Request for Proposal
Purchase Beer Products, Equipment & Services

No. 2016-007

December21, 2015

CHARLESTON COUNTY PARK & RECREATION COMMISSION

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Introduction

Charleston County Park and Recreation Commission (CCPRC) is seeking proposals from qualified companies for the purchase of beer products, equipment and services for one (1) year with options for renewal for up to three additional one year options totaling four years as outlined in this Request for Proposal.

CCPRC represents one of the most unique park and recreation agencies in the state of South Carolina. As a Special Purpose Public Service District created in 1968, CCPRC has specific areas of responsibility that are defined through our enabling legislation. Existing in an area which boasts excellent municipal programs and two additional special recreation districts, CCPRC is charged with providing park and recreation services, as well as working in harmony with other recreation agencies in Charleston County.

CCPRC encourages and protects the stability, integrity, value, and beauty of natural and historical resources, cultivates an ethic of stewardship in its staff and patrons, is a model of environmental stewardship for the region, offers products that support a healthy lifestyle, and provides recycling opportunities to protect the environment.

One of CCPRC's prime responsibilities is the development of a diversified county park system. The park system emphasizes passive activities, the environment, and beach access. Each park facility offers a variety of programming that is generally directed toward the natural features and characteristics of the site. CCPRC offers the community a wide variety of park facilities, programs, and events. The park system enjoys a large customer base consisting primarily of local families. The annual park visitation is in excess 2.1 million throughout the system.

Scope of Work

CCPRC is seeking a beer vendor, hereafter referred to as Vendor/Sponsor, to provide beer for selected events as listed below. CCPRC anticipates spending approximately $35,000 total for beer purchases annually.

In addition, CCPRC is seeking sponsorship proposals from the Vendor/Sponsor for these events that will include promotional opportunities for the Vendor/Sponsor, and financial compensation (cash or reduction of product pricing) to CCPRC in exchange for that promotion.

CCPRC Special Events to be included in this proposal:

St. Paddy's Pawlooza
Location: North Charleston Wannamaker County Park

Pet Fest
Location: Palmetto Islands County Park

Lowcountry Cajun Festival
Location: James Island County Park

Brewday (6 dates)
Location: Old Towne Creek County Park

Shaggin' on the Cooper (6 dates)
Location: Mount Pleasant Pier

Yappy Hour (6 dates)
Location: James Island County Park Dog Park

Moonlight Mixers (5 dates)
Location: Folly Beach Fishing Pier

Reggae Nights Summer Concert Series (4 dates)
Location: James Island County Park

Friday Night Boogie (3 dates)
Location: Mount Pleasant Pier

Uncle Sam Jam
Location: Mount Pleasant Pier

Carolina Green Fair
Location: James Island County Park

Latin American Festival
Location: North Charleston Wannamaker County Park

Bark in the Park, Oktoberfest!
Location: North Charleston Wannamaker County Park

Harvest Festival
Location: Mullet Hall Equestrian Center

CCPRC reserves the right to add, change or delete special events throughout the calendar year. As CCPRC continues to grow and acquires more land and property, events may be added in locations not previously listed above.

Sponsorship

Beer Sponsor: $25,000 (2016) with an increase of $2,500 each year for a total of 4 years (2017-2019)

Print

· Logo on all special events' ad in *The Quarterly: Parks & Program Guide*

· Logo on all special events' posters

Social media

· Recognition on Facebook updates (special events only)

Eblast

· Logo with hyperlink and listed as Annual Partner on weekly eblast

Web

· Logo with hyperlink on special events' webpages

Signage

· Banner hung at main stage (banner provided by sponsor; maximum size 2'x8')

· Onsite signage recognition

Additional benefits

· Naming rights at festival stage (Lowcountry Cajun Festival, Reggae Nights Summer Concert Series and Latin American Festival only)

· Stage announcements

· 20 courtesy tickets to one day special events, 20 passes to the Holiday Festival of Lights, 6 passes to Uncle Same Jam and 4 courtesy tickets to multiple dates

· Business category exclusivity

It is the intent of CCPRC to provide category exclusive sponsorship, with a $25,000 for beer, equipment and services to the selected Vendor/Sponsor as outlined in the RFP. This contract is for Special Event beer sales only and does not include retail sales. However, CCPRC reserves the right to buy products for retail sales from the selected Vendor/Sponsor at the prices listed in this contract.

If specific beer cannot be supplied by the selected Vendor/Sponsor, CCPRC reserves the right to purchase appropriate product(s) for the intended Special Events, (i.e., import, seasonal, craft, local and other specialty beer) as needed.

A minimum of two deliveries of packaged product beer in cans or bottles is required each year. If usage increases, more deliveries will be required. Additionally, other Special Events require keg deliveries. Unopened beer (packaged cups, product and kegs) are to be credited and restocked without penalty.

Onsite support for Lowcountry Cajun Festival requires a minimum of six people and onsite support of 1 person for each Reggae concert. This support includes changing kegs and performing other related duties as necessary. Additional support may be provided to expand sales further at the Vendor/Sponsor discretion at Lowcountry Cajun Festival or other Special Events.

Vendor will provide wrist bands and alcohol I.D guides every year as needed.

The Vendor/Sponsor submitting proposals that include sponsorship and/or incentive programs, investment rebates, marketing support, media support, and complimentary products, must also include means and methods of quantifying and reporting these items throughout the contract period. Through this partnership, the selected Vendor/Sponsor will become a part of our diverse, pristine park system, and CCPRC will provide Vendor/Sponsor Sponsorship a $25,000 with an increase of $2,500 each year for a total of 4 years. Vendor/Sponsor will have exclusive sales at selected Special Events during the contract period, unless otherwise specified.

We require the Vendor/Sponsor to supply prices for products, equipment and services as outlined on the attached Price Proposal Form for the anticipated contract period. Failure to fully complete the attached Price Proposal Form may result in the rejection of the proposal. Vendor/Sponsor may attach any additional information that may be beneficial to their proposal. Any contributions and/or promotional sponsorships Vendor/Sponsor is willing to offer to, or commit to, CCPRC shall be included as part of the proposal. Clearly indicate on the Price Proposal Form any changes or modifications to pricing for products, equipment or services as a result of any and/or all contributions or special considerations.

Proposals shall include, but not be limited to, the following considerations and concessions.

A. Duration of Contract

The initial contract period shall start on **March 1, 2016** for a base period of one year with options for renewal for up to three one year options. All prices, terms, and conditions shall remain firm for the initial period of the Contract and for any renewal period. CCPRC, at its discretion, may renew this Contract based on satisfactory performance and a determination that it will be in the best interest of CCPRC.

B. Estimated Volumes

Volumes are estimates, and no guarantees or warranties are expressed or implied. Events may be added, changed or deleted.

C. Concessions by CCPRC

Sponsorship of $25,000 (2016) with an increase of $2,500 each year for a total of four years is required. CCPRC shall provide with the designation as the official beer provider for CCPRC selected Special Events.

1. CCPRC will provide Vendor/Sponsor the category exclusivity sale of beer at all Special Events.
2. CCPRC will provide Vendor/Sponsor with the opportunity to place their point-of-purchase signage at Special Events.
3. CCPRC will provide Vendor/Sponsor with logo recognition as the official beer provider in selected print and social media.

Selection Process

The RFP will be available to any qualified company choosing to respond. CCPRC reserves the right to waive any irregularities and to reject any or all proposals. CCPRC also reserves the right to accept the proposal as a whole, or any items listed under the Scope of Services. No Proposal may be withdrawn for a period of 60 days after date proposals are due.
Listed below is the anticipated schedule for the project:

A.	RFP Available	December 21, 2015
B.	Deadline for Questions	January 20, 2016
C.	Proposals Due	2:00PM ET, Tuesday January 26,2016

Proposals shall be available for public inspection after the contract award; however, proprietary or confidential information marked as such in each proposal shall not be disclosed without prior written consent of the Vendor/Sponsor. It is the responsibility of the Vendor/Sponsor to identify any information deemed proprietary or confidential. Upon submission, all proposals become the property of the Commission and are subject to public record laws. It is the Proposer's responsibility to notify the Commission of any proprietary information listed in proposals submitted.

If a proposal contains proprietary information, the Proposer shall include a cover letter indicating such information. In addition, any information in which the proposer considers

proprietary MUST be clearly marked "proprietary" next to the relevant part of the text in order for it to be treated as such.

Qualification and Evaluation of Proposals

If specific beer cannot be supplied by the selected Vendor/Sponsor, CCPRC reserves the right to purchase appropriate product for the intended Special Events from other vendors (i.e., import, seasonal, craft, local and other specialty beer) as needed.

While CCPRC is concerned about the ultimate cost, the proposal will not be based solely on the lowest price for products, equipment and services. Proposals will be evaluated on, but not limited to, criteria listed and requested as outlined in the Request for Proposal and what is deemed most advantageous to the Commission and in accordance with CCPRC's Procurement Policy.

Proposals will be evaluated and independently scored based upon, but not limited to, the following factors listed in order of importance. (Factors 2 thru 4 are of equal importance and Factors 5 and 6 are of equal importance):

1) Cost
2) Corporate Experience
3) Past Performance
4) Project Approach & Performance Differentiator's
5) Capacity
6) Local Preference

CCPRC will determine the best value based upon these criteria and recommend the selection of Vendor/Sponsor.

CCPRC may request additional information from one or more Vendor/Sponsor after the submission of the initial proposals in order to clarify, confirm, or properly evaluate any proposals. Vendor/Sponsor may be asked to provide an oral discussion of the proposed sponsorship. This presentation shall be limited to the subject matter part of the proposal response and shall be limited to a clarification, explanation, or more extensive description of the proposal. Answers from the oral discussion may be reflected in a revised score for the submitted proposal due to a better understanding of a specific proposal evaluation item. CCPRC also reserves the right to negotiate terms of the contract with the intended firm pursuant to CCPRC's Procurement Policy.

Vendor/Sponsor is required to sign a copy of CCPRC's contract, which is attached. CCPRC also reserves the right to reject all proposals that do not adequately meet its intended quality, which cannot meet the schedule, or are not within the CCPRC's budget constraints. CCPRC reserves the right to waive any irregularities and to reject any or all proposals. CCPRC also reserves the right to accept the proposal as a whole or any items listed on the Price Proposal Form.

CCPRC reserves the right to inspect the plant or place of business of a Vendor/Sponsor at reasonable times, contractor, or any subcontractor which is related to the performance of any contract awarded or to be awarded by the CCPRC as well as the books and records of such contractors and subcontractors in accordance with CCPRC's Procurement Policy.
Proposals for services shall include all charges including, but not limited to, deliveries, taxes, and duties of any kind levied by federal, state, municipal, or other governmental authority which either party is required to pay with respect to services covered under this agreement. There is no expressed or implied obligation for CCPRC to reimburse responding Vendor/Sponsor for any expenses incurred in preparing the proposals submitted for consideration.

Criteria for Selecting based on Qualifications

Vendor/Sponsor Representations

Each Vendor/Sponsor by submitting proposals represents that:

1. The Vendor/Sponsor have read and understand this solicitation (including all Attachments) and that its offer is made in accordance therewith.

2. The Vendor/Sponsor has reviewed the solicitation, has become familiar with the local conditions under which the service is to be performed, and has correlated personal observations with the requirements of the proposed Contract Documents.

3. The Vendor/Sponsor is qualified to provide the services required under this solicitation and, if awarded the Contract, will do so in a professional, timely manner using successful Vendor/Sponsor's skill and attention.

Basis of Award

The award determination shall be based on technical and price factors, not necessarily the lowest price. Following the deadline for submittal of proposals, a selection committee will review, analyze, and rank all submittals based on their response to the information requested. If desired, the selection committee may short list the number of qualified Vendor/Sponsor. CCPRC reserves the discretion to determine the number of Vendor(s) Sponsor(s) that will be on the short list.

CCPRC reserves the right to reject any or all submittals and to waive defects, technicalities, and/or irregularities in any submittal. CCPRC reserves the right to finalize a contract based on all factors involved in the written qualification submittal without further discussion or interviews.

Basis of Evaluation for each Factor

Factor 1- Cost

Basis of Evaluation: CCPRC will evaluate cost based on the published price discount list submitted. The dollar value offered for Monetary Sponsorship will be subtracted from the total for Lots II and III, to determine the low offeror. Sponsorship of $25,000 (2016) with an increase of $2,500 each year for total of 4 years. Additional promotional sponsorship items will not be in the cost evaluation.

Analysis will be performed by one or more of the following techniques to ensure a fair and reasonable price:

- Prices received in response to the RFP
- Sponsorship items
- Cost realism analysis performed

Technical Factors:

The Vendor/Sponsor shall be rated higher during evaluations if their proposal meets or exceed the following items: (Factors 2 through 6).

Factor 2- Corporate Experience

Basis of Evaluation: The responding institution will be evaluated in order to determine if its company has demonstrated the necessary corporate experience to meet CCPRC's needs.

Factor 3- Past Performance

Basis of Evaluation: The degree to which past performance evaluations and all other past performance information reviewed (i.e., performance recognition documents and information obtained for any other source) reflects a trend of satisfactory and/or an outstanding level of performance, considering:

- Successful completion of tasks
- Timely product delivery
- Quality products and services
- Cooperativeness and teamwork at all levels (task managers, contracting officers, procurement office, auditors, etc.)
- References

In addition to the above, CCPRC may review any other sources of evaluation information of past performance. Other sources may include, but are not limited to, inquiries of Vendor/Sponsor representative(s), and any other known sources not provided by the Vendor/Sponsor. While CCPRC may elect to consider data from other sources, the burden of providing detailed,

current, accurate, and complete past performance information rests with the Vendor/Sponsor. Based on the trend and satisfactory and/or outstanding ratings, performance may be rated higher.

Factor 4- Project Approach and Performance Differentiators

Basis of Evaluation: The Vendor/Sponsor may be rated higher during evaluations if their proposal meets and/or exceeds the following items:

- Capability to provide products, equipment and services
- Provide supplies, product, equipment and services
- Timely response to requests for onsite support

Factor 5 – Capacity

Basis of Evaluation: The Vendor/Sponsor will be evaluated to determine if their proposal has sufficient capacity to meet and maintain orders. Firm must have the ability to be up and running with minimum down time.

Factor 6 – Local Preference

Basis of Evaluation: Vendor/Sponsor whose business is physically located and operating within the limits of Charleston County and who otherwise meets the CCPRC's vendor requirements in Attachment 5.

Evaluation Criteria

Each response to this Request for Proposal will be subject to the same review and assessment process. Submittals will be evaluated on the basis of the Proposal's technical capability and experience. All Vendor/Sponsor submitting qualifications must provide at a minimum, their expertise and capabilities as they relate to the Factors 2 through 6, with regard to the work outlined by the RFP.

The distinction between corporate experience and past performance is corporate experience pertains to the types of work and volume of work completed by a Vendor/Sponsor that is comparable to the types of work covered by this requirement, in terms of scope and complexity. Past performance relates to how well a Vendor/Sponsor has performed.

<u>Vendor/Sponsor will be evaluated on Factors 1 thru 6.</u>

Factor 1- Cost

Factor and Solicitation Submittal Requirements:

The Vendor/Sponsor will be evaluated based on the total price proposal submitted, however, not necessary the lowest price. CCPRC will evaluate cost based on the published price discount list submitted. The dollar value offered for Monetary

Sponsorship will be subtracted from the total for Lots II and III, to determine the low offeror. Sponsorship of $25, 000 (2016) with an increase of $2,500 each year a total year of 4 years.

Factor 2 – Corporate Experience Past Performance

Factors and Solicitation Submittal Requirements:

1. Proposals shall identify the qualified, knowledgeable contact person who will be the point person for the entire project. Proposals shall also provide a statement of the Vendor/Sponsor's commitment that the identified individual(s) will be involved throughout the entire project and must address, at a minimum, the organizational strength and stability of the responding firm.

2. Provide documentation of the firm's capability and experience which includes:
   a. Demonstration of Vendor/Sponsor's ability to perform the indicated services
   b. Description of previous work
   c. Responsiveness and compliance with the items listed in request for proposal

Factor 3 – Past Performance

Factor and Solicitation Submittal Requirements:

Ensure correct phone numbers and email addresses are provided for all client points of contact. Submit a copy of references as indicated in Certification/Qualification Questionnaire/References, Attachment 8 which contains the point of contact information for each of the five required client references.

1. Provide five recent client references (from within the past three years)
2. Provide the client's name, as well as address and telephone number for a point of contact who can provide information regarding the Vendor's/Sponsor's role on the providing products, equipment and services
3. The Vendor/Sponsor is encouraged to submit any other information they believe will enhance their position in the evaluation criteria
4. Reputation and previous experience of Vendor/Sponsor, products, equipment and services

Factor 4 – Project Approach and Performance Differentiators

Factor and Solicitation Submittal Requirements:

1. Detailed description of Vendor/Sponsor's approach in providing the product, equipment and services
2. The reason Vendor/Sponsor proposal should be selected

Factor 5 – Capacity

Factor and Solicitation Submittal Requirements:

1. Ability to meet a schedule
2. Description of Vendor/Sponsor's approach to timelines and scheduling

Factor 6 – Local Preference Option
Factor and Solicitation Submittal Requirements:

1. Vendor/Sponsor whose business is physically located and operating within the limits of Charleston County and who otherwise meets the CCPRC's vendor requirements in Attachment 5.

Submittals

Proposals will be ranked based upon the information outlined in this RFP and on the Price Proposal Form. The following must be completed in its entirety and submitted in order to be considered for evaluation:

A. Each Vendor/Sponsor shall complete and submit the attached Certification/Qualification Questionnaire/References, Attachment 8
B. Factors 2 through 6: Vendor/Sponsor capability to be responsive and compliant with the items listed in the RFP
C. Factor 5: Local Vendor/Sponsor Preference see Attachment 5 section 3 b thru e

All **technical questions** shall be submitted in writing no later than 2:00PM ET on January 20, 2016 to the attention of Ms. Lanna Wright CPPB, Charleston County Park and Recreation Commission, 861 Riverland Drive, Charleston, SC 29412 or by e-mail to prcprocurement@ccprc.com. An addendum, if deemed necessary, will be posted on the website, www.ccprc.com/bids. Price proposals must be sent in a separate sealed envelope.

Submit one original clearly marked "Original" and three (3) copies in the following format: 8-1/2 x 11, font size 12, and a maximum of 75 pages. Provide the proposals in three ring binders with a cover page including name of Company, address, phone, email and fax numbers, contract number and point of contact. **Submit an electronic copy of your proposal on a CD (can be pdf but also needs to be word or excel).**

Proposals must be received no later than 2:00PM ET Tuesday **January 26, 2016**. All proposals must be sent to the attention of Ms. Lanna Wright CPPB, 861 Riverland Drive, Charleston, SC 29412 and clearly marked on the bottom left hand corner, **Purchase Beer Products, Equipment and Services; RFP#2016-007.**

Cost/Price Proposal - Submit an original clearly marked "Original" and one copy of the price proposal in a sealed separate envelope. Submit the price proposal at the same time as the technical proposal. **Submit an electronic copy of your price proposal (in PDF) on one electronic copy (CD or flash drive).**

Submit qualifications in the following format:

1. Title Page: Title page showing the Request for Proposal subject; the Team name; the name, addresses, and telephone number of a contact person; and the date of the submittal.
2. Table of Contents: Provide Table of Contents to aid the evaluation of the qualifications.
3. Transmittal Letter: A signed letter of transmittal briefly states the Offeror's understanding of the work to be done, the commitment to perform the work, a statement why the contract believes it to be best qualified to perform the engagement, and a statement that the submittal is an irrevocable offer for sixty (60) days.
4. Detailed Submittal: The purpose of the detailed submittal is for the Offeror to demonstrate their qualifications, competence, and capacity to provide a timber pier with concrete piles to CCPRC in conformity with the requirements of this solicitation. Offeror shall submit a qualification for this project meeting the minimum requirements listed. Address each item listed in the Evaluation Criteria based on the ability of your Team as required. Offerors should address all the points outlined herein including 2) Corporate Experience, 3) Past Experience 4) Project Approach and Performance Differentiators, 5) Capacity and 6) Local Preference Option, if applicable.
5. SC Dept. of Revenue Form I-312 – This is Attachment #1. Please sign and return if applicable.
6. Equal Employment Opportunity Certification - This is Attachment #2. Please sign and return with proposal
7. Non-Collusion Oath - This is Attachment #3. Please sign and return with proposal if applicable.
8. Drug Free Workplace Certification: This is Attachment #4. Please sign and return with proposal.
9. Local Preference Option: This is Attachment #5.
10. Compliance with Illegal Immigration Act: This is Attachment #6.Please sign and return with proposal.
11. Insurance Requirement: This is Attachment #7.
12. Certification/Qualification Questionnaire/Reference: This is Attachment #8.
13. W-9 Taxpayer Identification Form: This is Attachment #9

Addendum

Submitter acknowledges that it is the submitter's responsibility to determine whether an Addendum has been issued. If so, the submitter must obtain copies of such Addendum from the Commission's website and agrees to be bound by all Addenda that have been issued for this