



Twin Cities Pride

a minnesota nonprofit corporation

Request for Proposal 2012 Official Beer Garden

Purpose

GLBT Pride/Twin Cities (Pride) is issuing this Request for Proposal from liquor/food establishments to produce the Beer Garden at the 2012 GLBT Pride/Twin Cities Festival. In requesting proposals, it is Pride's intent to contract with a liquor/food establishment to provide services for the Beer Garden. Per the City of Minneapolis licensing department, **the selected establishment MUST hold a City of Minneapolis On-Sale Liquor License.**

Overview

Twin Cities Pride is a 501(c)(3) nonprofit Minnesota corporation, with a mission to "commemorate and celebrate our diverse heritage, inspire the achievement of equality and challenge discrimination." To achieve this, we create events that are open and inviting to everyone in the community, providing a safe environment in which individuals feel free to celebrate their relationships.

As one of the largest GLBT Pride Celebrations in the United States, and the largest in the upper Midwest, our Celebration is comprised of several annual events, the biggest two being the Pride Festival and the Ashley Rukes GLBT Pride Parade. Each year, Twin Cities Pride also produces three other events and promotes numerous community-produced events.

The 2012 Pride Festival will again be held outdoors in the picturesque Loring Park (Minneapolis), where guests from the Midwest and around the globe will come together to celebrate the 40th Anniversary of this spectacular event. Beginning in 1972 as a small picnic in the park, the event has grown to become the premier social and celebratory event of the year in the local Gay-Lesbian-Bisexual-Transgender community.

Wide-ranging attractions attest to the diversity of the festival. There are three stages of live entertainment, a beer garden, a coffee house, commitment ceremony pavilion, GLBT history pavilion, a Children's & Family Area, Teen Scene, 400+ vendors and exhibitors from nearly every industry, three food courts and a fabulous fireworks display.

The Beer Garden is located on the hill overlooking the Loring Stage, consisting of a 40'x120' tent and a large fenced area. This year the beer garden will be open from 10am to 10pm on Saturday June 23th and from 10am to 6pm on Sunday June 24th. During those times there will be live music on the Loring Stage, and possibly a DJ under the beer garden tent.

Term

The term of any contract resulting from this RFP will run from the date of execution of the contract until July 31, 2012, with a possible extension through July, 2013.

Adherence to Specifications

It is not the intent of these specifications to rule out or eliminate any prospective bidder. If the services you intend to bid do not comply with the specifications as written, you should attach to your proposal an itemization and explanation for each deviation or variation from the specifications. Pride may, at its sole discretion, consider or deny any deviation and contract for the services that best suit its intended objectives. Per the City of Minneapolis licensing department, **the selected establishment MUST hold a City of Minneapolis On-Sale Liquor License.**

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Method of Selection/Award

Pride will evaluate each proposal submitted in response to this RFP to determine the most responsive and appropriate proposal(s). Pride seeks proposal(s) offering the best value, while maintaining a high standard and best meeting Pride's objectives, as described above. However, Pride retains the sole discretion to choose one proposal, more than one proposal, or to reject all proposals as unacceptable.

Condition of Award

If Pride chooses one or more proposals, Pride will award a contract to the successful bidder(s) on the condition that the selected contractor(s) sign a mutually agreeable contract, a statement of support of Pride's mission, a Work for Hire Agreement, and a Confidentiality Agreement.

Specifications

The selected contractor shall provide the following related to the operation of the Beer Garden.

Staffing:

The selected contractor agrees to provide sufficient qualified staffing to do:

- i. Provide supervision for setup and for all times the Beer Garden is open.
- ii. Do pre-event interior setup of Beer Garden, such as tables, chairs, service area, signage, and decorating.
- iii. To handle the sales of beer, malt, and/or non-alcoholic beverages.
- iv. Service staff to keep Beer Garden neat and presentable during all open hours; to clean and reset between Saturday and Sunday open hours: and to clear the Beer Garden area of debris, metal bottle caps, cigarette butts at the close of the Beer Garden on Sunday.
- v. Maintain strong communication between the contractor and Pride before, during and after the festival.
- vi. All staff shall be properly trained to serve alcohol.

Ticketing:

- i. Selected contractor agrees to sell all beverages only using Pride's ticket system.
- ii. Tickets will be weighed to determine amount of payout.

Beverage Sales:

- i. Proposed prices for beverages should be included in the proposal and shall remain fixed for the term of the contract, unless both parties mutually agree to changes in writing. Pricing for beverages must be in 62.5-cent increments.
- ii. Selected brands to be determined by mutual agreement between both parties.
- iii. Selected contractor should strive to use the products of Pride's sponsors.
- iv. Coordinate storage, ice, and refrigeration related to the Beer Garden.

Administration and Operations: The contractor's proposal must include the following:

- i. Responsibility for vendor negotiations and contracts.
- ii. Financial reporting regarding revenue and expenses.
- iii. Responsibility for insurance, licensing, and permits.
- iv. Details of contractor's compensation.

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GLBT Pride/Twin Cities agrees to provide the following items including, but not limited to:

- i. Beer Garden tent, fencing, tables, and chairs.
- ii. Collection of garbage.
- iii. Ticket based system and make tickets available for sale in the Beer Garden.
- iv. Security personal for ID verification and wrist banding for those 21 and over.
- v. Collection of the cover charge donation.
- vi. Appropriate bathroom facilities inside the Beer Garden.
- vii. Sound from the Loring Stage to the Beer Garden.

Each bidder, by submitting a proposal, represents that the bidder has:

- i. Read and completely understands the RFP document.
- ii. Is familiar with the conditions under which the Beer Garden would be produced, including availability, cost of materials, and labor.
- iii. Agrees that the offer shall be valid and irrevocable until April 15, 2012.
- iv. Understands that the bidder may be asked to discuss their written proposal to the RFP on dates mutually agreed upon by the bidder and Pride.

Contractor's Qualifications: Proposal Elements

- i. Proposals will be considered only from establishments currently holding valid on-sale liquor licenses in the city of Minneapolis, MN.
- ii. Bidders should provide evidence of experience, performance ability and/or resources that would establish capability of producing the Event.
- iii. Bidders should specifically identify the following in their proposals:
 - a. All contractor anticipated expenses.
 - b. Anticipated products sold and respective prices.
 - c. Breakdown of how expenses will be split (including those mentioned above that Pride agrees to provide.)
 - d. Breakdown of how profits will be split.
- iv. Pride will reject the proposal of any bidder and void any contract resulting from this RFP with any contractor who makes any material misrepresentations in their proposal.

Timeline

Proposals will be accepted until Friday, January 27, 2012 at 5:00 p.m. Proposals must be addressed to: Twin Cities Pride, Attn: Dot Belstler, 2021 East Hennepin Ave, Suite 460, Minneapolis MN 55413 or by email to execdirector@tcpride.org. Proposals will be reviewed and taken to the Twin Cities Pride Board of Directors for their initial approval at the February 20, 2012 Board Meeting. All companies submitting RFPs will be contacted within ten days following that meeting.

Please email execdirector@tcpride.org or call 612-305-6990 to discuss the Event and/or any aspects of this RFP.

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Beer Garden Budget Worksheet

This worksheet is provided to give bidders an approximation of costs associated with running Pride's Beer Garden.

These are the actual expenses from the 2010 and 2011 Pride Festivals. This worksheet is not meant to provide actual expenses for 2012, the intent is to share information potential bidders may wish to use to create their submission.

	2010	2011
Tents, fencing, tables, chairs and installation	\$5,455	\$4,237
Signage	Provided by Bud	Provided by Bud
Beer Garden Paid Staff	\$900	\$900
Barricades	\$950	\$1,140
Beer and other beverages	\$11,422	\$10,076
Police	\$2,040	\$2,040
Insurance, inc. dram shop	\$908	\$500
Commission to MPRB	\$6,980	\$4,368
Licenses and permits	\$172.50	\$119
Ticket Scale Rental	\$101	\$101
Garbage Collection		
Restrooms	\$652	\$843
Beer Garden sound system and installation		
Cost of Tickets		
Ice	\$680	\$290

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