



Westerner Park

Westerner Park Catering Services Request for Proposal



Overview & Background

Westerner Park, Central Alberta's largest tradeshow, agricultural, sports, entertainment and convention facility is inviting bids from Central Alberta businesses interested in becoming our Catering Services provider. With estimated annual catering sales in excess of \$1M this is an exciting opportunity for an established and respected food services provider that is looking to grow their brand.

Since 1891, Westerner Park has been a place for Central Albertans to gather and celebrate community events. Our legacy is always front of mind as we work to ensure Westerner Park remains "Your destination for celebration™" for generations to come. Each year, more than 1.5 million visitors come through our gates to celebrate over 1,500 unique events. From weddings and banquets to hockey games and agricultural shows, we continue to be there as Central Albertans gather to share in their most memorable moments. Our Mission is to provide exceptional guest experiences through premier facilities and services for agriculture and trade, sports and entertainment, conferences and meetings, generating economic benefits for Central Alberta.

Westerner Park is seeking a service provider that has a well established reputation for both quality and service in their catering program offering. The partner we choose will have the unique and demonstrated ability to manage small events, to those in excess of 2,000 people, while offering a menu that can meet most any budget and desired service level that may vary from basic to premium.

RFP Process Summary & Submission Guidelines

- Bids must be received by 2:00 pm on Friday February 21st, 2020. Bids submitted after the deadline will not be considered.
- Sealed submissions can be delivered to Westerner Park, to the attention of the CEO – c/o The Donald Administration Building 4847A 19th, Street. Red Deer, AB T4R 2N7.
- Bids will be evaluated and shortlisted by February 28th, 2020. Successful bids will be invited to participate in a second-phase process. All bidders will be contacted to make them aware of their status of moving on to the second phase of competition or not. It is Westerner Park's intention to have the competition completed no later than March 31, 2020.
- Westerner Park reserves the right to reject any submission should they see fit.
- Any questions or required clarification may be brought to the attention of Larry Titley, Financial Controller (ltitley@westernerpark.ca) or Rod Hergott, Sales and Production Manager (rhergott@westernerpark.ca).

RFP Requirements & Checklist - Bids are expected to address the following:

1. An organizational summary including but not limited to: Company ownership, number of years in operation, executive team biographies, a list of client references, etc. Additionally, demonstrate how your catering services would meet the unique needs of Westerner Park's customers and guests. More specifically, please address the qualifications and abilities of your Chef and service teams to provide a consistent and expected service level whether you are catering an event for 100 or 2,000.
2. A proposed rental/commission structure (whether by % or by dollar value) your company would offer Westerner Park on all gross sales of catering provided directly to Westerner Park customers and for the exclusive use of our available kitchen facilities and equipment (see appendix 1)



3. Written acknowledgement of your ability to:
 - i. Meet Westerner Park's required standards for insurance (see appendix 1)
 - ii. Meet all Food Services Codes, Occupational and Industry Health & Safety standards, have up to date Alberta Food Safety Standards and Certification, and Workers Compensation.
 - iii. Manage and execute catering event setup including but not limited to: Buffet design and layout, table settings, linens, etc.
 - iv. Procure special equipment and/or supply as may be requested by the customer from time to time.
4. Any other information you may feel reasonably pertinent to demonstrating your merits within the scope of this competition.

RFP Limitations

- Westerner Park will maintain exclusive operation of its concession and Centrum suites under the Westerner Park brand.
- Westerner Park will maintain exclusive operation of all beverage services throughout its entire facility including services required for catering customers. Exceptions may be casual beverage services; including but not limited to; juice, coffee, water, etc.
- The successful vendor's exclusivity for services will be limited to defined catering services within the eventual agreement established with Westerner Park.
- Westerner Park expects reasonable involvement in the process to develop sample menus, and the requirement to mutually agree on pricing (including but not limited to; menu costs, gratuities, service charges, etc.)
- Small event catering (e.g. Catered events below appx 50-75 people) may be maintained by Westerner Park but can be open for discussion as to whether these size of events are desired by the successful bidder.
- Consideration for forgiveness on exclusivity for various events hosted at Westerner Park by registered charities where they may receive goods and/or services donated in kind.
- Westerner Park has various supplier exclusivity agreements that may or may not affect the operations of our future catering partner. These will be reviewed and assessed on a case-by-case basis.



Appendix 1

- A. Westerner Park Kitchen Specifications (Broadly stated. More detailed reviews including inventory evaluation to be completed in the second phase of RFP process)**
- Westerner Park’s kitchen is a 2200 sq. ft state-of-the-art facility which is laid out well for the preparation and execution of various event types and sizes.
 - Our major equipment in this space includes:
 - 2 Alto Shaam convection ovens, 3 food steamers, 2 Hobart mixers, 2 100 L steam stock pot, 3 hot holding ovens, 2 deep fryers, 2 meat slicers, 2 dishwashers, 2 titan coffee brewers, 8 rack and roll racks and 75 cookie sheets, and 8 portable hot holding food units.
 - A full contingent of available small-wares and plate/table settings for 1,500.
 - Other small-ware equipment includes 24 chafing dishes, 475 salt and pepper shakers, 140 table stands, 15 coffee Cambro’s, 285 water jugs, 25 serving trays, 25 tray jacks, and heat lamps.
 - Our freezer and cooler space includes a 14ft x 14ft walk in freezer, 6ft x 12ft walk in cooler. The cooler and freezer include wire racking for ample storage.
 - 2 dry storage rooms.
- B. Insurance Requirements – When requesting a certificate of insurance from a caterer vendor, please ensure that they have the following coverages evidenced:**
- \$5,000,000 General Liability including but not limited to:
 - Broad Form Completed Operations
 - Broad Form Property Damage
 - Products Liability
 - Non-Owned Automobile Liability (SPF 6)
 - \$5,000,000 Owned Automobile Liability
 - List “Westerner Exposition Association” as an additional insured on the CGL & Umbrella policy as required by written contract
 - A Waiver of Subrogation in favour of “Westerner Exposition Association” on the CGL & Umbrella (if applicable) policy as required by written contract
 - 30 days’ notice of cancellation of the CGL & Umbrella policy