



REQUEST FOR PROPOSALS

CITY OF LAREDO PARKS & RECREATION VIETNAM VETERANS PLAZA FOOD TRUCK SERVICES

This application is revised to reflect an extended deadline.

INTRODUCTION

The City of Laredo Parks & Recreation Department is accepting applications from qualified entrepreneurs and businesses owners that operate a Food Truck to provide services at Vietnam Veterans Park located at 120 E. Calton Rd., Laredo, TX 78041 for the Parks and Recreation Department. Food Truck operators are not permitted to sell alcohol.

The objective of the Food Truck program is to support new small business opportunity, attract activity to Vietnam Veterans Plaza, and to enhance the visitor and resident experience.

Applications can be submitted to:

E-Mail

Amanda Pruneda
Business Development Administrator
Apruneda2@ci.laredo.tx.us

Hard Copy

Economic Development Department
City Hall – 3rd Floor
1110 Houston Street
Laredo, Texas 78040

Deadline to submit applications is September 13th, 2024.

Questions regarding food truck/business licenses may be directed to the Building Department at (956) 794-1625. Questions regarding health permits may be directed to the City of Laredo (956) 795-7400 Health Department at (970)328-8755.

PROPOSAL CONTENT

Interested businesses shall submit proposals that include (Attachment A):

- A. **A completed application package by the due date.**
- B. **Business Background & Qualifications:** Summarize your business background and qualifications to own and operate a Food Truck.

- C. **Food Truck Design & Equipment:** Provide photographs, brochure, menu or schematics of proposed Food Truck, including Food Truck dimensions (length, width and height), materials, equipment, visual displays and signage. No mobile food truck or equipment shall be used for advertising of any kind, except for the name and logo of the Permittee's company and small generic illustrations of the products that are sold. The design and placement of all signs must be approved in writing in advance by the City of Laredo.
- D. **Customer Service:** Briefly describe your approach to customer service and how you plan to meet the regulations on a consistent basis.
- E. **Hours of Operation & Staffing Plan:** Identify the hours of operation and staffing plan for your Food Truck. City of Laredo preferred hours of operation are: Thursday – Sunday 12:00 p.m. – 11:00 p.m. Applicants may propose their own schedule. Please note park business hours are 6am to 11pm.
- F. **References:** Provide at least two (2) business references. This information will be used to evaluate each proposer's history. The following information for each reference shall be included:
 - a Contact Name
 - b Phone #
 - c Brief Description of Relationship
- G. **Proposed Lease Fee:** Total monthly fee applicant would like to propose for one (1) food truck space.
- H. **Proof of Insurance:**
 - Commercial General Liability insurance will be required at minimum combined single limits of \$500,000 per-occurrence and \$1,000,000 general aggregate for bodily injury and property damage, which coverage shall include products/completed operations (\$500,000 products/completed operations aggregate).
 - Business Automobile Liability Insurance with limits not less than \$1,000,000 each occurrence Combined Single Limit for Bodily Injury and Property Damage, including Owned and Non-owned and hired auto coverage, as applicable.
 - Permittee will be required to meet the City's additional insurance and indemnity requirements, which are set forth in the Permit and have the City of Laredo as a named additional insured.
- I. **Menu & Prices:** A priced menu and description of the Proposer's food(s), food service(s), and/or soft drinks (s) to be sold.

SELECTION PROCESS & EVALUATION CRITERIA

The Selection Committee will review all proposals received. Proposals will be evaluated according to a combination of the criteria listed below. The City of Laredo reserves the right to weigh its evaluation criteria in any manner it deems appropriate.

Evaluation Criteria:

1. **RFP Package 15 Points:** Thoroughness, clarity and completeness of proposal; responsiveness to RFP requirements.
2. **Experience 10 Points:** Applicability and quality of proposer's experience and references, including a reputation for professionalism and quality of service.
3. **Menu/Pricing 50 Points:** The foods/beverages being offered and the competitive pricing in light of the location, potential clientele and visitor.
4. **Proposed Monthly Lease 10 Points** Proposed monthly fee for the use of one (1) food truck space.

5. **Food Truck Design/Equipment 15:** Attractiveness and appearance of fixtures and equipment.

Required Submittals

The City of Laredo will be utilizing best value evaluation criteria to select the contract vendor (s). You are asked to respond to the following questions and provide concise responses to these questions. Do include boilerplate marketing brochures or informational documents with your responses.

Termination

This RFP may be canceled at any time and any and all proposals may be rejected in whole or in part when the City determines such action to be in the best interest of the City of Laredo.

Right to Waive Minor Irregularities

The Evaluation Committee reserves the right to waive minor irregularities. The Evaluation Committee also reserves the right to waive mandatory requirements provided that all of the otherwise responsive proposals failed to meet the same mandatory requirements and the failure to do so does not otherwise materially affect the procurement. This right is at the sole discretion of the Evaluation Committee.

Evaluation Process

An evaluation committee will review all proposals utilizing the evaluation criteria noted below. A final recommendation will be submitted to City Council for future consideration by the full body. In evaluating and determining the **best value** for the City of Laredo the following factors shall be considered in accordance with the corresponding weights, in evaluating the proposals:

Section	Criteria	Max Points
I	RFP Package	15
II	Experience	10
III	Menu/Pricing	50
IV	Proposed Monthly Lease Fee	10
V	Food Truck Design Equipment	15
	Total	100

Percentage Rating for point Method

%	Rating	Definition
0	Unsatisfactory	Does not satisfy criteria in specifications.
10	Very Poor to Unsatisfactory	
20	Very Poor	Meets elements of some criteria minimally.
30	Poor to Very Poor	
40	Poor	Meets some criteria at minimum acceptable level.
50	Average to Poor	
60	Average	Adequately meets most criteria.
70	Good to Average	
80	Good	Exceeds minimum criteria.
90	Very Good	Provides benefits to the entity in addition to all required criteria.
100	Excellent	Exceeds all required criteria and provides additional benefits in most areas.

Evaluation Form (Example)

Section	Criteria	Max Points	Weighted %	Points x Weight
I	RFP Package	15	60%	9.00
II	Experience	10	70%	7.00
III	Menu/Pricing	50	80%	40.00
IV	Proposed Monthly Lease Fee	10	90%	9.00
V	Food Truck Design Equipment	15	100%	15.00
Total Score				80.00

The Selection Committee will give preference to:

1. Local business license holders who currently operate a food truck business in a commercial, physical location open to the public.
2. Proposals which offer creative, imaginative and unique food items and merchandise that enhance the experience of visitors and residents.
3. At least one (1) years' experience in operating a Food Truck or comparable enterprise.

In order to maintain a program consisting of distinct and diverse food or merchandise, the City of Laredo will endeavor to limit the number of vendors that carry the same or similar types of food.

This RFP does not commit the City of Laredo to award a permit, nor for the City of Laredo to pay any costs incurred, in the preparation and submission of proposals in the anticipation of a permit. The Selection Committee intends to select proposers that, in the Selection Committee's sole opinion, are the most highly qualified under the requirements of this RFP and which provide the best value to the Vietnam Veterans Plaza.

Proposers are solely responsible for all costs of preparing his/her proposal and participation in this RFP and the City of Laredo does not assume responsibility for payment of any expenses incurred by a respondent as part of this process.

PROPOSED SCHEDULE

The City of Laredo will accept proposals on a rolling announcement basis throughout the year until the City of Laredo deems that an adequate number of Food Truck Permits have been awarded.

Award of Contract

The contract will be awarded based on (best value criteria) as follow and in accordance with the provisions of Chapter 252 and 271 of the Texas Local Government Code.

Definition of best value criteria as per The Institute for Public Procurement is:
"Best Value": 1. A procurement method that emphasizes value over price. 2. An assessment of the return that can be achieved over the useful life of the item, e.g., the best combination of quality, service, time, price."

Term of Contract

The term of this contract shall be for a period of six (6) months beginning as of the date of its execution.

Attachment A



VIETNAM VETERANS PLAZA FOOD TRUCK SERVICES

City of Laredo Parks & Recreation Department Application for Food Truck Vendors

APPLICANT INFORMATION:

First name: _____ Last name: _____

Business/Foodtruck Name: _____

Home Address: _____

Phone number: _____ E-mail Address: _____

Website or Social Media: _____

PROPOSAL DETAILS

Customer Service: Briefly describe your approach to customer service and how you plan to meet the regulations on a consistent basis.

Hours of Operation & Staffing Plan: Identify the hours of operation and staffing plan for your Food Truck. City of Laredo preferred hours of operation are: Thursday – Sunday 12:00 p.m. – 11:00 p.m. Applicants may proposed their own schedule.

REFERENCES:

Name: _____

Title: _____

Address: _____

Phone number: _____

E-mail address: _____

Name: _____

Title: _____

Address: _____

Phone number: _____

E-mail address: _____

Name: _____

Title: _____

Address: _____

Phone number: _____

E-mail address: _____

Applicant's Print Name: _____ Signature: _____

Submit a completed application and required attachments as per the RFP to the City Secretary Department at the City Hall Building 1110 Houston Street, 3rd Floor, Laredo, Texas no later than May 29th, at 5:00 p.m. 2024. **NO LATE PROPOSALS WILL BE ACCEPTED.**

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Business/Foodtruck Name: _____

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Phone number: _____ E-mail Address: _____

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Experience 10 Points: Applicability and quality of proposer's experience and references, including a reputation for professionalism and quality of service.

Summarize your business background and qualifications to own and operate a Food Truck.

REFERENCES:

Name: _____

Title: _____

Address: _____

Phone number: _____

E-mail address: _____

Name: _____

Title: _____

Address: _____

Phone number: _____

E-mail address: _____

Name: _____

Title: _____

Address: _____

Phone number: _____

E-mail address: _____



CITY OF LAREDO

VIETNAM VETERANS PLAZA
Food Truck Exhibit



