



Item No. 13 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

**TO: THE HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

FROM: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

DATE: FEBRUARY 17, 2021

**SUBJECT: REQUEST FOR PROPOSALS FOR EVENT MANAGEMENT SERVICES
AT HOLBROOK-PALMER PARK AND FOR THE OPERATION AND
MAINTENANCE OF THE PROPOSED LIBRARY CAFÉ**

RECOMMENDATION

The City Council review and authorize release of the attached Requests for Proposals (RFPs) for event management services at Holbrook-Palmer Park and for the operation and maintenance of the café proposed at the Library in the Historic Town Hall.

BACKGROUND

Library Café:

The Town is in the midst of constructing its new Town Center and Library complex near the historic Atherton Rail Station. The complex consists of a new, approximately 30,000 square foot, Town Center building to house the Town administrative offices, police department, permit center, and City Council chambers, a new, approximately 10,000 square foot, Town Library, and renovated 2,000 Historic Town Hall community space. The Town Center is home to approximately 65-70 personnel working in the various facilities as well as the public utilizing the services provided. The Atherton Library has a service area of approximately 15,000 patrons and will be open 7 days a week.

The new Library will include quiet reading areas, maker spaces, conference rooms, heritage community room and a large, approximately 2,000+ square foot, deck and terrace fronting the approximately 250 square foot unfinished café space. The café space is located within the renovated Historic Town Hall adjacent to the Library.

The Council reviewed the draft Request for Proposals at its meeting on September 16, 2020 and expressed a desire to expand the pool of potential vendors to include both for profit and not-for-profit organizations and to incorporate a means by which to compare proposals that would provide

a preference for not-for-profit organizations. The City Council received an updated request for proposals for review at their October 21, 2020 meeting, and elected to defer the release of the RFP to Spring 2021. There was also an interest by the Council to coordinate the release with that of a separate request for proposals seeking an event services management vendor at Holbrook-Palmer Park. The intent was to allow interested parties to submit proposals for both opportunities.

Event Management Services at Holbrook-Palmer Park:

Holbrook-Palmer Park, the Town's only recreation site, is a lovely, municipally owned 22-acre garden setting with indoor and outdoor facilities, including a ball field, tennis courts, playground, and gardens and walking paths. Significant structures available for rental include the Main House, Jennings Pavilion, and Carriage House.

The Main House is a classically designed home which consists of a 700 square foot meeting room with a fireplace, two smaller rooms for breakout sessions or small conferences, and a fully equipped kitchen. The Jennings Pavilion was constructed at the Park in 1977 to accommodate larger groups for weddings, receptions, dinners, meetings and lectures. The room comfortably seats up to 150-theatre style and 80-100-classroom style. Dinner for 120-130 is served at round tables. The Carriage House provides a point of interest for Park visitors. The Carriage House is available for classes, dances, meetings, bridge and workshops. It seats 80 for lunch or dinner and 90 for meetings. The Meadow and Patio areas can be reserved with the building for outdoor events.

Catering by Dana (CBD) had been successfully providing event management services for the Town since 2014. The services contract was for an initial term of three (3) years and allowed for two individual 2-year extensions. The contract with CBD was set to expire on March 17, 2021 following the end of the second contract extension. In October of 2020, the City Council authorized the assumption of the Catering by Dana contract by Karunia (Nia) Harianto, who has been managing the events at Holbrook-Palmer Park since June 2019. Nia has been working in the corporate, catering and hospitality industry for over 25 years. As the contract is set to expire in March, Staff has prepared a request for proposals seeking qualified vendors to manage events and event venues at the Park.

ANALYSIS

The Town desires to find a vendor to finish and equip the café space and to operate and maintain the café space for the benefit of residents and visitors to the Town Center and Library Complex, as well as a vendor to manage events and event facilities at Holbrook-Palmer Park.

Staff has prepared two separate Requests for Proposals, to be released concurrently for the Café vendor and Events Management vendor. It is intended that with a concurrent release, we may be able to attract more interested parties and offer an opportunity of scale for a qualified vendor to operate both facilities while retaining the ability to secure the most qualified vendor for each facility.

Library Café

The Draft RFP is consistent with the draft presented to the Council in October 2020, including the removal of the requirement for a proposer to be a not-for-profit organization and the inclusion of a scoring criterion related to cost revenue share and a limited number of points for not-for-profit vendors, should they choose to submit a proposal.

The initial contract term proposed in the RFP is three (3) years with three (3) optional one (1) year terms. The total term of the proposed contract, including extensions is six (6) years.

The scoring criteria outlined in the RFP are as follows:

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of Work Plan Submitted	25
Experience Running Similar Operations	25
Menu Selection and Cost (product pricing)	25
Revenue Share Proposal	15
Mission of Organization (<i>not-for-profit only</i>)	10
Total	100

The key milestone dates for the Library Café RFP are as follows:

March 1, 2021	RFP available on Town of Atherton website
April 7, 2021, 10:00 am	Pre-proposal site walkthrough
May 4, 2021, 10:00 am	Proposals due
June 16, 2021	Recommendation to City Council
July 1, 2021	Temporary Certificate of Occupancy (anticipated)
January 4, 2022 (or sooner)	Opening of Café

Event Management Services at Holbrook-Palmer Park:

The initial contract term proposed in the RFP is three (3) years with two (2) optional two (2) year terms. The total term of the proposed contract, including extensions is seven (7) years.

The recommended scoring criteria outlined in the RFP are as follows:

CRITERION	MAXIMUM NUMBER OF POINTS
Information/Background	<i>10</i>
Key Personnel/Staff Qualifications	<i>10</i>
Experience/Reference	<i>10</i>
Quality of Work Plan Submitted	<i>30</i>
Cost Share Proposal	<i>40</i>
Total	<i>100</i>

The key milestone dates for the Event Management Services RFP are as follows:

March 1, 2021	RFP available on Town of Atherton website
April 7, 2021, 2:00 pm	Pre-proposal site walkthrough
May 4, 2021, 2:00 pm	Proposals due
June 16, 2021	Recommendation to City Council

Staff is seeking Council feedback on the draft Requests for Proposals and proposed scoring criteria and authorization to release the RFP's.

POLICY FOCUS

The Town Council discussion should focus on the desire to seek vendors for the proposed Library Café and for event management services at Holbrook-Palmer Park, type of vendor desired at each facility, desired agreement terms, and rent/revenue structures.

FISCAL IMPACT

Anticipated revenue will depend on the vendor type and rent model selected. There are limited costs associated with advertising and distribution of the RFP.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park

Fire District, service provides (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item ___ has or X has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)

ATTACHMENTS

1. Draft Request for Proposals – Library Café
2. Draft Request for Proposals – Event Management Services at Holbrook-Palmer Park

TOWN OF ATHERTON



REQUEST FOR PROPOSAL

**Town of Atherton
Library Café**

**Site Address:
2 Dinkelspiel Station Lane
Atherton, CA 92027**

Issued: March 1, 2021

Proposals Due by 10:00 am on May 4, 2021

**Office of the City Clerk
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027**

Overview

The Town of Atherton (“Town”) is seeking proposals from qualified vendors to operate a café at its new Town Library. Preference points may be granted to not-for-profit organizations in accordance with the Request for Proposals.

Interested parties are advised that the Town of Atherton has also released a companion Request for Proposals seeking qualified vendors to provide Event Management Services at Holbrook-Palmer Park located at 150 Watkins Avenue. The companion Request for proposals is available on the Town of Atherton website or by contacting the Town of Atherton Public Works Department.

Atherton Town Center and Library Background

The Town of Atherton, incorporated in 1923, is a small residential community, with approximately 7,000 residents. The Town extends from slightly west of the Bayshore Freeway (US 101) up to I-280 and is approximately 4.5 miles long and 1.5 miles wide. Its municipal neighbors include Menlo Park to the south, Woodside to the west and Redwood City to the north.

The Town is in the midst of constructing a new Town Center and Library complex near the historic Atherton Rail Station. The complex consists of a new, approximately 30,000 square foot, Town Center building to house the Town administrative offices, police department, permit center, and City Council Chambers, a new, approximately 10,000 square foot, Town Library, and renovated 2,000 square foot Historic Town Hall Community Room. The Town Center is home to approximately 65 - 70 personnel working in the various facilities as well as the public utilizing the services provided. The Atherton Library has a service area of approximately 15,000 patrons. The Library, located at 2 Dinkelspiel Station Lane, will be open to the public seven days a week; closed on approximately 15 holidays.

The new Library will include quiet reading areas, maker spaces, conference rooms, heritage community room and a large, approximately 2,000+ square foot, deck and terrace fronting the approximately 250 square foot unfinished café space. The café space is located within the renovated Historic Town Hall.

The successful proposer will provide for food and beverage items in a non-cooking environment throughout the day, as well as light fare, warming accessories, coffee makers, etc. Offsite food items are allowed provided they are prepared in a facility and manner approved by the San Mateo County Health Department.

PART A - Scope of Services

The successful proposer will enter into a license agreement with the Town of Atherton to operate and maintain a food service facility within the Historic Town Hall. Any resultant license agreement may include provisions for the following: finishing of the café space within the building including the furnishing of all necessary equipment, supplies, and furniture as well as staff to operate the café.

Term of Service: The Town is seeking a vendor to finish, furnish and equip the café space within 6 months of issuance of the Temporary Certificate of Occupancy, anticipated July 1, 2021 (subject to change), and to operate the café for an initial term of 3 years and will be renewable at the option of the Town for up to three (3) additional one (1) year periods.

Rent: Rent to be paid to the Town of Atherton on a monthly basis in the form of a percentage of gross receipts from all concession sales or some combination of base rent plus a percentage of sales. Such percentage amount shall be approved by the City Council and shall be in effect for the term of any resultant license agreement unless otherwise amended by both parties.

Vendor Requirements:

- a. Vendor must obtain and maintain all necessary business licenses required to operate the establishments throughout the term of the Agreement.
- b. Vendor must secure all necessary building permits to finish the café space per California Building Code, San Mateo County Health, and other regulatory requirements. Town will not incur any costs to bring facility to operational status.
- c. Vendor must obtain a San Mateo County Public Health Permit in order to operate legally in San Mateo County. The permit shall be posted within the premises at all times.
- d. Vendor must obtain and maintain all programs of insurance to operate the establishments.
- e. Vendor must have a minimum of three (3) years' experience operating a snack bar in entities similar to the Town. If the company has been in business less than three (3) years it may still qualify if the company's principal(s) personally meet the minimum years of experience from a previous organization providing the same services to the satisfaction of the Town at its discretion.
 - a. Vendor must provide all necessary equipment to make the facilities fully operational.
 - b. The selected Vendor must have all equipment installed and ready for operation at the location within six (6) months from execution of contract.
 - c. iii. Vendor must have experience and the capability to serve hot beverages, packaged and cold food items.
 - d. Vendor must provide fair and reasonable prices.
 - e. Vendor shall be responsible for maintaining and cleaning the establishments, including the daily disposal of trash and garbage cans to the appropriate area.
 - f. Vendor must be ready to sell food during the majority of Library operating hours.

PART B - Facilities

The Town Center is currently under construction. A site plan for the Town Center and Library complex, library rendering, and floor plan are included as Exhibit A. Current status of construction can be viewed via the construction webcams: <http://www.ci.atherton.ca.us/519/Project-Webcams>

The Town will hold a pre-proposal site walkthrough on April 7, 2021 at 10:00 am. Site walk will begin at the project construction entry located at the intersection of Fair Oaks Lane and Dinkelspiel Station Lane (street parking on Lloyd Drive). Submit RSVP of attendance via email to rovadia@ci.atherton.ca.us by April 2, 2020. Attendance at the walkthrough is not mandatory, however additional opportunities may not be available to visit the site prior the proposal due date. As the café space is located in an active construction site, visitors will be required to submit a signed Visitor's Hold Harmless Form.

PART C - Proposal Content

The proposal should include the following:

ATTACHMENT 1

1. TRANSMITTAL LETTER: Introduce your organization, its background and experience in providing concession and other food experience. Proposer must currently operate or have a minimum of 3+ years of experience operating a café type food business. The cover letter shall be signed by an officer of the organization who is authorized to negotiate a contract with the Town.
2. WORK PLAN: Describe your business plan for ensuring successful operations of the café and in maintaining operating hours commensurate with the Library hours of operations.
3. KEY STAFF AND PROJECT EXPERIENCE: including the identification of the Principal-in-Charge and key staff. This section should identify the qualifications and related experience of key staff assigned to the project.
4. REFERENCES: Provide at least three references (name, company, title, address, telephone number, email) for the key individuals on the project team. Two references must be relevant to food operations.
5. PROPOSED MENU: Provide a detailed proposed menu and price for food and drink items.
6. REVENUE SHARE PROPOSAL: Provide outline of anticipated gross receipts and proposed percentage of gross receipts for facility rental.
7. ORGANIZATION MISSION AND BACKGROUND (not-for-profit only): Provide a summary of the not-for-profit's organization background, purpose, and funding distribution including estimated percentage of operating revenue to be distributed in support of mission.
8. FINISH AND FURNISHINGS: Provide a description of the anticipated finish and furnishings including a list of furniture and equipment with proposed layout to be provided by bidder.
9. OPERATIONS: An explanation of routine cleaning and preventative maintenance schedule intended to assure an attractive appearance for all equipment and prevent operating problems.
10. DISCLOSURE: of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.

NOTE: It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code.

PART D – Submittal Process

1. Submittal Deadline: Thursday, May 4, 2021, at 2:00 p.m. Late submittals will not be accepted. Format and Delivery: Submit three (3) letter-sized copies of the proposal to:

Robert Ovadia
Director of Public Works
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027

and e-mail a PDF copy to Robert Ovadia at rovadia@ci.atherton.ca.us.

Submittals will not be returned.

Proposals submitted after the deadline will not be accepted for consideration.

The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.

The Town is seeking to engage the most qualified person or firm. The Town reserves the right to negotiate with other qualified persons or firms, or to solicit additional statements of qualifications at any point in the project should it fail to negotiate a reasonable rate with the initially selected person or firm.

PART E – Selection Process

At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.

The Town will evaluate the proposals on a 100-point scale using criteria set forth in the table below. Award if made, will be to the highest scored proposal.

CRITERION	MAXIMUM NUMBER OF POINTS
Quality of Work Plan Submitted	25
Experience Running Similar Operations	25
Menu Selection and Cost (product pricing)	25
Revenue Share Proposal	15
Mission of Organization (<i>not-for-profit only</i>)	10
Total	100

PART F - Proposed Timeline

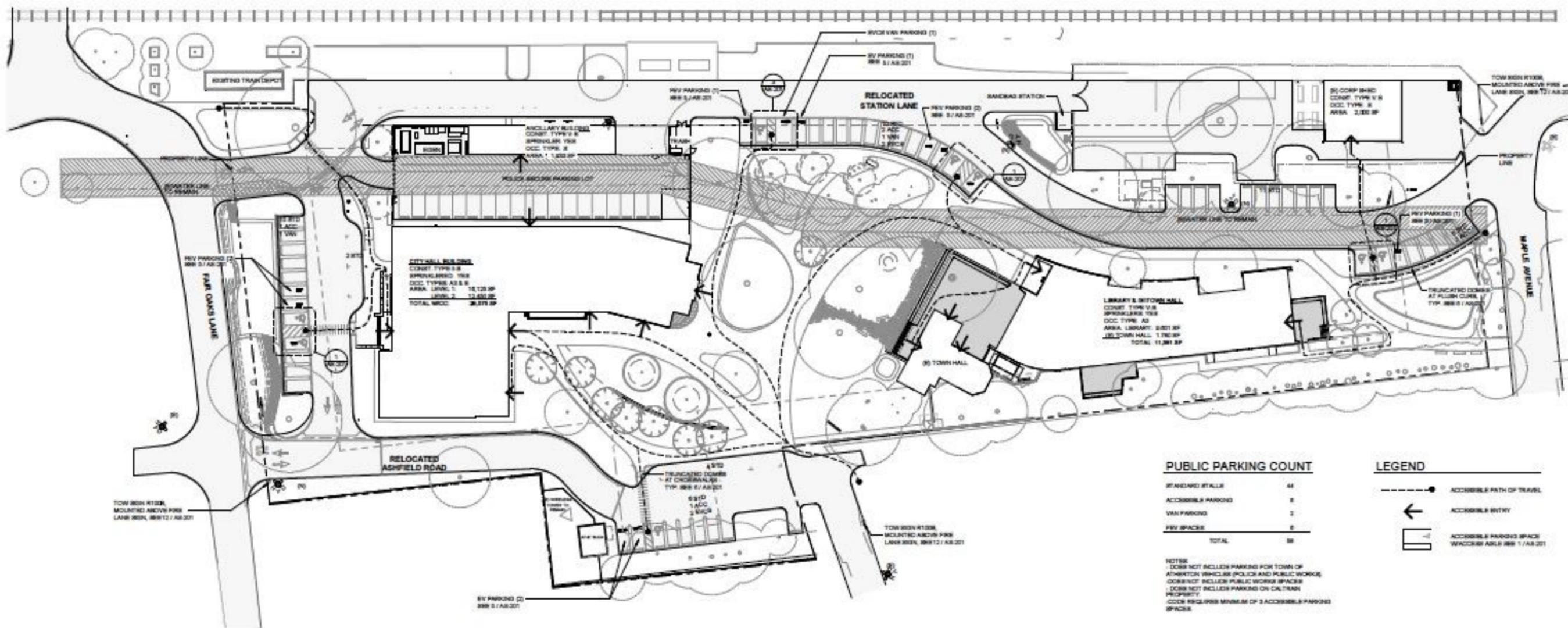
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January 4, 2022 (or sooner)	Opening of Café

PART E – Contract Terms and Conditions

The selected vendor will be required to sign a License and Lease Agreement.

For additional information, contact Robert Ovidia, Director of Public Works, at (650) 752-0541.

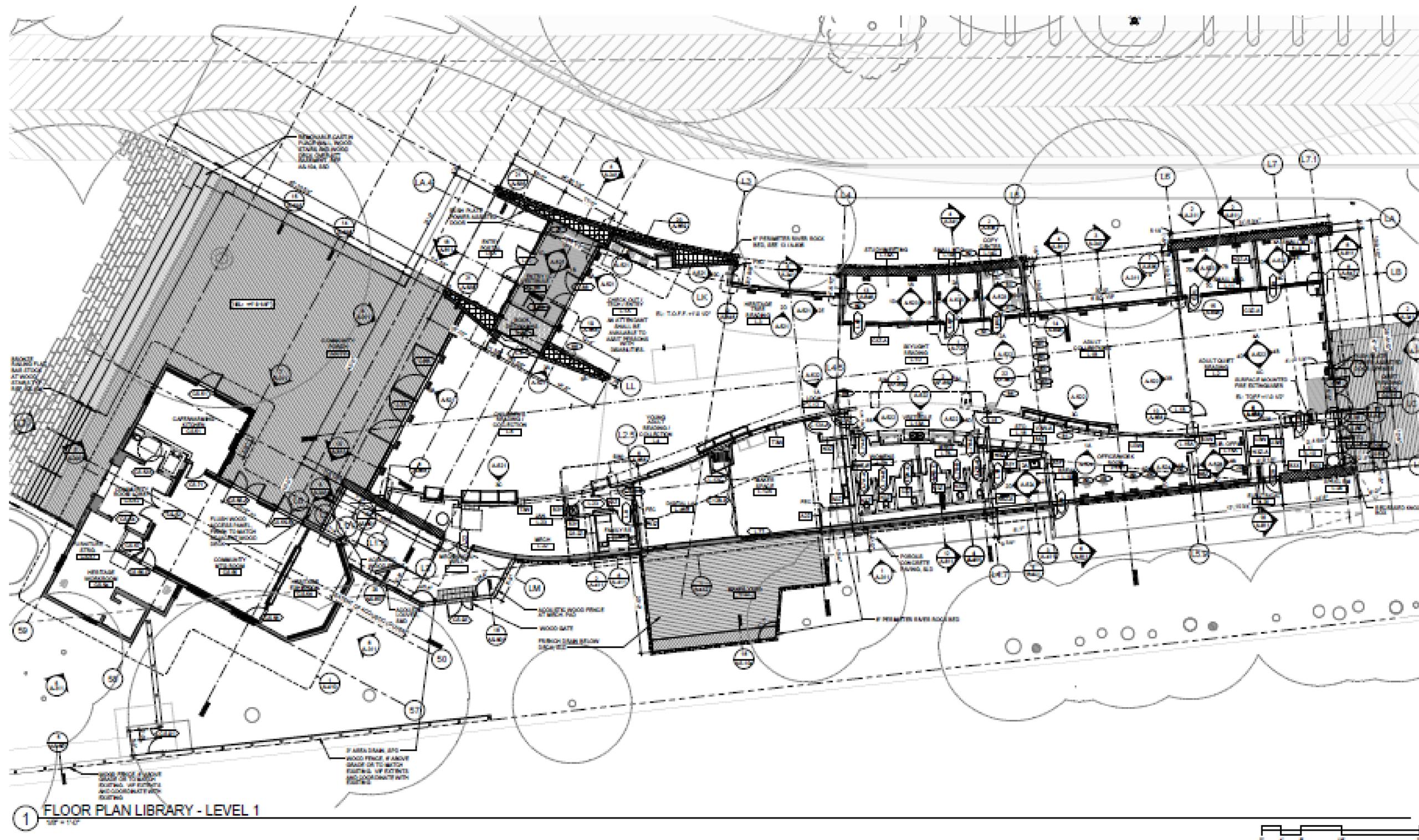
Exhibit A

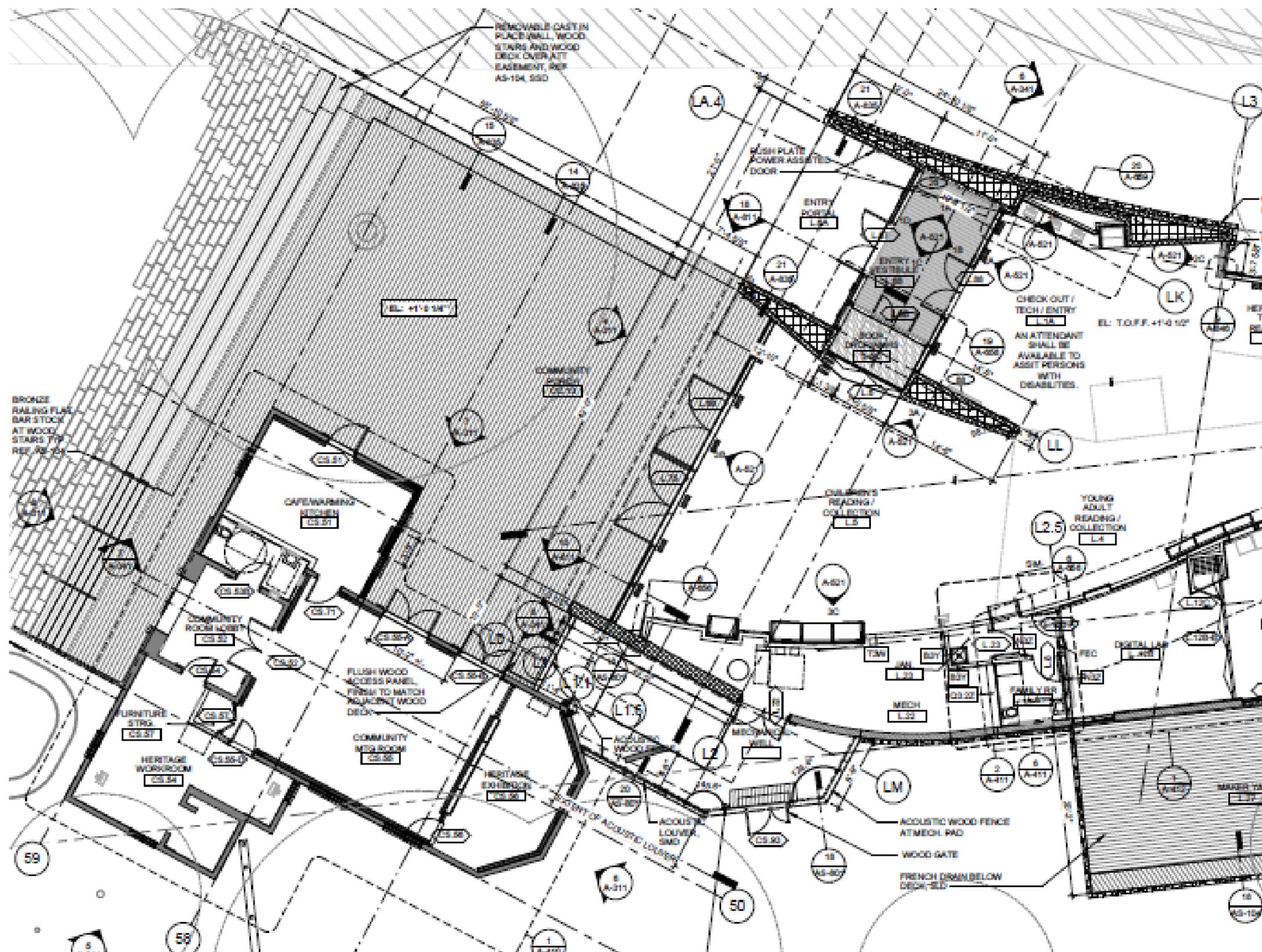


1 SITE ACCESSIBILITY PLAN
1" = 30'-0"



ATHERTON CIVIC CENTER - LIBRARY CEDAR TERRACE VIEW





TOWN OF ATHERTON



REQUEST FOR PROPOSAL

**Event Management Services
At
Holbrook-Palmer Park**

**Site Address:
150 Watkins Avenue
Atherton, CA 92027**

Issued: March 1, 2021

Proposals Due by 2:00 pm on May 4, 2021

**Town of Atherton
Office of the City Clerk
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027**

Overview

The Town of Atherton (“Town”) is seeking proposals from qualified companies or individuals that have demonstrated expertise in the management, marketing, leasing, scheduling, operation and administration of event facilities.

The selected firm will be required to have qualified individuals that have demonstrated experience in managing events such as weddings, wedding receptions, birthday and/or anniversary celebrations, municipal, corporate, social and philanthropic meetings and social events. The total amount of work available will be determined by reservations and use of the facilities, subject to the fees and limitations established by the Town.

Interested parties are advised that the Town of Atherton has also released a companion Request for Proposals seeking qualified Café operators for the Town of Atherton Library Café located at 2 Dinkelpiel Station Lane. The companion Request for proposals is available on the Town of Atherton website or by contacting the Town of Atherton Public Works Department.

Background

The Town of Atherton, incorporated in 1923, is a small residential community, with approximately 7,000 residents. The Town extends from slightly west of the Bayshore Freeway (US 101) up to I-280 and is approximately 4.5 miles long and 1.5 miles wide. Its municipal neighbors include Menlo Park to the south, Woodside to the west and Redwood City to the north.

Holbrook-Palmer Park, the Town’s only recreation site, is a lovely, municipally-owned 22 acre garden setting with indoor and outdoor facilities, including a ball field, tennis courts, playground, gardens and walking paths. Significant structures available for rental include the Main House, Jennings Pavilion, and Carriage House, as shown on Exhibits 1 and 2. The Park is located between Middlefield Road and El Camino Real at 150 Watkins Avenue. It is accessed from Highway 101 via the Marsh Road-Atherton Exit.

The Main House is a classically designed home which consists of a 700 square foot meeting room with a fireplace, two smaller rooms for breakout sessions or small conferences, and a fully equipped kitchen. The Main House can accommodate 70 in the living room for a ceremony and approximately 50 when set up with round tables for dinner. Approximately 25 people can be accommodated at classroom style tables and chairs. A large porch, wide brick steps and an oak-covered patio area are suitable for refreshments or outdoor luncheons.

In 1977 the Jennings Pavilion was constructed at the Park to accommodate larger groups for weddings, receptions, dinners, meetings and lectures. Large windows on all sides create relaxing vistas of the stately trees and rolling green lawns. The room comfortably seats up to 150-theatre style and 80-100-classroom style. Dinner for 120-130 is served at round tables. A large kitchen with a commercial sized refrigerator, two home-size ovens, and commercial gas range enables caterers to serve quickly and efficiently. The large adjoining patio is often used for barbecues and cocktail receptions and a walkway connects the building to the Main House and its patio area. Exhibit 2 shows the event facilities to be managed pursuant to this RFP.

The Carriage House provide a point of interest for Park visitors. The Carriage House was built to replace the original barn that was destroyed by fire in 1896. The sturdy wood floors, windowpanes,

moldings, and iron grills in the horse stalls have remained the same for over 100 years. The Carriage House is available for classes, dances, meetings, bridge and workshops. It seats 80 for lunch or dinner and 90 for meetings. The Meadow and Patio areas can be reserved with the building for outdoor events.

The successful proposer will be responsible for the day-to-day management, marketing leasing, scheduling, set up, and cleanup of the rental facilities, as well as other event management and coordination services.

Part A – Background Information and Service Requirements

I. Background

Prior to September 2011, classes and facility rentals including facility maintenance, showing of facilities, bookings, payments (including deposits and returns), deliveries, set ups, oversight and tear downs of events were handled entirely by an in-house staff of both full and part time Town of Atherton employees.

Since September 2011, showing of facilities, bookings, deliveries, set ups, oversight and tear downs of events have been contracted out to private vendors. Some of the vendors also operated catering businesses and were able to offer this service to events clients but were not permitted to be the exclusive catering provider in the Park. Payment and facility maintenance was still handled by Town staff.

In May 2019, Town administrative and permitting offices temporarily relocated to the North Meadow Parking Lot to accommodate construction of a new Town Center and Library Complex. Construction of the Town Center is nearing completion and removal of the temporary administration and permitting offices are scheduled to be removed in the fall of 2021.

In August 2020, after approximately 6 ½ years of managing event services at Holbrook-Palmer Park, the Town’s vendor provided their notice that they were closing permanently and would no longer be able to provide Event Management Services to the Town. Since September 2020, the Town has contracted with a former employee to manage events as permitted by the State and Local Health Officials and to schedule tours and bookings of event facilities.

Exhibit 3 lists example events from past bookings. A table of recent revenues is shown below.

	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
Social	\$ 57,284	\$ 60,948	\$ 102,005	\$ 84,288	\$ 93,275	\$ 85,073
Meetings	\$ 34,050	\$ 37,300	\$ 23,550	\$ 36,854	\$ 21,677	\$ 7,830
Weddings	\$ 26,100	\$ 11,900	\$ 30,200	\$ 27,000	\$ 29,487	\$ 30,500
Classes	\$ 17,148	\$ 28,828	\$ 18,740	\$ 16,860	\$ 19,995	\$ 20,166
Total	\$ 134,582	\$ 138,976	\$ 174,495	\$ 165,002	\$ 164,434	\$ 143,569

Additional rules, regulations and policies have been established and will be developed to regulate events services. Fees for service are shown on Exhibit 4. Contractors will be permitted to suggest

additional rules, regulations and procedures, which shall be subject to approval or rejection by the City Manager or his designee. Among the rules approved by City Council are the following:

1. A rental application stating event type, size and duration must be submitted in order to reserve facilities and will require approval by the City Manager or designee.
2. Only one wedding will be permitted per day, and the number of guests shall be limited to two hundred.
3. The City Manager may approve event size in excess of 200 persons.*
4. Insurance coverage as recommended to the Town by JPA Plan shall be required.
5. The Park will be available every day of the year.
6. Renters shall agree to provide other services, such as private security, valet parking, etc. as required.

To accommodate the temporary relocation of Town offices to the park, City Manager approval for events with more than 75 persons has been required. This limitation is anticipated to return to 200 persons upon relocation of Town offices to the New Town Center.

Special rules were enacted to address COVID-19 related concerns as well as State and Local Health Orders. Such rules may be relaxed as permitted by State and Local Health Officials and as approved by the Town Council.

II. Scope of Services

The successful proposer will enter into a services agreement with the Town of Atherton to manage events and event facilities at Holbrook-Palmer Park

The selected firm will be required to provide the Town with all labor, vehicles and equipment, and materials as necessary to satisfactorily perform the entire events management functions under this agreement. The Town of Atherton desires that the provision of Event Services is performed to generate revenue for the operations, maintenance and improvement of the Park without negatively impacting other Park users and Park neighbors. The Town desires that its contractor operate effectively and efficiently while performing services. The contractor is encouraged to provide exemplary services to the Town and to its Park users.

The selected firm must have the resources and abilities to market, advertise, plan, schedule, manage, operate, and conduct events, including unpaid events approved by Town staff, in Holbrook-Palmer Park. The scope of services may include, but will not be limited to the following:

- a. Development of administration and coordination policies, procedures, calendars and materials to demonstrate competence in managing and operating Event Services, within 20 days of Notice to Proceed;
- b. Preparing scheduling, operations and financial records and reports that conform to requirements under Section III, Records and Reports;
- c. Developing and distributing promotional material for the facilities;
- d. Developing and placing advertisements in appropriate print and on line media;
- e. Presence by the Project Manager in the Park office at least 4 days per week for a minimum of 2 hours per day and a total of at least 20 hours per week between the hours of 9 am and 5 pm;
- f. Responding to clients within no more than 24 hours of contact;
- g. Showing facilities to prospective clients within no more than 48 hours of request;

- h. Booking, scheduling and staffing events, including existing Town-sponsored non-revenue generating (no-fee) meetings and events up to fifteen (15) hours per month;
- i. Completing & submitting the Town's facility rental permit application with all corresponding documentation and fees in a timely manner;
- j. Follow the Town's master fee schedule for all fees;
- k. Adhere to the Town's guidelines and procedures for accepting and processing payments for event rentals;
- l. Maintaining the Events Facilities and equipment (see Exhibit 5) in a safe, clean and attractive condition in accord with high standards expected by the Town and by Event Facility users;
- m. Setting up Events Facilities for events;
- n. Cleaning up Events Facilities following events;
- o. Promptly informing Town's Contract Manager of maintenance and repair needs;
- p. Recommending capital improvements to Town's Contract Manager of Events Facilities to maintain them and to enhance their ability to enhance revenues;
- q. Coordinating provision of goods and services such as rentals, flowers, catering, music, photography and/or videography, security, clean-up and disposal; and
- r. The Contractor may provide catering and/or other services but will not be permitted to be the exclusive provider of these services.

III. Records and Reports

Scheduling Records

- (a) Contractor shall record all bookings and tentative reservations in the Town's electronic calendar so they can be viewed by Town Staff and coordinate with other planned Town activities.
- (b) Contractor shall maintain a calendar showing all events scheduled at Park during the term of this contract and for at least 24 months beyond the end of the term. The scheduling record shall be maintained in a complete and accurate manner and shall be made available to Town at all times. A copy in print, or in an electronic format acceptable to Town, shall be provided within 5 business days of the end of each month. Records and reports must be submitted with the Contractor's monthly invoice.

Monthly Activity Report

A monthly activity report in print, or in an electronic format acceptable to Town, shall be provided within 5 business days of the end of each month. The report shall include the following:

- a) list of all events managed by the Contractor at the Park (a list of typical events is shown in Exhibit 3);
- b) list of employees and subcontractors providing services pursuant to this agreement
- c) an income statement for Park events management services;
- d) a log of any warnings, citations, violations received from any governmental agency pursuant to services provided in this agreement;
- e) a log of written complaints received from clients and all other stakeholders, i.e. neighbors, vendors, employees and subcontractors.

IV. Maintenance of Facilities and Equipment

The contractor shall be responsible for set-up, operations and event clean-up of the interior of the Main House, Carriage House and Jennings Pavilion, and for janitorial

service of Jennings Pavilion. The contractor will also be responsible for set-up, take-down, cleaning and storage of tables, chairs, furniture, and all other equipment provided by the Town (see Exhibit 5). The contractor will also be responsible for cleaning outdoor areas used during events, returning them to their pre-event status. A drawing showing areas of contractor responsibility is contained in Exhibit 2. The Contractor shall be responsible for maintaining the building interiors in a neat, clean and presentable condition.

The Town of Atherton will be responsible for making interior repairs and improvements and for maintaining, repairing and improving building exteriors and grounds, excluding set-up, operating and cleaning of premises used for events activities. The Town's janitorial contractor will perform scheduled service for the Main and Carriage Houses.

The contractor may choose to offer enhanced outdoor garden areas surrounding the facilities and patios including sculptures, potted plants, annual flower gardens or other high maintenance features. These features will be kept up by the contractor and returned to their original look upon ending of this contract if requested by the Town.

V. Contract Term

The Town intends to award a contract with an original term of three (3) years, with two optional two (2) year terms. The total term of the proposed contract may extend for seven (7) years from award by the Town. The exercise of any additional extension of term shall be at the sole discretion of the Town.

VI. Compensation

The Town will compensate the event services contractor with a percentage of the rental fee, not including the Town's administrative charges. The Town will pay the Contractor invoice monthly. In recognition of the investment and operations by the Contractor, as well as services for no-fee groups, the Town will guarantee a minimum monthly payment to Contractor of \$3,000 for the first three (3) months of the contract. Contractor shall provide set-up, take-down and clean-up services for no-fee groups as shown in Exhibit 4 for up to fifteen (15) hours per month, without charge to the Town or groups.

The Town reserves the right to negotiate with the selected firm on the rates and fees as submitted in the Bid to be effective for each **renewal** period.

PART B - Proposal Content

The proposal should describe the methodology to be used to accomplish each of the tasks and services expected as defined in the Scope of Work. The proposal should also describe the work that shall be necessary to satisfactorily complete the tasks and service requirements.

Please note that this Request for Proposals cannot identify each specific, individual task required to successfully and completely implement this service. The Town of Atherton relies on the professionalism and competence of the bidder to be knowledgeable of the general areas identified in the Scope of Work and of adequate competence to include in its proposal all required tasks

ATTACHMENT 2

and subtasks, personnel commitments, man hours, direct and indirect costs, etc. The Town of Atherton will not approve addenda to the selected contractor's agreement which do not involve a substantial change from the general Scope of Work identified in this Request for Proposals.

The proposal should include the following:

1. **TRANSMITTAL LETTER AND EXPERIENCE:** Introduce your organization, its size, background and provide information to demonstrate your organization's skill and experience in the performance of event services and venue management. Proposer must currently operate or have a minimum of 3+ years of experience providing event management services and venue operations and management. The cover letter shall be signed by an officer of the organization who is authorized to negotiate a contract with the Town.

The experience shall be set forth and submitted, as follows:

- a. Ownership; if incorporated, the state in which the selected firm is incorporated and the date of incorporation;
 - b. Location of contractor's office;
 - c. Number of employees at location which will provide services to the Park, and total of all employees;
 - d. Name, address, email address, and telephone number of the contractor's point of contact;
 - e. Contractor background/history;
 - f. Contractor qualifications to provide the services described in this RFP;
 - g. Length of time the contractor has been providing services described in this RFP;
 - h. A complete disclosure of any alleged significant prior or on-going contract failure, any civil or criminal litigation or investigation pending which involves the contractor and/or contractor employees proposed or assigned to this contract or in which the contractor has been judged guilty or liable within the last 5 years. If there is no negative history to disclose, state that in the Bid.
2. **KEY PERSONNEL AND QUALIFICATIONS:** Identify the Principal-in-Charge and provide a brief resume for each of the key persons proposed to work on this project. Any key subconsultants proposed should be identified, and information on their respective role in the project shall be included. The prospective Contractor shall designate, by name, the project manager to be employed for this project. Substitution of the project manager by the selected contractor will not be allowed without prior approval by the Town of Atherton.
 3. **PAST EXPERIENCE/REFERENCES:** Provide at least three references from other government agencies or private parties including the following information:
 - a. Client name, client Manager, address, telephone number, and email address;
 - b. Contract Term (starting date and ending date);
 - c. Contract value;
 - d. Staff assigned to that project.
 4. **UNDERSTANDING OF SCOPE OF WORK AND WORK PLAN:** In this section, proposers are requested to demonstrate their understanding of the tasks and services requested in the Scope of Work and provide their Work Proposal/Approach to accomplish the services described in this RFP. Describe your business plan for marketing the event facilities and ensuring successful operations of the facilities and hosted events. In addition, in this section demonstrate an understanding of and approach toward excellent customer

service, flexibility in meeting needs, coordination of other service providers and maintenance of facilities and equipment.

5. **REVENUE SHARE PROPOSAL:** Indicate the proposed compensation for providing all-inclusive event services, expressed as a percentage of rental fees collected, on the form provided.
6. **DISCLOSURE:** of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.

NOTE: It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code.

PART C – Submittal Process

1. **Submittal Deadline:** Thursday, March 3, 2021, at 2:00 p.m. Late submittals will not be accepted. Format and Delivery: Submit three (3) letter-sized copies of the proposal to:

Robert Ovadia
Director of Public Works
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027

and e-mail a PDF copy to Robert Ovadia at rovadia@ci.atherton.ca.us.

Submittals will not be returned.

Proposals submitted after the deadline will not be accepted for consideration.

Note that the Proposal, including all fees and compensation shall remain firm for a minimum of 90 days from the proposal submission deadline.

The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.

The Town is seeking to engage the most qualified person or firm. The Town reserves the right to negotiate with other qualified persons or firms, or to solicit additional statements of qualifications at any point in the project should it fail to negotiate a reasonable rate with the initially selected person or firm.

2. **Questions:** Interested parties, their representatives, agents or anyone else acting on their behalf, are specifically directed NOT to contact any Town employee, commission member, committee member, council member, or other Town employee or associate for any purpose related to this RFB other than as directed below. Contact with anyone other than as directed below may be cause for rejection of a bid.

ANY questions, technical or otherwise, pertaining to this Request for Proposals **must be submitted IN WRITING and directed ONLY to:**

Robert Ovadia
 Director of Public Works
 Town of Atherton
 150 Watkins Avenue (Temporary Trailers)
 Atherton, CA 94027
rovadia@ci.atherton.ca.us

Interpretations or clarifications considered necessary in response to such questions will be resolved by the issuance of formal Addenda to the RFB. Questions received after the date and time in the schedule will not be answered. Only questions that have been resolved by formal written Addenda via the Director of Public Works will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect.

PART E – Selection Process

At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.

The Town will evaluate the proposals on a 100-point scale using criteria set forth in the table below. Award if made, will be to the highest scored proposal.

CRITERION	MAXIMUM NUMBER OF POINTS
Firm Information/Background	<i>10</i>
Key Personnel/Staff Qualifications	<i>10</i>
Experience/References	<i>10</i>
Quality of Work Plan Submitted	<i>30</i>
Cost Share Proposal	<i>40</i>
Total	<i>100</i>

PART F - Proposed Timeline

March 1, 2021	RFP available on Town of Atherton website
April 7, 2021, 2:00 pm	Pre-proposal site walkthrough
May 4, 2021, 10:00 am	Proposals due
June 16, 2021	Recommendation to City Council

PART G – Contract Terms and Conditions

The selected vendor will be required to sign a Professional Services Agreement with the Town of Atherton and will be required to provide to the Town of Atherton the appropriate certificates of general liability insurance, vehicle insurance and workers compensation insurance. The contract may contain service performance requirements and penalties for non-compliance.

For additional information, contact Robert Ovadia, Director of Public Works, at (650) 752-0541.

DRAFT

Exhibit 1

Map of Holbrook-Palmer Park



HOLBROOK-PALMER PARK
150 WATKINS AVENUE
ATHERTON, CA 94027

Exhibit 2

Location of Event Facilities

DRAFT



Exhibit 3

Examples of Park Facilities

<u>Weddings</u>	<u>Social Events</u>	<u>Meetings/Classes</u>
	Parties/Gatherings	Corporate Events
	Birthdays Bar/Bat Mitzvahs Memorial Services Bridal Showers	Meetings Seminars Retreats Picnics Holiday Parties
	Group Activities/Fundraisers	Local Group Meetings
	School Picnics Graduation Ceremonies Art Expositions Ice Cream Socials Family Picnics/BBQ	Community Discussions Park Foundation Atherton Disaster and Preparedness Team
	Large Activities/Fundraisers	Classes
	Easter Egg Hunt Swing in the Park Jazz in the Park Movies in the Park	Yoga Folk Dancing Music for Families Dog Training Country Dancing

Exhibit 4

Fees

		Unit Cost Summary	
Fee Name	Unit	Fee	
Park Rental Fees			
The Main House			
(Monday - Thursday afternoon)			
Half day		\$	478
Full day (until 4:00PM)		\$	837
Evenings (5:00 PM to midnight)		\$	837
Friday evening (5:00 PM to midnight)		\$	837
Saturday & Sunday day use (full day)		\$	1,793
Saturday & Sunday day use (per Hour) 2-hr. min.	Per hour	\$	299
Saturday & Sunday evenings (5:00 PM - midnight)		\$	1,793
Carriage House			
(Monday - Thursday afternoon)			
Half day		\$	478
Half day (OVER 100 People)		\$	956
Full day (until 4:00PM)		\$	837
Full day (until 4:00PM; OVER 100 people)		\$	1,315
Evenings (5:00 PM to midnight)		\$	837
Friday evening (5:00 PM to midnight)		\$	837
Saturday & Sunday day use (half day)		\$	478
Half day (OVER 100 People)		\$	956
Saturday & Sunday day use (full day)		\$	837
Saturday & Sunday day use (full day; OVER 100 people)		\$	1,315
Saturday & Sunday evenings (5:00 PM - midnight)		\$	837
Jennings Pavilion			
(Monday - Thursday afternoon)			
Half day		\$	956
Full day (until 4:00PM)		\$	1,434
Evenings (4:00 PM to midnight)		\$	1,434
Friday (until 4 pm)		\$	1,793
Friday evening (4:00 PM to midnight)		\$	4,780
Saturday & Sunday day use (half day until 4 PM)		\$	2,689
Saturday & Sunday day use (full day)		\$	4,780

Saturday & Sunday evenings (4:00 PM - midnight)		\$	4,780
Security Deposit			
Main House and Carriage House		\$	598
Jennings Pavilion		\$	1,195
Tennis Courts			
Key Purchases:			
1 Standard Key	Resident	\$	50
1 Clay Key **	Resident	\$	50
**Resident Clay Court Access included in Clay Court Key Charge			
1 Standard Key	Non-Resident	\$	200
Clay Court Access	Non-Resident	\$	30
Baseball Field (Per Hour)		\$	36
Other Fields		\$	30
Staff labor rates			
Facility maintenance staff for services related to facility maintenance and preparation (Before & After Events)		\$	120
Facility attendant staff for services related to on-site availability during event		\$	60
Photo-Shoot Permits			
One (1) Day		\$	120
One (1) Month		\$	598
Penalty		\$	120
		\$	-
Drone Application Fee/Day		\$	179
CLASSES: INDOOR	Per hour	\$	30
CLASSES: OUTDOOR	Per hour	\$	48

Administration Percentage Disclaimer Fee

30% Administration fee will be added at time of booking,
 Town of Atherton Residents will have a 15% administration fee added at time of booking

Day Use Permit Fees Holbrook-Palmer Park			
13-25 people	Residents	\$	90
13-25 people	Non-Residents	\$	120
26-50 people	Residents	\$	180
26-50 people	Non-Residents	\$	239
Penalty fee for failure to obtain Day Use Permit		\$	120

Exhibit 5

Park Inventory

	Main House	Pavilion	Carriage House	Corp Yard	Total
Chairs					
Chivari	1	205		174	380
Padded	61	149			210
Folding		123	76		199
Tables					
a6' Rectangle	3		2		5
8' Rectangle	5	6	4		15
Tall Round Glass Top		3			3
48" Round	2	7			9
60" Round	5	18	4		27
Umbrellas		6			6
AV Projector Screen		1			1
Mobile AV/Computer Screen		1			1
Podium		1			1
PA System		1			1
Appliances					
Gas Range	1	1			
Electric Cooktop			1		
Electric Oven		2	1		
Refrigerator	1	1	1		
Misc.					
Vacuum	1	1			
Floor Cleaner	1				
Janitor Closet	1	1	1		
Supply Room	1	2	1		
Office	1				