

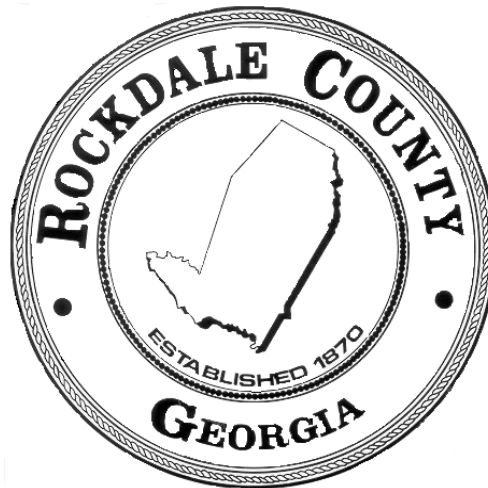
REQUEST FOR PROPOSALS

No. 25-02

ROCKDALE COUNTY, GEORGIA

March 12, 2025

CONCESSION SERVICES AT JOHNSON PARK, AMERICAN LEGION FIELD, AND EARL O'NEAL FIELD



**ROCKDALE COUNTY FINANCE DEPARTMENT
PROCUREMENT OFFICE
958 Milstead Avenue
CONYERS, GA 30012
770-278-7552**

I. Introduction

The Rockdale County Parks and Recreation Department is seeking proposals from qualified vendors to operate and manage food and beverage concession services at the Johnson Park, American Legion Field, and Earl O'Neal Sports Fields located in Conyers, GA. The purpose of offering a concession program with the park is to provide convenience and enhance the enjoyment of park patrons. More information regarding Rockdale County Parks and Recreation Department is available on the website www.rockdalecountyga.gov.

II. Overview

All proposals meeting the minimum qualifications requirements of the RFP will be reviewed and evaluated based on pre-determined evaluation criteria. The selected proposer will have the exclusive rights to sell approved food and beverage concessions within the park grounds during scheduled events.

III. RFP Terms and Conditions

- A. This RFP does not commit Rockdale County to award a contract. No other party, including the proposer, is intended to be granted any rights hereunder. Proposals which, in the sole discretion of Rockdale County, do not meet minimum qualification requirements will not be reviewed. Any response to this RFP will become the property of Rockdale County and subject to the Public Information Act of Georgia. Rockdale County is not liable for any costs associated with the development, preparation, transmittal or presentation of any proposal or material submitted in response to this RFP.
- B. Rockdale County reserves the right to award contracts based on proposals submitted or to negotiate with selected proposer for modification of the selected proposals (which may include alternate concepts), at Rockdale County's option. By submission of a proposal, the selected proposer agrees to be legally bound if Rockdale County accepts the proposal. If you are awarded a concession contract you may NOT sell, transfer or give the concession rights to anyone else without the written approval of the County. If an outside vendor is used to provide any temporary services, the County will be compensated with a percentage of that vendor's revenue commensurate with the lead vendor at minimum. It is the County's preference that whoever submits this proposal operates the concession site that is awarded.
- C. The Concession Agreement will be for one year. At the end of the agreement term, Rockdale County reserves the right to extend the Concession Agreement with the selected proposer for up to three additional one-year terms upon mutual agreement of both parties.

- D. Utility services will be provided by Rockdale County under the Concession Agreement. Utility usage should not exceed the usual and customary utility usage for the concession facility.
- E. The selected proposer must meet all state and local regulations regarding food preparation and distribution. The selected proposer must display required "Serve Safe" certifications for food and beverage services at the concession facility.
- F. The selected proposer will be responsible for cleaning all service areas inside the concession facility, and responsible for pick-up/disposal of all trash produced as a result of their operations within a fifty (50) foot radius from the point of sale. Dumpsters are provided by the County. Concession facilities are required to meet or exceed Health Department requirements. The County may inspect the concession facilities at the discretion of the County's Deputy Director of Parks and Recreation.
- G. The selected proposer will be responsible for providing their own "Point of Sales" system and any other network and communications needs.
- H. The selected proposer will work directly with the Deputy Director of Parks and Recreation and his/her designees to resolve outstanding issues in a timely manner.

IV. Concession Operations

Concession operations are a key component to the overall character of the park. The selected proposer will be required to satisfy the following conditions as part of the concession operations.

A. Personnel

The proposer will be responsible for hiring necessary personnel to conduct the operation of the concession stand. The operator will comply with all federal, state, and local laws related to minimum wage, social security, nondiscrimination, unemployment compensation, and workers' compensation.

B. Operating Hours

Hours of operation will vary based upon the seasons and weather. Minimum hours may vary from four-five hours per weekday/night and weekends from (AM to dusk, or until the conclusion of the scheduled activity, whichever occurs first. Concessions operations will also include any special events (tournaments, showcases, etc.). A tentative schedule may be available when the park is ready to open.

C. Menu Items

The selected proposer is expected to provide a menu. This RFP is for food concessions for scheduled events. Vending machines are not permitted. The selected proposer is expected to serve quality food (PRE-PACKAGED ONLY) and drinks at a competitive price to meet the needs of park patrons. All menu items and pricing must be submitted to the County's Deputy Director of Parks and Recreation for approval prior to any product sales. Alcohol sales are not permitted. Use Coca-Cola products ONLY. Pre-Packaged foods are required at all locations and are considered chips, cookies, candies, nachos, etc. Items can be prepared on griddles, warmers, rollers, however, cannot be cooked and/or fried due to lack of ventilation.

V. RFP Overview

- A. Any and all agreements arising out of proposals submitted hereunder (including any negotiations that follow) will not be binding on the County, its officers, employees, or agent unless set forth in a Concession Agreement duly executed by the Chairman of the Board of Commissioners of Rockdale County or appointed designee in accordance with applicable governing codes.
- B. The Selection Committee will evaluate each responsive proposal submitted to the County. Each proposal will be evaluated according to the following process.
 - i. The first step in the evaluation process will be to determine whether the proposal conforms to the minimum qualification requirements for evaluation. Those proposals failing to meet minimum requirements, including completeness, format, and content, will be rejected without further evaluation.
 - ii. Proposals not rejected will be submitted to the Selection Committee to be evaluated according to the criteria listed.
- C. The proposal evaluation criteria have been established to assist the Selection Committee in determining which proposer will provide the best overall mix of products, service, choice and quality to Rockdale County Park patrons.
- D. The evaluation categories are as follows:
 - i. Meet Minimum Qualification Requirements outlined in Section VI.
 - ii. Demonstrated experience in concession and/or food operations.
 - iii. Qualifications of the applicant.
 - iv. Anticipated revenue proposed to Rockdale County.
 - v. Financial ability of the applicant to operate the facility.
 - vi. Ability to deliver a high-quality concession menu on an ongoing basis.
 - vii. Interview

In evaluating the proposals, revenue proposed to the County will not be the sole factor. The County may consider any factors it deems necessary and proper for best value including, but not limited to, price, quality of service, response to this request, experience, staffing, and general reputation. Following the review process, the County, at the County's sole discretion, may select the applicant best able to meet the County's needs.

VI. Minimum Qualification Requirements. Proposals shall be on your company's letterhead and include a signature line, with name and title of signatory, 8 ½" x 11" format, and include three copies (one original and two copies)

All proposals must include the following:

- A. Organization name, address, telephone number, and email address.
- B. Name and telephone number of contact person
- C. A list of principals(s) with their respective experience and background as it pertains to concession operations.
- D. Proposed food, drink and/or any other products to be sold at the concession.
- E. List of proposed vendor-supplied equipment
- F. Provide a statement of what specifically qualified you to perform concession operations.
- G. Minimum of three references to demonstrate the proposer's experience in successfully operating and managing a similar type of business.
- H. Proof of commercial liability, worker's compensation, and automotive insurance.

DUE DATE:

Sealed proposals will be received at the Rockdale County Finance Department, Procurement Division, 958 Milstead Avenue, Conyers, GA 30012 no later than **2:00 P.M., local time, Thursday, April 10, 2025.** Proposals received after this time will not be accepted.

QUESTIONS AND CLARIFICATIONS:

All questions and requests for clarifications concerning this RFP must be submitted to the Purchasing Division via email to adrienne.m.brown@rockdalecountyga.gov or at the above address no later than **2:00 p.m., local time, on Thursday, April 3, 2025.** It shall be the proposer's responsibility to seek clarification as early as possible prior to the due date and time. Written responses from the County to the questions it receives will be in an addendum and posted to the County's website at www.rockdalecountyga.gov, under Bid Opportunities. Questions or requests for clarifications received after this deadline will not receive a response.

Rockdale County Finance Department
Purchasing Division
Attn: Adrienne Brown
958 Milstead Avenue
Conyers, GA 30012
Phone: (770) 278-7552, Fax: (770) 278-8910
E-mail: Adrienne.m.brown@rockdalecountyga.gov

To maintain a "level playing field", and to assure that all proposers receive the same information, proposers are requested **NOT** to contact anyone other than the contact above until after the award of the contract. Doing so could result in disqualification of the proposer.

SITE VISITS:

Non-Mandatory site visits are available upon request. If you are interested in a site visit, please contact Adrienne Brown at Adrienne.m.brown@rockdalecountyga.gov to schedule the visit.

ADDENDA:

Answers to questions submitted that materially change the conditions and specifications of this RFP will be issued in an addendum and posted to the County's website at www.rockdalecountyga.gov Bid Opportunities. Any discussions or documents will be considered non-binding unless incorporated and issued in an addendum.

It is the proposer's responsibility to check the Rockdale County website at www.rockdalecountyga.gov, Bid Opportunities for any addenda that may be issued, prior to submitting a proposal for this RFP.

BID TABLE FORM RFP NO. 25-02

Location:	Square Footage:	Equipment:
Johnson Park Recreation Center 1781 Ebenezer Road SW Conyers, GA 30094	648 of Floor Space (18 x 36)	1 Ice Maker 1 Food Warmer 1 Commercial Microwave Oven 1 Hand Sink 1 Freezer 1 Refrigerator 1 Griddle
American Legion Fields (Upper Concession)	576 of Floor Space (24 x 24)	1 Commercial Refrigerator 1 Hand Sink
American Legion Fields (Miracle League)	990 of Floor Space (30 x 33)	1 Food Warmer 1 Hand Sink 1 Convection Oven 1 Commercial Microwave Oven 1 Industrial Sink 1 Commercial Refrigerator 1 Ice Maker
Earl O'Neal (Football Side)	720 Floor Space (30 x 24)	1 Ice Maker 1 Food Warmer 1 Convection Oven 1 Industrial Sink 1 Hand Sink 1 Commercial Refrigerator 1 Microwave
Earl O'Neal (Soccer Side - Fields 6, 7, & 8)	576 of Floor Space (24 x 24)	1 Hand Sink
Earl O'Neal (Soccer Side - Fields 3, 4, & 5)	576 of Floor Space (24 x 24)	1 Industrial Sink 1 Hand Sink 1 Ice Maker
Costley Mill Park General Store	600 of Floor Space (20 x 30)	N/A - Pre-Packaged Items Only
Costley Mill Park Feed and Seed Store	200 Floor Space (10 x 20)	N/A - Pre-Packaged Items Only

PROPOSAL FORM

Instructions: Complete all **THREE** parts of this bid form.

PART I: Proposal Summary

Complete the information below. If you wish to submit more than one brand, make a photocopy of this Proposal Form.

1.	Percentage of Gross Income for Rockdale County	%
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PART II: Addenda Acknowledgements (if applicable)

Each vendor is responsible for determining that all addenda issued by the Rockdale County Finance Department – Purchasing Division have been received before submitting a bid.

Addenda	Date Vendor Received	Initials
"1"		
"2"		
"3"		
"4"		
"5"		
"6"		

PART III: Vendor Information:

Company Name	
Address	
Telephone	
E-Mail	
Representative (print name)	
Signature of Representative	
Date Submitted	

CONTRACTOR'S QUALIFICATION STATEMENT AND QUESTIONNAIRE

NAME OF PROPOSED CONTRACTOR: _____

I. INSTRUCTIONS

- A. All questions are to be answered in full. If copies of other documents will answer the question completely, they may be attached and clearly labeled. If additional space is needed, additional pages may be attached and clearly labeled.
- B. The owner, Rockdale County, Georgia, its agents and representatives, shall be entitled to contact each and every reference listed in response to this questionnaire, and each entity referenced in any response to any question in this questionnaire. By completing this questionnaire, the contractor expressly agrees that any information concerning the contractor in possession of said entities and references may be made available to the owner.
- C. Only complete and accurate information shall be provided by the contractor. The contractor hereby warrants that, to the best of its knowledge and belief, the responses contained herein are true, accurate, and complete. The contractor also acknowledges that the owner is relying on the truth and accuracy of the responses contained herein. If it is later discovered that any material information given in response to a question was provided by the contractor, knowing it was false, it shall constitute grounds for immediate termination or rescission by the owner of any subsequent agreement between the owner and the contractor. The owner shall also have and retain any other remedies provided by law.
- D. The completed form shall be submitted with contractor's proposals.
- E. This form, its completion by the contractor, and its use by the contractor, and its use by the owner, shall not give rise to any liability on the part of the owner to the contractor or any third party or person.

II. GENERAL BACKGROUND

- A. Current address of contractor: _____

- B. Previous Name or address of contractor: _____

- C. Current president or CEO and years in position: _____
- D. Number of permanent employees: _____
- E. Name and address of affiliated companies: _____

III. FINANCIAL STATUS

- A. Please attach financial statements for the past three years for which they are complete. If such statements are not available, please furnish the following information:

1. LAST COMPLETE FISCAL YEAR:

- | | | |
|----|--------------------------|-------|
| A. | Revenues (Gross) | _____ |
| B. | Expenditures (Gross) | _____ |
| C. | Overhead & Admin (Gross) | _____ |
| D. | Profit (Gross) | _____ |

2. YEAR PRIOR TO "1" ABOVE:

- | | | |
|----|--------------------------|-------|
| A. | Revenues (Gross) | _____ |
| B. | Expenditures (Gross) | _____ |
| C. | Overhead & Admin (Gross) | _____ |
| D. | Profit (Gross) | _____ |

3. YEAR PRIOR TO "2" ABOVE:

- | | | |
|----|--------------------------|-------|
| A. | Revenues (Gross) | _____ |
| B. | Expenditures (Gross) | _____ |
| C. | Overhead & Admin (Gross) | _____ |
| D. | Profit (Gross) | _____ |

B. BANKRUPTCIES

1. Has the Contractor, or any of its parents or subsidiaries, ever had a Bankruptcy Petition filed in its name, voluntarily or involuntarily? (If yes, specify date, circumstances, and resolution).

2. Has any Majority Shareholder ever had a Bankruptcy Petition filed in his/her name, voluntarily or involuntarily? (If yes, specify date, circumstances, and resolution).

C. BONDING

1. What is the Contractor's current bonding capacity? _____
2. What is the value of the Contractor's work currently under contract? _____

IV. COMPANY EXPERIENCE – SIMILAR PROJECTS

- A. List three projects of reasonably similar nature, scope, and duration performed by your company in the last five years, specifying, where possible, the name and last known address of each owner of those projects:

Project #1:

Name and Address:

Date of Project:

Type of Project:

Contract Price:

Owner contact info:

Architect/Engineer contact info:
(if applicable)

Project #2:

Name and Address:

Date of Project:

Type of Project:

Contract Price:

Owner contact info:

Architect/Engineer contact info:
(if applicable)

Project #3:

Name and Address:

Date of Project:

Type of Project:

Contract Price:

Owner contact info:

Architect/Engineer contact info:
(if applicable)

V ARBITRATIONS, LITIGATIONS, AND OTHER PROCEEDINGS

Has your company been involved in any construction arbitration demands filed by, or against, you in the last five years? _____

Has your company been involved in any construction-related lawsuits (other than labor or personal injury litigation) filed by, or against, you in the last five years? _____

Has your company been involved in any lawsuits, proceedings, or hearings initiated by the National Labor Relations Board or similar state agency in the past seven years? _____

Has your company been involved in any lawsuits, proceedings, or hearings initiated by the Occupational Safety and Health Administration concerning the project safety practices of the Contractor in the last seven years? _____

Has your company be involved in any lawsuits, proceedings, or hearings initiated by the Internal Revenue Service, or any state revenue department, concerning the tax liability of the Contractor (other than audits) in the last seven years? _____

Have any criminal proceedings or investigations been brought against the Contractor in the last ten years? _____

If you answered yes to any of the questions above, please identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the proceeding (attach documentation if needed):

VI COMMENTS

Please list any additional information that you believe would assist the Owner in evaluating the possibility of using the Contractor on this Project. You may attach such additional information as an Exhibit to this Statement and Questionnaire.

I certify to the Owner that the information and responses provided on this Questionnaire are true,

accurate and complete. The Owner, or its designated representative, may contact any entity or reference listed in this Questionnaire. Each entity or reference may make any information concerning the Contractor available to the Owner, or its designated representative.

Contractor:

Signature

Date

Title

Sworn to and subscribed before me

This _____ day of _____

Signature

Notary Public

My Commission Expires:

PROPOSAL CHECKLIST

_____ **TWO (2) HARDCOPIES (one (1) original, one (1) photocopy), and ONE FLASH DRIVE (containing a copy of the Proposal and the Price Proposal in Adobe PDF format) of the following documents: all documents shall be fully completed, signed, and dated:**

_____ **Proposal Form (See Page 3)**

_____ **Bid Table Form (See Page 2)**

_____ **Contractor's Qualifications Statement & Questionnaire (See Pages 4-8)**

_____ **Any Proposed Deviations from the Required Scope of Work, Including Necessary Explanations and Conditions**

_____ **SERV Safe Certification**

_____ **Proof of Business License**

The purpose of this checklist is to remind proposers of the documents generally required for the proposal submittal. It is the proposer's responsibility to include additional documents requested in the proposal that may not be shown on the checklist.