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Coordinator

Sounds at Sundown Concert Series

DATE: November 28, 2018

WRITTEN QUOTATION: MCRA 19-4389

DUE DATE: 5:00 PM, Monday, December 3, 2018

VENDOR NAME GOURMET TRUCK EXPO

ADDRESS 200 SW 32 AVE, DEERFIELD BEACH, FL 33442

PHONE 561-305-4875 **FAX** 561-244-3099

MAIL JE@GOURMETTRUCKEXPO.COM

PRINT NAME JOCHEN ESSER

SIGNATURE 

THE MARGATE COMMUNITY REDEVELOPMENT AGENCY (MCRA) IS REQUESTING WRITTEN QUOTATIONS FOR THE FOLLOWING:

DESCRIPTION: Coordination of the Sounds at Sundown Concert Series

Award: This quote, if it be awarded, will be made based on the quote which is deemed to be in the best interest of the MCRA, as determined in the sole discretion of the MCRA. The MCRA reserves the right to weigh factors such as Contractor's references and previous work experience when making an award determination; to accept or reject any or all quotes/parts of quotes, to waive informalities in any quote, or to take any other action that is deemed to be in the best interest of the MCRA.

Regulations: All applicable laws and regulations of the Federal Government, State of Florida, Broward County, and Ordinances of the City of Margate will apply to any resulting award of quote.

PURPOSE

The Margate Community Redevelopment Agency (MCRA) is seeking quotes for the coordination of food trucks, sale of beverages including alcoholic beverages and craft/retail vendors for the Sounds at Sundown Concert Series. This outdoor event shall take place the first Saturday of the month from January 2019 to September 2019, from 5:00 PM to 10:00PM at 5701 Margate Boulevard, Margate, FL 33063. The property is approximately 241,000 SF.

SCOPE OF SERVICES

The scope of services includes procuring and coordinating food trucks, sale of beverages including alcoholic beverages, and craft/retail vendors for the event. Further, awarded contractor must work collaboratively with City and MCRA staff in the synchronization of the event.

Experience with event procurement and coordination is required. Awarded contractor must provide a list of similar projects with references.

PROPOSED COST

Price proposed must be all-inclusive per event. Each proposal will be evaluated based on the specifics of the offerings and not just price.

Proposed Cost per Event (all-inclusive): \$ 2700.00

RAIN OR SHINE CLAUSE

Each commencement of the "Sounds at Sundown" is considered to be "rain or shine." The awarded company will make every attempt to continue operating the event, even during periods of inclement weather. The event will only be canceled or closed during operating hours, as a result of severe weather or acts of God (e.g. lightning, tropical storm conditions), and only following careful consideration and consultation with MCRA staff. The decision to cancel or end the event prior to completion will be a mutually agreed upon decision by the MCRA and the awarded company. If the event is canceled due to severe weather or acts of God, forty-eight or more in advance of the event's scheduled date and time, the awarded company will be reimbursed for expenses incurred, plus a 10% administrative fee. If an event is canceled due to severe weather, acts of God, or at the sole discretion of the MCRA or the City of Margate, and there are fewer than forty-eight hours remaining before the event's published/regularly scheduled start date and time, the MCRA shall pay the awarded company the full installment per event, minus any reduction in costs the awarded company can negotiate with its vendors.

SCOPE OF SERVICES AND REQUIREMENTS

SOUNDS AT SUNDOWN

The contractor must procure and coordinate all food trucks, sale of beverages including alcoholic beverages, and craft/retail vendors for the Sounds at Sundown Concert Series. This outdoor event shall take place the first Saturday of the month from January 2019 to September 2019, from 5:00 PM to 10:00PM at 5701 Margate Boulevard, Margate, FL 33063. The property is approximately 241,000 SF.

SCOPE OF SERVICES FOR THE EVENT

- Procure at least eight (8) high quality food and licensed food trucks. Food trucks are responsible for disposing of cooking oils and/or any used containers pertaining to food truck operations.
- Procure high quality, tented vendors (arts, crafts, food, and similar small businesses)
- Onsite food truck and vendor coordination.
- Sale of beverages including alcoholic beverages. Contractor must obtain the required permits, fees, licenses, and insurance for the event and for the sale of alcoholic beverages.
- Provide sound system with the capability of a 12-piece band.
- Be able to play music during intermissions.
- Promote the event using social media platforms, including Facebook, Twitter, Instagram, etc.
- Create and maintain a dedicated Sounds at Sundown custom Facebook event page.
- Unique social media hashtag usage and promotion.
- Assist with the marketing of the event including but not limited to press releases, posters, and flyers.
- Provide onsite family yard games and activities.
- Provide onsite kid specific activities.

As mentioned above, the contractor will work collaboratively with the Margate CRA and City of Margate Staff for the production of the event. The City's Parks and Recreation Department on behalf of the MCRA will provide the following:

- Featured musical entertainment.
- Lighting
- Portable toilets.
- Chairs and tables.
- Trash removal.
- Promotion of the event on the City's website, Facebook, Twitter, Instagram, NextDoor and all other communication tools, in addition to advertising with appropriate media publications as deemed appropriate.

SUBMITTAL DEADLINE

Quotes are to be submitted to the Purchasing Division no later than 5:00 P.M., Monday, December 3, 2018. You may submit a formal written quote electronically to purchase@margatefl.com. Quotes received after the deadline will not be considered.

Please note: Firms submitting quotes shall be responsible for any and all costs and/or expenses associated with preparing their quotes

Insurance Requirements: The Contractor will assume the full duty, obligation, and expense of obtaining all insurance required. The City of Margate, the Margate Community Redevelopment Agency (MCRA), and Advance Asset Management shall all be named as additional insured.

The Contractor shall be liable for any damages or loss to the City, MCRA and Advance Asset Management, Inc. occasioned by negligence of the bidder or its agents or any person the bidder has designated in the completion of its contract as a result of the quote. The successful Contractor shall furnish to the MCRA Office, 5790 Margate Blvd., Margate, Florida 33063 original certificates of insurances which indicate that the insurance coverages have been obtained or otherwise secured in a manner satisfactory to the City, MCRA and Advance Asset Management, Inc. in an amount equal to 100% of the requirements provided herein, prior to start of work. Any subcontractor hired by the Contractor for this project, shall provide insurance coverage as stated herein. City and MCRA shall not be responsible for purchasing and maintaining any insurance to protect the interests of Contractor, subcontractors or others on the Work. City and MCRA specifically reserves all statutory and common law rights and immunities and nothing herein is intended to limit or waive same including, but not limited to, the procedural and substantive provisions of Florida Statute 768.28 and Florida Statute 95.11.

- 1a. FOR CITY
City of Margate
5790 Margate Boulevard
Margate, FL 33063
Re: WRITTEN QUOTATION
- 1b. FOR MCRA
Margate Community Redevelopment Agency
5790 Margate Boulevard
Margate, FL 33063
Re: WRITTEN QUOTATION
- 1c. FOR ADVANCED ASSET MANAGEMENT
Advanced Asset Management, Inc.
5909 Margate Boulevard
Margate, Florida 33063

Questions: All technical questions related to this request for quotation may be directed to Diana M. Scarpetta at dscarpetta@margatefl.com no later than November 29, 2018 at 12 Noon.

All general questions related to this request for quotation may be directed via email to Wylene Sprouse at purchase@margatefl.com.

Quotes may be submitted by email, no later than 5:00PM on the due date. Emailed submissions may be sent to purchase@margatefl.com.

Contract: The successful Contractor will need to sign an agreement with the MCRA.

REFERENCE SHEET

In order to receive quote award consideration on the proposed work, it is a requirement that this sheet be completed and returned with your quote. This information may be used in determining the bid award for this Project.

BIDDER (COMPANY NAME): GOURMET TRUCK EXPO

ADDRESS: 200 SW 32 AVENUE

CONTACT PERSON: JOHN ESSER TITLE: FOUNDER/PRESIDENT

TELEPHONE: 561-305-4875 FACSIMILE: 561-244-3099

EMAIL ADDRESS: JE@GOURMETTRUCKEXPO.COM

NUMBER OF YEARS IN BUSINESS: 8 YEARS

ADDRESS OF NEAREST FACILITY: N/A

LIST THREE (3) COMPANIES OR GOVERNMENTAL AGENCIES WHERE THESE SERVICES HAVE BEEN PROVIDED WITHIN THE PAST TWO (2) YEARS.

1. Company Name: CITY OF WELLINGTON

Address: 11700 PIERSON RD, WELLINGTON, FL 33414 Phone: 561-791-4756

Contact Person: JOE PICONCELLI Title: CULTURAL PROGRAMS AND FACILITIES MANAGER

2. Company Name: CITY OF SEBRING

Address: 368 S. COMMERCE AVE, SEBRING, FL 33870 Phone: 863-471-5104

Contact Person: KRISTIE VAZQUEZ Title: CRA EXECUTIVE DIRECTOR

3. Company Name: CITY OF WEST PALM BEACH

Address: _____ Phone: 561-822-1416

Contact Person: CHRISTOPHER ROOG Title: DIRECTOR OF ECONOMIC DEVELOPMENT

ADDITIONAL REFERENCES LISTED IN PROPOSAL DOCUMENT



Proposal

To:

Mr. Sam May
Executive Director
Margate Redevelopment Agency
5790 Margate Blvd, Pompano Beach, FL 33063

Deerfield Beach, 12/2/2018

Mr. May,

As per your request, I am herewith submitting Gourmet Truck Expo's proposal to provide food truck coordination services, sale of beverages including alcohol, craft retail vendor booking/coordination services and sound system for the Sounds at Sundown Concert Series.

Given our extensive experience in producing food truck events all over South Florida, Gourmet Truck Expo would be the ideal fit for the City of Margate's Food Truck needs. Having been in business since 2011 we have established great relationships in the industry and gained unparalleled experience in the Food Truck Event space. We also have a proven track record of successful events with the Margate CRA going back as far as 2011.

My experience in the hospitality industry in Europe and the United States, as well as 10 years as an executive in the Internet Marketing Space make Gourmet Truck Expo a powerhouse in understanding our clients' needs and an expert in event production and promotion.

Please feel free to reach out with any questions you may have regarding the proposal provided below.

Thank you for your consideration.

Best regards,

Jochen Esser



Proposal

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Proposal

Introduction

Gourmet Truck Expo, founded in April 2011, specializes in organizing and promoting Food Truck events in South Florida as well as providing Gourmet Food Truck Catering for private and corporate events. What drives us is our fascination and commitment to a creative industry and our love for culinary delights! Our reputation with our clients is second to none.

Gourmet Truck Expo's first event took place at Boomers in Boca Raton in May 2011. It featured 22 Trucks and attracted well over 4000 people.

We currently work with about 140 Food Trucks from all over South Florida and have either produced or assisted with hundreds of events all over South Florida from Miami Dade, Broward, Palm Beach County, Highlands County and Martin County.

Our business is licensed and insured. General Liability COI as well as Liquor License and Liquor Liability Insurance is already on file with the City of Margate.

Services Offered

Gourmet Truck Expo offers a variety of services. Only the services requested in RFP as well as an online advertising budget of at least US\$300 per month are included in event pricing. The package can be modified/customized as needed:

- Production of Food Truck Events
- Food Truck Booking Service
- Food Truck Catering
- Sound System Rental **including experienced Sound Engineer**
- Band Booking Services through our partner companies
- Event poster/flier design
- Non-Food Vendor Coordination
- Family/Kids Activity Station including **qualified staff**
- Event Promotion, Production and Coordination
- Full Bar Services and non-food truck catering through our sister company MobilMojo LLC.
- Event Staffing – We ensure that all events are appropriately staffed. We will be first in and last out!



Proposal

Special Events Proposal

For the Sounds at Sundown series we propose the following:

Sounds At Sundown Event Series:

General Services

Gourmet Truck Expo will provide food truck and vendor booking services, as well as on site event coordination, bar vendor, kids/family activities and sound system (including an experienced sound engineer) as well as social media and other online promotion (paid and organic) and design support as needed. We will also provide all other required line-items requested according to MCRA 19-4389.

Gourmet Truck Expo Event Specialist(s) will be on site for the duration of the event, including setup and breakdown.

Promotion & Graphic Design

Promotion of the events will mostly occur on Facebook, Instagram and Twitter, using event fliers provided by the Margate CRA or designed by Gourmet Truck Expo in coordination with the Margate CRA. Appropriate custom hashtags will be used in addition to generic hashtags used to increase visibility. Gourmet Truck Expo will happily assist in the creation of press releases as needed.

Promo Videos

We can also provide a professionally created and edited promo video included in the price, should we be awarded the contract for the next 2 calendar years. Should we be awarded the contract for 2019 only, we could produce the video at a discounted rate, if the city would like us to.

Band Booking Service

As an available option (not included in quoted per event price), we can also offer band booking through our talent booking partner. Prices range from US\$600 to US\$1200 for Cover Bands and US\$1500 to US\$2500 for Tribute Bands. We have access to over 200 local and national acts.

Sound System

Sound System will be adequately sized for the event area and will be able to accommodate up to 12 band members as requested. The system will accommodate music being played before the band starts and during band breaks. The Sound System and Sound Engineer are included in the price per event.



Proposal

Sound Equipment provided:

- (4) 18" JBL Subwoofer Speakers
- (4) 12" RCF Line Array Tops
- 16,000 Watts of power
- 24 Channel Presonus Digital Mixer
- (4) JBL 12" monitor wedges

All microphones, direct boxes, and wires as needed

Wireless microphones as needed



Proposal

References

Joe Piconcelli City of Wellington Cultural Programs & Facilities Manager (561) 791-4756 jpiconcelli@wellingtonfl.gov	Michele Thompson City of Greenacres Director Department of Leisure Services 561-642-2180 mthompson@greenacresfl.gov	Leah Mercado City of Greenacres Recreation Supervisor 561-642-2196 LMercado@greenacresfl.gov
Kristie Vazquez City of Sebring CRA Executive Director 863.471.5104 KristieVazquez@MySebring.com	Kate Belcher City of Pompano Beach Recreation Supervisor 954-786-4575 Kate.Belcher@copbfl.com	Christopher Roog Director of Economic Development City of West Palm Beach 561.822.1416 croog@wpb.org
Rochelle Wright City of Royal Palm Beach 561-753-1232 rwright@RoyalPalmBeach.com	Mike Mikolaichik Assistant Director Royal Palm Beach Parks & Recreation Phone: 561-790-5198 mmikolaichik@royalpalmbeach.com	



Proposal

Notable Current & Former Clients & Partners

Gourmet Truck Expo has worked with a number of clients since its' inception. Here is a list of a few current and past clients:

- City Of Sebring
- Village Of Wellington
- City Of Royal Palm Beach
- City Of West Palm Beach
- City of Pompano Beach & Pompano Beach CRA
- City Of Boca Raton
- City Of Boynton Beach
- Lake Worth Chamber of Commerce
- City Of Fort Lauderdale
- City Of Margate
- City Of Tequesta
- Martin County Board of County Commissioners
- Urban League of Broward County
- Miami Dolphins
- Miami Dolphins Foundation
- Florida Panthers
- Hobe Sound Chamber of Commerce
- Plantation Chamber of Commerce
- Apple
- Waldorf Astoria Boca Raton (Boca Raton Resort & Club)
- Boca West Country Club
- Delray Beach Center for the Arts
- Seminole Casino Coconut Creek
- Seminole Casino Hollywood
- Woolbright Development (Miramar Square Mall, Village Commons (West Palm Beach), Intracoastal Mall (North Miami Beach))
- Williams Island Homeowners Association
- United Way of Palm Beach County
- Urban League of Broward County
- YMCA South Palm Beach County
- Greater Fort Lauderdale Visitors Bureau