



# REQUEST FOR PROPOSALS (RFP)

## **CITY OF MOORHEAD PARKS AND RECREATION DEPARTMENT BEVERAGE, VENDING, AND CONCESSION SERVICES**

The City of Moorhead is requesting proposals from qualified vendors to provide exclusive beverage, vending, and concession services.

Holly Heitkamp, Moorhead Parks and Recreation Director  
[Holly.Heitkamp@ci.moorhead.mn.us](mailto:Holly.Heitkamp@ci.moorhead.mn.us)



## Parks and Recreation

2400 4<sup>th</sup> Ave S | Moorhead, MN 56560 | 218.299.5340  
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December 19, 2019

### **REQUEST FOR PROPOSALS CITY OF MOORHEAD PARKS AND RECREATION DEPARTMENT BEVERAGE, VENDING, AND CONCESSION SERVICES**

The City of Moorhead (the “City”), through its Parks and Recreation Department (the “Department”), is requesting proposals from qualified vendors to provide exclusive beverage, vending, and concession services at the Department’s facilities and events for a period of three (3) years, with two (2) optional one (1) year additional extensions, commencing March 15, 2020. Sealed proposals will be accepted at the Department’s office located at 2400 4<sup>th</sup> Avenue South, Moorhead, Minnesota 56560, until **12:00 PM, Friday, January 10, 2020.**

In addition to providing beverage, vending, and concession services, the selected vendor is required to provide certain equipment as listed on **Exhibit A**. The equipment includes vending machines, portable bars, coolers, and portable premix dispensing units.

Interested vendors are encouraged to execute and submit a PROPOSAL SPECIFICATION FORM by 12:00 PM on Friday, January 10, 2020. Proposals will be reviewed by City staff, who will then submit a recommendation to the Moorhead Park Advisory Board, Mayor, and City Council. The City Council has final decision making authority of the selected vendor. Proposals must remain open for a period of sixty (60) days after the submission date. The City reserves the right to reject any or all proposals, and to waive any minor informality, irregularity, or discrepancy.

PROPOSAL SPECIFICATION FORMS may be obtained either:

1. In person at the Department’s office located at 2400 4<sup>th</sup> Avenue South, Moorhead, Minnesota 56560
2. On the City’s website at [www.cityofmoorhead.com/rfp](http://www.cityofmoorhead.com/rfp)
3. By emailing [Holly.Heitkamp@ci.moorhead.mn.us](mailto:Holly.Heitkamp@ci.moorhead.mn.us)
4. Calling Ms. Heitkamp, Parks and Recreation Director at (218) 299-5340

#### **CITY OF MOORHEAD**

Christina M. Volkers, City Manager

**CITY OF MOORHEAD  
REQUEST FOR PROPOSALS  
BEVERAGE, VENDING, AND CONCESSION SERVICES**

**I. GENERAL INFORMATION**

**A. Proposal Name.** RFP for Beverage, Vending, and Concession Services

**B. Notice to Vendors.** Sealed proposals will be received by the Moorhead Parks and Recreation Department (the “Department”) at the Department’s office located at 2400 4<sup>th</sup> Avenue South, Moorhead, Minnesota 56560, until 12:00 PM, Friday, January 10, 2020.

**C. Proposal Specification.**

1. The City is accepting proposals for beverage, vending, and concession service rights for the sale and distribution of soft drinks, water, juices, sports drinks, and premixes within the Department’s facilities and at the Department’s events for a period of three (3) years, with two (2) optional one (1) year additional extensions, commencing on March 15, 2020.
2. The rights granted under the agreement are exclusive and consist of the sale and distribution of soft drinks, water, juices, sport drinks, and premixes, as well as providing and servicing vending machines and coolers, at the locations shown on the attached **Exhibit A**. In addition, the furnishing of premix, dispensers, and cups at special events conducted on City park property or in connection with the Department’s events are included in the rights granted under the agreement. The Department reserves the right to grant authority to other vendors to provide beverage and concession services for special events if the selected vendor refuses or is unable to provide the requested services.
3. Vendors are required to provide the following information according to the PROPOSAL SPECIFICATION FORM:
  - (a) Annual flat fee;
  - (b) Product description;
  - (c) Individual container volume;
  - (d) Quantity per case;
  - (e) Price per case/box/gallon;
  - (f) Rebate per case/box/gallon;
  - (g) Customer price; and
  - (h) Cup price per 100 cups.
4. **Exhibit B** contains previous sales figures for reference.
5. The annual flat fee must be paid to the City on or before June 30 of each contract year during the term of the agreement. The term of the agreement is for a period of three (3) years, with two (2) optional one (1) year additional extensions, commencing on March 15, 2020, and ending on March 15, 2023.

6. The acceptance of any proposal is subject to the City and the selected vendor entering into a service agreement.
7. The City reserves the right to reject any or all proposals, and to waive any informality, irregularity, or discrepancy.

## **II. PROPOSAL SPECIFICATION FORM**

Proposals must be submitted on the attached PROPOSAL SPECIFICATION FORM. Other proposal forms will not be accepted. PROPOSAL SPECIFICATION FORMS are available at the Department's office located at 2400 4<sup>th</sup> Avenue South, Moorhead, Minnesota 56560. Vendors may also request proposals by email at [Holly.Heitkamp@ci.moorhead.mn.us](mailto:Holly.Heitkamp@ci.moorhead.mn.us) or by phone at (218) 299-5340.

## **III. ADDITIONAL INFORMATION**

Vendors are encouraged to contact Holly Heitkamp, Moorhead Parks and Recreation Director, with any questions or requests for additional information at (218) 299-5340.

## **IV. SUBMISSION OF PROPOSALS**

Vendors must deliver proposals to the Department no later than the time and date indicated above, in a sealed envelope with the Proposal Name and Date clearly marked on the outside of the envelope with the following information:

***RFP for Beverage, Vending, and Concession Services***  
***Proposal Opening: Friday, January 10, 2020, at 12:00 PM***

## **V. METHOD OF AWARING PROPOSAL**

On January 27, 2020, at 5:30 PM, proposals will be presented to the Mayor and City Council with a recommendation from the Moorhead Park Advisory Board. The City Council shall award exclusive beverage, vending, and concession services to the selected vendor. The City Council reserves the right to reject any or all proposals and to waive any minor irregularities, informalities, or discrepancies. The selected vendor will be required to enter into a three (3) year agreement, with two (2) optional one (1) year additional extensions, with the City.

## **VI. QUALIFICATIONS OF VENDORS**

The Department, or its authorized representative, may make such investigations as it deems necessary to determine the ability of the vendor to perform the services required under this Request for Proposals. Upon request by the Department, or its authorized representative, the vendor shall furnish all qualification information for the purpose(s) the Department, or its authorized representative, may request. The Department reserves the right to reject any or all proposals if evidence submitted by, or investigation of, such vendor fails to satisfy the Department that the vendor is properly qualified to carry out the obligations of these specifications to complete services contemplated herein within the prescribed timeframe. Conditional proposals will not be accepted.

## **VII. INSPECTION OF PREMISES**

Vendors are encouraged to fully investigate the Department's facilities in order to inform themselves of the conditions of the facilities and equipment. Failure of the vendor to investigate the Department's facilities and equipment will not be a valid reason to rescind a proposal once opened. It is hereby understood that all proposals are submitted on the basis of such inspection.

## **VIII. PROPOSALS EXECUTED ON BEHALF OF VENDOR**

A proposal executed by an attorney or agent on behalf of the vendor shall be accompanied by an authenticated copy of his or her Power of Attorney (or other documentation evidencing agent's authority) to act on behalf of the corporation. Any corporations submitting proposals must furnish evidence that the officer(s) or employee(s) who executes the proposal has the power to act on behalf of the corporation.

## **IX. ELIGIBILITY OF VENDORS**

Vendors must be at least eighteen (18) years of age.

## **X. RESERVE THE RIGHT**

The Department reserves the right to amend this Request for Proposals, reject any or all proposals, and to waive any minor irregularities, informalities, or discrepancies. Announcements made at the proposal opening will take precedence over any material posted regarding this Request for Proposals.

## **XI. CAUSES FOR REJECTING PROPOSALS**

- A. Proposals containing alterations or erasures.** An alteration or erasure of any price contained in the proposal shall be rejected, unless the original price is crossed out or erased and the correction is printed in ink or typewritten adjacent to the alteration or erasure and the person signing the proposal initials the correction in ink.
- B. Proposals in pencil.** Proposals made in pencil will be rejected.
- C. Unmarked envelope.** It is required that vendors identify the proposal in order to prevent inadvertent opening of the sealed proposal before the official date and time. Any proposal envelope that is inadvertently opened prior to the date and time stated will be rejected.
- D. Late proposals.** Proposals must be received by the date and time indicated above at the Department's office located at 2400 4<sup>th</sup> Avenue South, Moorhead, Minnesota 56560. All late proposals will be rejected and returned unopened.

**PROPOSAL SPECIFICATION FORM  
BEVERAGE, VENDING, AND CONCESSION SERVICES**

**PLEASE SUBMIT THIS FORM.  
FAILURE TO COMPLY WILL BE CONSIDERED UNRESPONSIVE.**

Annual Flat Fee - due June 30 of each year \$\_\_\_\_\_

<b>Description</b>	<b>Individual Container Volume</b>	<b>Quantity per Case</b>	<b>Price per Case/Box /Gallon</b>	<b>Rebate per Case/Box/Gallon</b>	<b>Customer Price</b>	<b>Cups Price per 100</b>
Cans - Soft Drinks	12 oz					
Bottles - Soft Drinks	20 oz					
Bottles - Water	20 oz					
Bottles - Juice						
Bottles - Sport Drinks						
Bottles/Cans - Energy Drinks						
Post-mix - Bag-In-Box (BIB)						
Cups - 9 oz						
Cups - 12 oz						
Cups - 16 oz						

**Price per Case/Box**

- Please include pricing, commission, and cost information on all additional products that you intend to sell. Soft drinks shall mean carbonated beverages.

Restrictions, if any:

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Other Considerations:

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**PROPOSAL SPECIFICATION FORM  
BEVERAGE, VENDING, AND CONCESSION SERVICES**

Miscellaneous Provisions

1. The prices quoted for retail sale will remain fixed for the initial three (3) year term of the agreement. The selected vendor will consult with the Department concerning the varieties of product to be dispensed at various locations and must comply with the Department's reasonable requests concerning product selection.
2. The furnishing of equipment listed on **Exhibit A** and any other equipment that may be agreed upon between the Department and the selected vendor will be supplied at no additional cost to the City.
3. The concession area covers all Department properties currently owned and operated by the City, as well as any additional properties acquired by or operated by the Department during the term of the agreement. The Moorhead Sports Center is operated by the City but owned by Independent School District No. 152 (Moorhead School District). The City is responsible for the operation of the vending machines in accordance with the Independent School District No. 152 Wellness Policy, attached as **Exhibit C**, during the high school's hours of operation. The selected vendor must provide timers on the vending machines when the product in the machine does not meet the Independent School District No. 152 Wellness Policy standards. These timers will turn off vending machines during school hours.
4. The selected vendor agrees to submit semi-annual reports showing gross sales, net sales, commission, rebate information, and quantity of product sold by location or other details, to the City as requested.
5. The concession rights are not assignable without the prior consent of the City.
6. Questions or requests for clarification should be addressed to:

Holly Heitkamp  
Parks and Recreation Director  
Phone: (218) 299-5340  
Email: [Holly.Heitkamp@ci.moorhead.mn.us](mailto:Holly.Heitkamp@ci.moorhead.mn.us)

**EXHIBIT A  
CURRENT BEVERAGE VENDING AND COOLER MACHINES**

<b>Vending Location</b>	<b>Address</b>	<b>No. of Vending Machines</b>	<b>No. of Coolers</b>
Centennial Athletic Complex (Babe Ruth Side – North)	2600 15 <sup>th</sup> Ave N	0	Glass Front Coolers (3)
Centennial Athletic Complex (Softball Side – South)	2601 15 <sup>th</sup> Ave N	0	Glass Front Cooler (3) Double Door (1) Single Door
Hjemkomst Center	202 1 <sup>st</sup> Ave N	2	Glass Front Coolers (1) Portable Bar
Matson Field	1010 13 <sup>th</sup> Ave N	0	Glass Front Coolers (2) Double Door Sliders
The Meadows Golf Course	401 34 <sup>th</sup> St S	0	Glass Front Coolers (3) Portable Bar with Bar Gun
Southside Regional Park June - August, annually	2000 40 <sup>th</sup> Ave S	3 at Baseball Fields during season	Glass Front Coolers (2)
Moorhead Municipal Pool June - August, annually	800 19 <sup>th</sup> St S	1	0
Moorhead Sports Center	324 24 <sup>th</sup> St S	5 (timers)	Glass Front Coolers (6) 2 double, 4 single
Village Green Golf Course	3421 30 <sup>th</sup> Ave S	0	Glass Front Coolers (4)
<b>TOTALS</b>		9	Glass Front Coolers (25)

\*This list may change throughout the term of the agreement.

1. Locations may be added or deleted by the Department or by the selected vendor if sales volumes are not sufficient to warrant a vending machine.
2. Vending machines will be turned off during the school day at the Moorhead Sports Center as per Independent School District No. 152 Wellness Policy.
3. The Hjemkomst Center and the Meadows Golf Course use portable bars.



**EXHIBIT B  
SALES QUANTITIES**

<b>CITY OF MOORHEAD BEVERAGE SALE QUANTITIES – CONCESSIONS</b>			
<b>LOCATION</b>	<b>2017</b>	<b>2018</b>	<b>2019</b>
Hjemkomst Center		22	
Matson Field Concession Stand	27	25	27
Meadows Golf Course	458 cases BIB 3 G 36 BIB 5 G 35 Premix 5 G 15	286 cases, BIB 18 - 3 gallon & 20 - 5 gallon	92 cases *most of product delivered to VG
Centennial Baseball – Softball	159	186	154
Moorhead Sports Center	519	527	382 *10 months
Moorhead Youth Soccer	51	84	49
Village Green Golf Course	468 cases 3 - 5 gallon premix	257 cases 35 - 5 gallon premix	581 cases *product split with Meadows
<b>TOTAL</b>	<b>1,682 Cases plus Premix / BIB</b>	<b>1,387 Cases plus Premix / BIB</b>	<b>1,285 Cases To-date</b>
<b>CITY OF MOORHEAD BEVERAGE SALE QUANTITIES – FULL SERVICE VENDING</b>			
<b>LOCATION</b>	<b>2017</b>	<b>2018</b>	
Hjemkomst Center No. 2	56	56	
Moorhead Municipal Pool	26	25	
Southside Regional Park No. 3	10	9	
Moorhead Sports Center No. 5	1,138	989	
<b>TOTAL</b>	<b>1,230</b>	<b>1,079</b>	

**EXHIBIT C**  
**INDEPENDENT SCHOOL DISTRICT NO. 152 WELLNESS POLICY**

<b>Wellness</b>	
<b>Type:</b>	School Board Policy
<b>Section:</b>	500 STUDENTS
<b>Code:</b>	536
<b>Adopted Date:</b>	5/22/2006
<b>Revised Date(s):</b>	12/14/2009, 04/11/2011, 04/13/2015, 04/10/2017
<b>Reviewed Date(s):</b>	12/14/2009, 04/11/2011, 04/13/2015, 04/10/2017, 02/12/2018, 12/10/2018
<b>Attachments:</b>	

**I. PURPOSE**

The purpose of this policy is to assure an environment at Moorhead Area Public Schools that promotes and protects students' health, well-being, and ability to learn by supporting healthy eating and physical activity.

**II. GENERAL STATEMENT**

- A. The School Board recognizes that nutrition education and physical education are essential components of the educational process and that good health fosters student attendance and educational achievement.
- B. The school environment will promote and protect students' health, well-being, and ability to learn by encouraging healthy eating and physical activity.
- C. Moorhead Area Public Schools values the health and well-being of every employee. School district employees should act as role models to students for good nutrition and physical activity.
- D. Moorhead Area Public Schools will involve administration, School Board, students, parents, teachers, food service personnel, and other interested persons in developing, implementing, monitoring, reviewing, and revising as needed the school district Wellness policy.
- E. Children need access to healthy foods and opportunities to be physically active in order to grow, learn, and thrive.
- F. All students in grades K-12 will have opportunities, support, and encouragement to be physically active on a regular basis.
- G. Qualified food service personnel will provide students with access to a variety of affordable, nutritious, and appealing foods that meet the health and nutrition needs of students; will try to

accommodate the religious, ethnic, and cultural diversity of the student body in meal planning; and will provide clean, safe, and pleasant settings and adequate time for students to eat.

### **III. GUIDELINES**

#### **A. Foods and Beverages**

1. All foods and beverages sold or served at school during the school day by the Moorhead Area Public Schools (including school stores, vending machines and a la carte cafeteria items) will meet or exceed current USDA school breakfast, lunch and smart snack guidelines in accordance with nutrition and portion size standards. (See Administrative Procedures [536.1: Wellness](#) and [536.2: Smart Snacks in School](#).)
2. All foods and beverages made available on campus during the school day (including concessions and a la carte cafeteria items) will be consistent with the current USDA school breakfast, lunch and smart snack guidelines. This includes food and beverages provided for classroom celebrations and snacks. Non-food celebrations will be promoted and a list of items will be available to staff, students and parents. ([Administrative Procedure 536.5: Healthy Celebrations](#).)
3. Food service personnel will take every measure to ensure student access to foods and beverages that meet or exceed all federal, state, and local laws and guidelines.
4. Moorhead Area Public Schools will provide access to clean, free drinking water for students during the school day.
5. Food service personnel shall adhere to all federal, state, and local food safety and security guidelines.
6. Moorhead Area Public Schools will make every effort to eliminate any social stigma attached to, and prevent the overt identification of, students who are eligible for free and reduced-priced school meals.
7. Moorhead Area Public Schools will provide students access to hand washing or hand sanitizing before they eat meals or snacks.
8. Moorhead Area Public Schools will make every effort to provide students with sufficient time to eat after sitting down for school meals and will schedule meal periods at appropriate times during the school day.
9. Moorhead Area Public Schools will discourage the sharing of food and beverages given concerns about food allergies and restrictions on students' diets.
10. Moorhead Area Public Schools will discourage tutoring, club, or organizational meetings or activities during mealtimes, unless students may eat during such activities.

11. Moorhead Area Public Schools will provide, to the extent possible, a breakfast program to help meet students' nutritional needs and enhance their ability to learn.
12. Moorhead Area Public Schools will market only food and beverages that meet USDA Smart Snack Standards.

**B. School Food Services Program/Personnel**

1. Moorhead Area Public Schools will provide healthy and safe school meal programs that strictly comply with all federal, state, and local statutes and regulations.
2. Moorhead Area Public Schools shall designate the food service director to be responsible for the school district's food service program, whose duties shall include the creation of nutrition guidelines and procedures for the selection of foods and beverages made available throughout the district to ensure food and beverage choices will meet or exceed current USDA school breakfast, lunch and smart snack guidelines.
3. As part of Moorhead Area Public Schools responsibility to operate a food service program, the school district will provide continuing professional development for all food service personnel in schools.

**C. Nutrition Education and Promotion**

1. Moorhead Area Public Schools will encourage and support healthy eating by students and engage in nutrition education and promotion that is:
  - a. offered as part of a standards-based, sequential, age appropriate, comprehensive program designed to provide students and their families with the knowledge and skills necessary to promote and protect their health;
  - b. integrated into comprehensive health, physical education, family and consumer science (FACS) and other classes such as mathematics, science, language arts, social sciences, and elective subjects, where appropriate; and
  - c. enjoyable, developmentally appropriate, culturally relevant, and includes participatory activities, such as contests, promotions, taste testing, and field trips.
2. Moorhead Area Public Schools will encourage all students to make age appropriate, healthy selections of foods and beverages, including those sold individually outside the reimbursable school meal programs, such as through a la carte [snack] lines, vending machines, fundraising events, concession stands, and school stores.
3. School staff will not use foods or beverages as a reward for academic performance or good behavior (unless this practice is allowed by a student's individualized education program or behavior intervention plan) and will not withhold foods or beverages as punishment. (See

[Administrative Procedure 536.7: Alternatives to Food as Rewards](#) for suggested nonfood rewards.)

#### **D. Physical Activity**

1. Students need opportunities for physical activity and to fully embrace regular physical activity as a personal behavior. Toward that end, health education and physical education will reinforce the knowledge and self-management skills needed to maintain a healthy lifestyle and reduce sedentary activities (See Administrative Procedures [536.1: Wellness](#) and [536.8: Integrating Physical Activity Throughout the School Day](#)).
2. Opportunities for physical activity may be incorporated into other subject lessons, where appropriate.
3. Classroom teachers may provide short physical activity breaks between lessons or classes, as appropriate.
4. Moorhead Area Public Schools will not withhold physical education as punishment.

#### **E. Communications with Parents**

1. Moorhead Area Public Schools recognizes that parents and guardians have the primary and fundamental role in promoting and protecting their children's health and well-being.
2. Moorhead Area Public Schools will support parents' efforts to provide a healthy diet and daily physical activity for their children.
3. Moorhead Area Public Schools encourages parents to pack healthy lunches and snacks and to refrain from including beverages and foods without nutritional value.
4. Moorhead Area Public Schools will provide information about physical education and other school-based physical activity opportunities and will support parents' efforts to provide their children with opportunities to be physically active outside of school.

### **IV. IMPLEMENTATION AND MONITORING**

- A. The wellness policy, as approved by the School Board, will be implemented throughout the school district.
- B. Moorhead Area Public Schools food service personnel will monitor compliance with the school's food service program and report compliance information to the food service director.
- C. Moorhead Area Public School's food service director will provide an annual report to the Superintendent setting forth the nutrition guidelines and procedures for selection of foods in the food service program made available throughout the district.

- D. The Superintendent or designee will ensure compliance with the wellness policy and will provide an annual report of the school district's compliance with the policy to the School Board.

For further information please refer to Administrative Procedures [536.3: Healthy Fundraising](#), [536.4: Healthy Snacks](#), [536.5: Healthy Celebrations](#), and [536.6: Discretionary Calories](#).

Legal References:

- 42 U.S.C. 1751 *et seq.* (Richard B. Russell National School Lunch Act)
- 42 U.S.C. 1771 *et seq.* (Child Nutrition Act of 1966)
- P.L. 108-265 (2004) 204 (Local Wellness Policy)
- 7 U.S.C. 5341 (Establishment of Dietary Guidelines)
- 7 C.F.R. 210.10 (School Lunch Program Regulations)
- 7 C.F.R. 220.8 (School Breakfast Program Regulations)
- 7 C.F.R. 210.11 (Competitive Food Service and Standards)

Cross References:

- Moorhead School Board Policy 425: Health and Safety Protection
- Moorhead School Board Policy 531: Communicable Disease Control and Infectious Conditions
- Moorhead School Board Policy 532: Medication
- Moorhead School Board Policy 540: Student Activities
- Moorhead School Board Policy 572: Drug-Free Workplace/Drug-Free School
- Moorhead School Board Policy 573: Tobacco-Free Environment
- Moorhead School Board Policy 601: Curriculum and Instruction Goals of Moorhead Area Public Schools
- Moorhead School Board Policy 544: Activities Fundraising
- MSBA/MASA Model Policy 533 (Wellness)