include the Operator paying the County a percentage of the monthly gross revenue, beginning with the second year of operation and each subsequent year thereafter, on all revenue collected through the operations of the venue. This proposal shall require that the Respondent provide quarterly reports of all sales to justify the revenue paid to County. It is the intent of the County to provide subsidy assistance to the Operator in the first year of operations only, and that fees to vendors are in turn subsidized or eliminated by Operator in the first year. This one-time subsidy will enable the Operator to establish and stabilize a profitable operation at the site and gain the confidence of vendors.

## Marketing and Operations Proposal

Respondents shall submit a proposal based upon all of the following:

2. Marketing Plan – Propose a Marketing Plan to advertise and market the Mead Valley Outdoor Marketplace. This could include signage at the venue, traditional and new media, or other advertising ideas. The Marketing plan must include a social media component and a strategy to engage members of the public.
3. Concept Design Plan – Provide a Concept Design plan and layout including:
  - a. Overall expected appearance of the venue.
  - b. Standards of appearance for food trucks/vendors and/or accessories.
  - c. Detailed description of signage being requested for approval.
4. General Operations Plan – Provide a plan for the following:
  - a. Waste plan including disposal of trash, and any food/grease debris from food vendor operations.
  - b. Portable restroom and maintenance plan.
  - c. A plan for utility hook up and maintenance; including but not limited to:
    - i. Electricity
    - ii. Telephone/internet
    - iii. Water
    - iv. Sewer
    - v. Gas
  - d. Days/Hours of Operations.
  - e. Provisions for security, lighting, emergency response.
  - f. A written plan for routine maintenance at the venue.
  - g. An Emergency and First Aid Plan.
5. List of Food Truck Center Vendors: Provide the following:
  - a. A list of prospective vendors providing Food Truck/Vendor services including a description of products and cuisine offered by proposed vendors.
6. Vendor Compliance program – Operator to provide a compliance plan for any and all vendors to ensure compliance with all applicable laws and ordinances. Such a plan will include a checklist of compliance such as certification, business licensure, and any other related compliance items. Operators will be responsible to work with all vendors to aid in compliance. Operator and vendors shall comply with all applicable law including but not limited to state, county, and local health regulations and obtain the appropriate permits, certifications and business licenses.
7. Insurance – Operator to provide evidence of Comprehensive General Liability in the amount of \$2,000,000 naming the County of Riverside and Riverside County Transportation Commission as additional insured. Operator shall also procure Workers Compensation Insurance, and Vehicle Liability insurance to meet County standards.



## **REVIEW OF SUBMITTALS BY COUNTY**

The County will review the submittals and establish a short list of candidates based on the following:

1. Direct applicable experience in Food/Vendor Event Planning, or related management experience.
2. Qualifications of the respondents.
3. Economics or other aspects favorable to the County based on the Financial Proposal.
4. Strategy and robustness of the Marketing and Operations Proposal.
5. Financial Statement and Business References of the Operator.

After review by the County, each respondent will be notified if a formal interview is to be requested.

## **PROCEDURE AFTER NOTIFICATION**

After notification, the County may coordinate a panel interview (in office or on-site) with selected respondents to evaluate their qualifications and experience regarding the terms of their proposals, scope of services provided and establishment of timelines. Based on this information, the County will decide whether or not to make an award. In the event the County makes an award, the successful candidate will negotiate a License and Operating Agreement with the County which will be subject to approval by the Board of Supervisors of the County of Riverside. In the event there are no qualified candidates, the Department may choose not to award the contract and re-issue this Request for Proposal.

## **PROPOSAL SUBMISSION – CONTACT INFORMATION**

Submittals which will include five (5) paper copies of the sealed proposal submittal (and also email a PDF copy) and shall be delivered directly to Facilities Management, Real Estate Division on or before:

**March 8, 2024, 5:00pm Pacific Standard Time**

**Submittals shall be delivered to the following address:**

Jonathan Duey, Deputy Director  
County of Riverside  
Department of Facilities Management  
Real Estate Division  
3450 14<sup>th</sup> Street, Suite 200  
Riverside, CA 92501  
Tel: 951-955-4824 email: [jduey@rivco.org](mailto:jduey@rivco.org)

**The County of Riverside reserves the right to cancel this Request for Proposal at any time and for any reason in the County's sole and subjective discretion.**





## Exhibit "A" Property



APN's 317-110-029, 317-110-030 (outlined in blue)