



## Request for Proposals

### Food & Beverage Services (Joe Butt's Area, Deer Lake Beach)

RFP No: JBDLB2022.03

Issue Date: March 18, 2022

The Town of Deer Lake is issuing a Request for Proposals (RFP) from food and beverage service concessionaires to operate and maintain food and beverage services in the area commonly referred to by the municipality as the Joe Butt's Beach area along Deer Lake Beach for the annual seasonal periods and during specific days and time frames as outlined in this RFP.

**PREFERRED CONTRACT TERM:** June 1, 2022 to October 31, 2026 (Seasonal) with the ability for season extension.

**PROPOSAL PRESENTATION / INTERVIEW:** The Town of Deer Lake may require the lead or short-listed Proponent(s) to participate in an interview to present or discuss their proposal.

#### SUBMISSION INFORMATION:

Closing Date: April 14<sup>th</sup>, 2022

Deadline: 2:00 pm Newfoundland Time

Attention: Maxine Hayden, Town Manager  
Location: Town of Deer Lake, Municipal Office  
34 Reid's Lane  
Deer Lake, NL A8A 2A2

Email: [deerlaketownmanager@nf.aibn.com](mailto:deerlaketownmanager@nf.aibn.com)

Copies: E-mailed (PDF version) or written submissions accepted (no fax submissions)  
Coloured imagery on proposed structures/vision for the space are welcome

#### CONTACT PERSON:

Name: Maxine Hayden  
Email: [deerlaketownmanager@nf.aibn.com](mailto:deerlaketownmanager@nf.aibn.com)  
Phone: 709 635 2451  
Fax: 709 635 5857  
Position: Town Manager  
Organization: Town of Deer Lake  
Address: 34 Reid's Lane, Deer Lake, NL A8A 2A2

# 1. GENERAL REQUIREMENTS

## 1.1 Request

The Town of Deer Lake (the “Town”) is issuing a Request for Proposals (RFP) from experienced and qualified food and beverage service concessionaires (the “Proponent”) to operate and maintain food and beverage services in the area commonly referred to by the municipality as the Joe Butt’s Beach area along Deer Lake Beach during the times and periods as described in this RFP.

The town intends to award to a Proponent who submits a proposal which, in the opinion of the Town, represents the best overall opportunity to meet the food and beverage expectations of the end users (citizens of town of Deer Lake as well as visitors to the town) for the period. This document outlines the overall scope of food and beverage services and basic requirements for the proposal document. The successful Proponent must have an experienced team of staff to provide the service and be able to demonstrate suitable knowledge and experience.

The Town of Deer Lake is strategically located in the Humber Valley region of Western Newfoundland. The community was built in the early 1900s to support the local logging industry. Deer Lake is located along the Trans Canada Highway and serves as an important regional hub/gateway to the Northern Peninsula’s Viking Trail (Route 430), is within a half hour of Gros Morne National Park (UNESCO world heritage site), and boasts Deer Lake Regional Airport within its municipal boundary.

The Joe Butt’s Beach area along Deer Lake Beach is centrally located in the heart of one of Newfoundland and Labrador’s busiest towns. The municipality has invested in beach clean-up and grooming equipment, accessible features and other beach amenities in recent years to enhance the user’s overall experience. An initial 3-year contract for Food & Beverage Services ended in 2021 for this area along the beach. As a result of this contract period coming to a close, the town is once again seeking RFPs for the preferred period of five (5) seasonal operating cycles starting June 1, 2022 and ending October 31<sup>st</sup>, 2025. Council will entertain an operating season extension with the successful proponent.

Traffic has increased to the area along with the expectations for Food & Beverage products and services for 2022 (during a provincial Come Home Year) and beyond. The operational location has electricity and water services and new washrooms recently installed in close proximity to the area along with ample, recently extended parking.

## 1.2 Interpretation of Documents (Inquiries & Clarifications)

All questions and requests for clarification relating to the RFP (*Request for Proposal*) process shall be directed to Maxine Hayden, Town Manager, at (709) 635-2451 or [townmanager@nf.aibn.com](mailto:townmanager@nf.aibn.com)

Written addenda are the only means of varying, clarifying or otherwise changing any of the information contained in this RFP. It is the sole responsibility of the Proponent to thoroughly examine these documents and satisfy itself as to the full requirements of this RFP. If required, an addendum will be published on the town’s website:

Town of Deer Lake’s website: [www.deerlake.ca](http://www.deerlake.ca)

Upon submitting a proposal, Proponents will be deemed to have received notice of all addenda that are posted on the Town’s website and deemed to have considered the information in the Proposal submitted. The Town and its employees shall not be responsible for any information given by way of oral or verbal communication.

Electronic submissions will be accepted in PDF version to the Town Manager’s email address or in written form (no fax submissions) as per information already provided in this RFP document. The lowest or any proposal will not necessarily be accepted.

## 1.3 Fee

The Proponent shall pay the Town the minimum business tax amount as per the published Tax Structure amounts per the given fiscal year.



#### **1.4 No Claim**

Except as expressly and specifically permitted in this Request for Proposals (“RFP”) no Proponent shall have any claim for any compensation of any kind whatsoever, relating to this RFP, including accepting a non-compliant bid, and by submitting a proposal each Proponent shall be deemed to have agreed that it has no claim.

This is a Request for Proposals and not a tender call or call for quotations. No contractual, tort or other legal obligations are created or imposed on the Town or any other individual, officer or employee by the Request for Proposal documentation or by submission or consideration of any proposal by the Town.

#### **1.5 Costs of Preparation of Proposal**

All proposals shall be prepared by and submitted at the expense of the Proponent.

#### **1.6 Conflict of Interest**

By submitting a Proposal, the Proponent warrants that its officers and/or directors, or any employee with authority to bind the Proponent has and will continue to adhere to any and all Conflict of Interest rules and guidelines as laid out in the Newfoundland & Labrador Municipalities Act.

#### **1.7 Freedom of Information and Protection of Privacy Act**

Information received by the Town will be held in confidence and will become the property of the Town. The Town is however, bound by the provisions of the Access to Information and Protection of Privacy Act (ATIPPA) and all parties are advised that submissions will be treated as public documents and their contents disclosed if required to do so, pursuant to the Act.

#### **1.8 Law**

This Proposal and any resultant award shall be governed by and in accordance with the laws of the Province of Newfoundland & Labrador, Canada.

## **2. TERMS OF REFERENCE**

### **2.1 Purpose & Objectives**

The Town is requesting proposals from proponents to provide Food & Beverage services at what is commonly referred to as the Joe Butt’s Beach area along Deer Lake Beach in the Town of Deer Lake, NL. It is the Town’s objective to aid in the provision of food & beverage services that meet the demands of the beach users/visitors, including both local residents and tourists who come to enjoy the natural beauty of Deer Lake Beach and its associated activities and events.

It is important to note that the ability to engage online effectively in order to promote the operation’s overall experience offer will be considered an import asset and critical to a successful, mutually beneficial partnership for this operational space.

In addition to the above, service related items on offer would include but not be limited to the following:

- A variety of food options for users;
- Food options at a variety of price points;

34 Reid’s Lane, Deer Lake, NL A8A 2A2 P 709 635 2451 F 709 635 5857 deerlake@nf.aibn.com

- Other value-added products and services, such as alcohol, will also be considered but must be agreeable to the Town; any successful proponent will be required to obtain and possess all applicable licence and permits for products and services that are offered.
- Close consideration will also be given to incorporating locally sourced products and ingredients into the offer where feasible.

## 2.2 Preferred Term

The preferred term of the agreement will be for a five (5) year period commencing June 1<sup>st</sup>, 2022 and ending October 31<sup>st</sup>, 2026. While this is currently the preferred term, the Town is open to the merits of closely considering a proposed period that may be either shorter or longer in duration based on an agreeable rationale for such a departure from the Town's preferred period as outlined above.

## 2.3 Services and Location

The provision of agreed operational services shall commence no later than mid June (June 15<sup>th</sup>) in each year of the Agreement. ***At a minimum, the Concession shall be open weekends during June and seven days a week during the months of July and August from 11am-7pm. All other openings (and closings – ie. inclement weather conditions) outside of these minimum operating hours must be communicated and agreed on by the Town in a formalized, agreed on method.***

The provision of food & beverage services at Joe Butt's Beach area on Deer Lake Beach requires the Proponent to source and install the concession structure in the agreed-on location with a defined footprint of 60ft x 50ft.

The proposed concession structure's size and layout must also be agreeable to the Town and reflect all required current building codes. The vendor location will be restricted to the area as illustrated below highlighted in yellow.

The Town will provide access to public washrooms, parking, a water supply and grey water drainage as well as a source of power (note - Proponent to pay its own associated utilities). The successful proponent will be expected to provide all necessary appliances, equipment, fixtures and miscellaneous accessories which will be required to operate the concession. The structure to be used on the premises shall be considered a seasonal structure and all rights, title and ownership therein and thereto is and shall remain the property of the Proponent unless otherwise agreed with the Town during the course of the agreement.

The successful proponent will be responsible for all costs of providing food & beverage services and shall be entitled to retain any net profits that exceed its costs and the annual fee payable to the Town.

## 2.4 Site Conditions

The Proponent should examine the site of the operations before submitting their proposal, either personally or through a representative and satisfy themselves





as to the nature and location of the work, conditions, the equipment needed, all necessary information as to the risk, contingencies and circumstances as may affect the proposal and all other matters which can in any way affect the work.

The Proponent is fully responsible for obtaining all information required for the preparation of this proposal and for the execution of the terms herein.

## 2.5 Other Conditions

Notwithstanding any other requirement outlined in Section 2 of this Request for Proposals, the Proponent acknowledges and hereby agrees to the following conditions:

- The Town retains the right to allow other concession operators to operate on the beach for special events (examples include but not limited to Hump Day Market fundraising groups; town-sponsored Deer Lake Live events);
- The Proponent will not assign or sublet without permission by the Town;
- The Proponent will replace and repair whenever necessary plumbing, heating, electrical wiring, and fixtures servicing or used in connection with the operation;
- The Proponent will be required to lock the adjacent public washroom facilities at the end of shift each evening;
- The Proponent will leave the premises in good repair and clean at the end of each season. All supplies are to be removed from the building at the end of each season;
- The Proponent may, from time to time, at its own expense, make interior alterations and improvements to the premises upon obtaining the written consent of the Town as well as Service NL (if required);
- The Proponent may not undertake any structural alterations or changes to the buildings nor locate or affix any signs on the lands or buildings without the prior written consent of the Town;
- The Proponent will at all times be responsible for the proper cleanliness and maintenance of the concession equipment, in order to meet all requirements of the local health authority;
- The Proponent must provide a current certification of inspection and approval by *the local Health Inspector* for the Beach Concession;
- All personnel working in the concession must have a valid **Food Safe Certificate**;
- The Proponent shall comply with all regulations regarding fire, traffic, and sanitation and acquire all necessary permits, licenses, and insurances required.

## 2.6 Performance Security

Upon notification of acceptance, the successful Proponent shall be called upon to provide a security deposit in the amount of **five hundred dollars (\$500)** in cash or irrevocable Letter of Credit.

### 3. SUBMISSION REQUIREMENTS

#### 3.1 Signatures

Proposals should be signed by an authorized representative of the Proponent.

#### 3.2 Closing Date and Time

##### SUBMISSION INFORMATION:

Closing Date: April 14th, 2022

Deadline: 2:00 pm Newfoundland Time

Attention: Maxine Hayden, Town Manager  
Location: Town of Deer Lake, Municipal Office  
34 Reid's Lane  
Deer Lake, NL A8A 2A2  
Email: [deerlaketownmanager@nf.aibn.com](mailto:deerlaketownmanager@nf.aibn.com)

Copies: E-mailed (PDF version) or written submissions accepted only (no fax submissions)  
Coloured imagery on proposed structures/vision for the space are welcome

##### CONTACT PERSON:

Name: Maxine Hayden  
Email: [deerlaketownmanager@nf.aibn.com](mailto:deerlaketownmanager@nf.aibn.com)  
Phone: 709 635 2451  
Fax: 709 635 5857  
Position: Town Manager  
Organization: Town of Deer Lake  
Address: 34 Reid's Lane, Deer Lake, NL A8A 2A2

Proposal submissions are to be clearly identified as:

**Food & Beverage Services (Joe Butt's Area, Deer Lake Beach) RFP No: JBDLB2022.03**

Late proposals will not be accepted. **Proposals will not be opened in the public.**

**PROPOSAL PRESENTATION / INTERVIEW:** The Town of Deer Lake may require the lead or short-listed Proponent(s) to participate in an interview to present or discuss their proposal.

#### 3.3 Proposal Format

The proposal should contain sufficient information to demonstrate to the Town that the Proponent is qualified to provide the specified services.

In this Request for Proposals, the Town is soliciting your vision for the operations at Joe Butt's Beach area in Deer Lake. Please be as descriptive as is required in your submission to demonstrate your group's ability to succeed in this space. The Town will review each submission and use the following criteria to measure each submission.

The proposal should include, at a minimum, the following:



- A minimum two written (2) references on behalf of the proposed operator/ownership group demonstrating experience and qualifications to be the successful applicant for this opportunity;
- A profile of the Proponents’ company, key personnel assigned to the day to day work as well as those tied to the hiring, bookkeeping and administrative duties and responsibilities;
- A description of the overall concept and vision (name) of the operations including any possible collaborations/partnerships/pop-ups that may go beyond regular operations;
- A proposed menu of possible items (similar photos);
- The proposed methods of marketing mediums (print, online, other);
- A proposed structure and any exterior extensions surrounding the structure tied to the operations;
- A proposed work plan and schedule responding to Section 2.0: Terms of Reference;
- Identification of all necessary regulatory agencies and subsequent plans to comply will be required prior to commencement - ie. such as liquor licensing requirements as an example (if part of your plans for operations)
- Photos, similar images or actual related images all are welcome to aide the Town in their overall understanding of the proposed operations.

## 4. EVALUATION & AWARD

### 4.1 Evaluation of Proposals

Proposals will be evaluated in terms of the response to the requirements of this Request for Proposal using an agreed on internal scoring system applied to each proposal.

Submissions will be measured using the following key criteria:

Weight assigned to required items	Description of Required Item	Score
10%	Minimum of two (2) Reference and the nature of their content (5% each)	/10
10%	Operator Profile – key personnel, experience and qualifications	/10
30%	Description of overall concept and vision for the Joe Butt’s Beach area F&B	/30
10%	Proposed Menu	/10
10%	Marketing Background and Approach to Engaging/Promoting	/10
10%	Proposed structure with accompanying visuals	/10
20%	Identification of requirements and ability to meet these requirements	/20
100%	<b>Totals</b>	<b>/100</b>

The Town reserves the right to accept any or none of the proposals submitted.

### 4.2 Contract

Any resultant award will be made by means of a Services Agreement – to be completed and signed by the Town and the Proponent prior to the commencement of the agreed contract period. The RFP and completed Proposal Submission will

be incorporated by reference in the Agreement which will form the contract between the Town and the successful Proponent. The Town is not under any obligation to award a "contract" and may elect to terminate this RFP at any time.