

LITHIA & DRIVEWAY FIELDS FOOD & BEVERAGE CONCESSIONAIRE Request for Bids (RFB)

PURPOSE

The City of Medford seeks proposals for a competitive bid process to operate concession services at Lithia & Driveway Fields (L & D Fields). The City may choose to award the contract to multiple proposers.

Lithia & Driveway Fields is owned, operated, and maintained by the City of Medford. The park features 15 ballfields and is one of the largest municipal installations of synthetic turf in the United States. The facility has hosted over 70,000 games and has generated over \$170 million in economic impact since opening in May 2008. Each year, approximately 4,500 games and tournaments are played at Fields 1-9 alone, while the multi-sport complex is home to Oregon’s largest youth soccer club. Almost a quarter million people visit the park annually, representing an excellent built-in clientele for concession services.

Description of Opportunity

L & D Fields has three available locations for food and beverage concessions (See Concession Locations Map).

- The **Multisport Complex** has a concession room located in a high traffic area, facing Field 9.
- The **Softball/Baseball Complex** features a concession room, and covered area for outdoor sales or food truck(s).
- The **Field 7 & 8** location is a room with a roll-up door adjacent to Field 7 and the parking lot. This area may be more ideal for an outdoor sales cart or food truck.



Over 200,000 people visit L & D Fields annually.
A well-run food and beverage opportunity represents an opportunity
to generate well over \$100,000 annually!

The city will consider all proposals and encourages submissions from food trucks as well as indoor operators.

Required Operating Requirements and Bid Considerations:

- Capability of operating up to three park location simultaneously during peak-seasons and events (single location bids are also accepted).
- Agree to pay 10% of monthly net profit to the City of Medford.
- Maintain accurate, complete and separate books of account according to generally accepted accounting principles reflecting the food service operation with appropriate supporting data and documents.
- Furnish all labor, materials, inventory, and supplies.
- Create a menu and prices for approval by City of Medford Parks, Recreation and Facilities staff.
- Always maintain an inventory adequate for the volume of customers attending tournaments and events.
- Adhere to all USDA, State and Local Health Department regulations for the operation of a food service, including obtaining any required permits and inspections as well as the ability to obtain an Oregon Liquor License.
- Keep all concession areas clean and in a sanitary condition at all times. All trash must be removed from the concession areas after each day of use, or as needed during an operational day.
- Provide outstanding customer service.
- Hours of operation of the concession areas coincide with scheduled activities and events.
- Experience handling high volumes of customers in short periods of time.
- Concession staff are identifiable with concessionaire clothing.
- Bid winner will have the opportunity to station their food truck or trailer in the space(s) provided.

SUBMISSION REQUIREMENTS

Bid consideration must address the bullet points. Incomplete submissions will not be accepted.

Request for Bids (RFB) Response Content

1. Response should be concise and include the following:
 - a. A written response demonstrating your understanding of the project which includes a narrative of how your company plans to provide the requested services.
 - b. Explain how your company can perform under the guidelines
 - c. A sample operating schedule, timeline and site plan.
 - d. Owner resume(s), detailing experience in conducting similar work.
 - e. Proposed menu and prices for concession items or criteria by which future pricing will be determined.
 - f. How outstanding customer service will be provided.



EVALUATION AND SELECTION CRITERIA

A committee comprised of representatives from the City will review the bids for conformance with the requirements. Conforming bids will be evaluated according to the criteria listed below.

In the event of a tie during the evaluation process, the tie will be broken by taking the highest scoring Proposer based on Cost. If these scores are also tied, then the committee would break the tie by taking the highest scoring proposer based on their Qualifications.

Based on the strength of the bids received, the committee may elect to identify finalists and schedule appointments for interviews. Following the interviews, if any, the committee will make a final selection based on the best overall interests of the City of Medford. The committee will rely on information provided in the bids and during interviews, if any, as well as information provided by references.

Description	Possible Points
Proposed Menu and Prices for 2025-26	20
Qualifications	20
Experience in conducting similar work	10
Proposed Operations Plan	50
TOTAL	100

SCHEDULE FOR SELECTION PROCESS

RFB Package Available	10/16/2024
Walk-through of Concession Areas	10/23/2024
Request for Clarification or questions due (if applicable)	10/25/2024
Bids Due	11/15/2024
Contract Award (approximate)	12/02/2024

REQUEST FOR BIDS CONTACT

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