

Request for Sponsorship



Request for Vending Services

Corporate Partnerships and Development

September 2016



Introduction

The City of San Diego, through its Corporate Partnership and Development Program (CPD), seeks opportunities for the City to partner with various business endeavors. CPD's goal is to support City Programs through leveraging City's assets within the guidelines established by the Mayor and City Council, municipal law, City ordinances and sound policy. For this opportunity, CPD is issuing this Request for Sponsorship ("RFS") to identify a company that is interested in developing a Partnership with the City in the Vending Category.

The company must be a manufacturer, distributor, bottler and/or in the beverage vending business and be capable of providing a variety of beverages and snacks through vending machines at multiple City facilities, including City office buildings, beaches, parks, recreation centers, Central Library and public safety.

The City is in the final year of five year agreements with Canteen Vending for the beverage and snack categories. The current agreements expire in December 2016. The Vending partner will be the exclusive provider of beverage and snack vending for City facilities and designated as the Official Vending Provider to the City (some locations exempted).



Key Partnership Terms

In order to be considered for this opportunity, the company must be qualified and capable of the following:

- Provide an annual minimum guarantee and revenue share with the City.
- Provide vending machines with current technology at approximately 200 plus locations at facilities throughout the city.
- Provide a variety of quality beverage and snack products including healthy options that are consistent with the California Smart Snacks in School vending standards.
- Provide products at a reasonable cost that is competitive in the marketplace.
- Provide an exceptional level of customer service including minimum response times, consistently stocked machines, reliable equipment and prompt maintenance.

Proposal Submission

Proposals should follow section numbers and titles consistent with the format outlined below. Please provide a response for each item.

1. Introduction and cover letter:
2. Contact information: Including names of principals responsible for the operation of the business.
3. Experience: Company must have a minimum of three (3) years' prior experience within the last (5) years in the vending industry.
4. References: Must provide at least three current local clients with similar or more quantity of vending machines
5. Financial Documentation: Current financial statements, audited or CPA prepared. Or tax returns for the preceding year is required. Please provide information as to whether Company has ever declared bankruptcy, filed a petition in any bankruptcy court, filed for protection from creditors in bankruptcy court, or had involuntary proceedings filed in bankruptcy court.
6. Annual Guarantee and Revenue Projections: Provide revenue guarantees and additional revenue share percentages and projections. (Previous revenue summary and location list is provided in Attachment A).
7. Reporting Capability:
 - I. **Quarterly vending reports on product/standard compliance. Reporting should include separate summaries of products that meet standards and products that do not meet standards. Provide sample report.**
 - II. Monthly reports on product sales and commissions with meter readings as requested periodically and randomly by City. **Provide sample report and sample meter readings.**
 - III. Ability to verify sales if requested by City, subject to City audit and records inspections.
8. Healthy Choices:
 - I. **Ability to provide product tastings and surveys to locations with over 100 employees once a year.**
 - II. **Ability to maintain a minimum of 50% of healthy snacks meeting the CA Smart Snacks in School standards at all locations.**

- III. Compliant with FDA guidelines for calorie disclosure. Note if any machines will not meet FDA guidelines and timelines to replace those machines.
- IV. Ability to place healthy products in a location in the vending machine with the highest selling potential. Items not meeting the nutrition standards should be displayed in a location with the least selling potential.

9. Sustainability:

- I. Describe Energy Star Machines and energy conservation methods.
- II. Minimal, recyclable or compostable desired product packaging.
- III. Address how Healthy Choices are delineated to the public.

10. Panels/Advertising:

- I. Any food item advertising on the vending machine should meet the CA Smart Snacks in School standards.
- II. Provide costs and options for City to provide own sponsor messaging on panels and enclosures.
- III. Ability to provide enclosures at locations such as the beach (currently 4 enclosures deployed).

11. Pricing:

- I. Provide products at a reasonable cost that is competitive in the marketplace.
- II. Include maximum annual increase of product.
- III. Products meeting the nutrition standards should be priced at same or less than products that do not meet the standards.

12. Customer Service:

- I. Provide description of customer service process, include minimum response time to service calls and refund process.
- II. Describe how machines will be monitored and consistently stocked.
- III. Ability to increase service on high volume days.
- IV. Ability to move machines with short notice if necessary.

13. Employee Program Support:

- I. Ability to provide annual product donations, include amount and product information.

- II. Ability to provide raffle baskets with healthy snacks for employee appreciation events.
 - III. Tabling participation with healthy product giveaways at employee fairs, including nutrition information, provide minimum number of events for participation.
14. Tabling: Tabling participation with healthy products giveaways at employee fairs.
15. Other: Include elements or options that provide additional value to the proposal.



The successful Company must be ready to begin on or about January 2017.

Proposal Scoring Information

A. PROPOSAL EVALUATION AND SELECTION

Responses to the Proposal Elements 1-15 will be evaluated by the following:

Operational Proposal: The quality, attractiveness and feasibility of the proposed operations is a factor in section. (Maximum 15 points)

Experience: The past business experience of the Company will be a key consideration in proposal evaluation. (Maximum 10 points)

Revenue: The amount of annual guarantee and revenue share the City receives is an important factor in selection. (Maximum 25 points)

Financial Capability: The Company must exhibit the necessary financial responsibility and strength to successfully carry out the development. (Maximum 15 points)

Healthy Choices: The Company must meet FDA standards and provide healthy choices that meet the CA Smart Snacks in Schools Standards. (Maximum 20 points)

Other: Any additional value to the proposal not mentioned above. (Maximum 15 points)

Annual Minimum Guarantee/Revenue Share

The desired term of this partnership is minimum of three years with a two year renewal option. In exchange for the exclusive right, Company will provide to the City:

- Annual minimum guarantee with revenue share

Contact Information

Proposals must be received at the email or physical address listed below no later than 12:00 pm on **Friday, October 7th**. Proposals received after that time will not be considered.

If provided via physical address, Company is required to submit one original and three complete copies of their proposals. All materials submitted by Company become the property of the City of San Diego and may not be returned, with the exception of the financial information. Financial documents, upon request, will be removed from each proposal and returned to the Company upon completion of City's review.

Company is welcome to contact department director via email with questions prior to the proposal submission deadline. Questions must be submitted by **12:00 pm, Friday, September 23rd**. The City reserves the right to reject any or all proposals, select separate companies for different categories and to negotiate with a company after proposals are received, if such action is deemed to be in the best interest of the City.

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REVENUE SUMMARY

	2013	2014	2015	2016 through June
Total Sales	\$319,064	365,432	\$338,979	\$226,613
Snack	39%	38%	39%	44%
Beverage	61%	62%	60%	55%
Coffee/IceCream	n/a	n/a	1%	1%

Account	Account Name	Street 1	City	State	Postal Code
2876	Adams Ave Rec Center	3491 Adams Ave.	San Diego	CA	92116
2116	Allied Gardens Rec. Cente	5155 Greenbrier Ave.	San Diego	CA	92120
2888	Balboa Park Acitivity Ctr	2145 Park Blvd	San Diego	CA	92101
2887	Balboa Park Admin Bldg	2125 Park Blvd.	San Diego	CA	92101
2881	Bay Water Reclamation	2411 Dairy Mart Rd.	San Diego	CA	92154
2371	Cabrillo Rec Center	3051 Canon Street	San Diego	CA	92106
2288	Cadman Rec	4280 Avati Drive	San Diego	CA	92117
1636	Camacho Rec Center	1810 E 22Nd St.	National City	CA	91950
2854	Canyonside Park Rec	12350 Black Mountain Rd	San Diego	CA	92129
2005	Carmel Mountain Rec. Cen	10152 Rancho Carmel Drive	San Diego	CA	92129
2031	Carmel Valley Rec Center	3777 Townsgate Dr.	San Diego	CA	92123
3167	Cesar Chavez Rec. Cente	455 Sycamore Rd.	San Ysidro	CA	92173
2899	City Attorney	1200 3Rd Ave	San Diego	CA	92101
2878	City Heights Park Rec	4302 Landis Street	San Diego	CA	92105
2158	City Of S D Wastewater	9150 Topaz Way	San Diego	CA	92123
2033	City Of San Diego Envi	8353 Miramar Pl.	San Diego	CA	92121
1988	City Of San Diego Envirom	9601 Ridgehaven Ct.	San Diego	CA	92123
2381	City Of San Diego Equip	2740 Caminito Chollas	San Diego	CA	92105
1949	City Of San Diego Equipme	1970 B Street	San Diego	CA	92102
3452	Cowles Mtn. Hiking Trail	7010 Golfcrest Drive	SAN DIEGO	CA	92119
3476	Crown Point North	3700 Corona Oriente Rd.	SAN DIEGO	CA	92109
3461	De Anza Cove	2699 East Mission Bay Drive	SAN DIEGO	CA	92109
3463	Diamond Street Comfort Station	600 Diamond Street	SAN DIEGO	CA	92109
1944	Doyle Park	8175 Regents Rd.	San Diego	CA	92122
2501	Encanto Recreation Cent	6508 Wunderlin Ave	San Diego	CA	92114
3468	FANUEL PARK	404 SEA WORLD DRIVE	SAN DIEGO	CA	92109
2054	Golden Hill Recreation	2600 Golf Course Dr.	San Diego	CA	92102
1848	Kearny Mesa Recreation Ce	3170 Armstrong St.	San Diego	CA	92111
1477	La Jolla Recreation Ctr.	615 Prospect	La Jolla	CA	92037
2892	Lifeguard Hq	2581 Quivira Ct.	San Diego	CA	92109
2081	Linda Vista Recreation Ce	7064 Levant	San Diego	CA	92111
2858	Lopez Ridge	7245 Calle Cristobal	San Diego	CA	92126
1852	Martin Luther King Jr. Re	6401 Skyline Drive	San Diego	CA	92114
2880	Memorial Park Rec	2902 Marcy Ave	San Diego	CA	92113
2144	Metro Operation Center	9192 Topaz Way, Ms901A	San Diego	CA	92123
2890	Mira Mar Landfill	5180 Convoy Street	San Diego	CA	92111
1859	Mira Mesa Recreation Ctr	8575 New Salem Street	San Diego	CA	92126
3541	Miramar Pool (City)	10440 Black Mtn. Rd.	SAN DIEGO	CA	92126
2146	Mission Bay Park & Rec	3775 Morena Blvd.	San Diego	CA	92117
3462	Mission Beach BelmontPark	3146 Mission Blvd	SAN DIEGO	CA	92109
3465	Mission Beach Jetty	*	SAN DIEGO	CA	92109
3058	Mission Point	1076 San Diego Place	San Diego	CA	92109
1860	Montgomery Waller Rec. Ct	3020 Coronado Ave.	San Diego	CA	92154
2864	Mt. View Rec	641 S. Boundary St.	SAN DIEGO	CA	92113
3474	Mt.View/Beckworth Library	721 San Pasqual Street	SAN DIEGO	CA	92113
2895	Muni Gym	2111 Pan American Plz.	SAN DIEGO	CA	92101
2297	Nobel Rec Center	8810 Judicial Drive	San Diego	CA	92122
1861	North Clairmont Recreatio	4421 Bannock Ave	San Diego	CA	92117
2877	North Park Rec	4044 Idaho Street	San Diego	CA	92104
2529	Ocean Air Recreation	4770 Fairport Way	San Diego	CA	92130
1981	Ocean Beach Rec. Center	4726 Santa Monica Ave.	San Diego	CA	92107
3464	Pacific Beach City Beach	Pacific Beach Drive	SAN DIEGO	CA	92109
2893	Pacific Beach Rec	1405 Diamond Street	San Diego	CA	92109
3450	Paradise Hills Library	5922 Rancho Hills Drive	SAN DIEGO	CA	92139
1875	Paradise Hills Recreati	6610 Potomac St	San Diego	CA	92139
1869	Penn Field	2550 Dusk Dr	San Diego	CA	92139
3077	Playa Pacifica Mission Ba	East Mission Bay Drive	San Diego	CA	92109
2157	Point Loma Wastewater	1902 Gatchell Rd.	San Diego	CA	92101
2866	Police Auto Maintenance	3940 Federal Blvd	San Diego	CA	92102
1509	Police Dept Northern Di	4275 Eastgate Mall	La Jolla	CA	92037
2859	Police Northwestern Divis	12592 El Camino Real	San Diego	CA	92130
2867	Police Pistol Range	4008 Federal Blvd.	San Diego	CA	92102
3062	Pump Station 1	3550 East Harbor Drive	San Diego	CA	92101
3063	Pump Station 2	4077 N. Harbor Drive	San Diego	CA	92101
3064	Pump Station 64	10745 Roselle Street	San Diego	CA	92121
1985	Rancho Bernardo Rec Ctr	18448 W. Bernardo Drive	San Diego	CA	92127
2855	Rancho Penasq Rec	9711 Oviedo Way	San Diego	CA	92129

Account	Account Name	Street 1	City	State	Postal Code
1882	Robb Field	2525 Bacon St	San Diego	CA	92107
2886	S D Airport Operations	3750 John J Montgomery Dr	San Diego	CA	92123
2382	S D City Admin Bldg	202 C Street	San Diego	CA	92101
2900	S D Fire Prevention	1010 2nd Avenue	San Diego	CA	92101
2070	S D P D Central Imperial	2501 Imperial Ave.	San Diego	CA	92101
1895	S D P D Northern	4275 Eastgate Mall	San Diego	CA	92137
2383	S D P D Southern	1120 27 Th. St.	San Diego	CA	92154
2007	S D P D Traffic	9265 Aero Dr.	San Diego	CA	92123
2853	S D Police Dept NE Div	13396 Salmon River Road	San Diego	CA	92129
2885	S D Police Eastern Div	9225 Aero Drive	San Diego	CA	92123
2889	S D Police Mid City Div	4310 Landis St.	San Diego	CA	92105
2891	S D Police Western Div	5215 Gaines Street	San Diego	CA	92110
1886	San Carlos Recreation C	6445 Lake Badin	San Diego	CA	92119
1963	San Diego Public Library	330 Park Blvd.	San Diego	CA	92101
2413	San Ysidro Comm Activi	179 Diza Road	San Diego	CA	92108
2380	Santa Clara Rec.	1008 Santa Clara Pl.	San Diego	CA	92109
3451	Scripps Miramar Library	10301 Scripps Lake Dr.	SAN DIEGO	CA	92131
2856	Scripps Ranch Rec	11454 Blue Cypress Dr.	SAN DIEGO	CA	92131
2860	Sd Fire Training Ntc	2580 Kincaid Road	San Diego	CA	92111
1888	Serra Mesa Recreation Cen	9020 Village Glen Dr.	San Diego	CA	92123
2902	Services Land Developme	1222 1st. Avenue	San Diego	CA	92101
3478	Ski Beach North	3300 Ingraham Street	SAN DIEGO	CA	92109
3479	Ski Beach South	2800 Ingraham Street	SAN DIEGO	CA	92109
2863	Skyline Park Rec	8285 Skyline Dr.	San Diego	CA	92114
3469	SO.TECOLOTE SHORE PLYGRND	1590 E. MISSION BAY DRIVE	SAN DIEGO	CA	92109
2879	South Bay Rec	1885 Coronado Ave	San Diego	CA	92154
1890	South Clairmont Rec. Cent	3605 Clairemont Dr.	San Diego	CA	92117
3480	South Shores Boat Launch	404 Sea World Drive	SAN DIEGO	CA	92109
2862	Southcrest Rec	4149 Newton Avenue	San Diego	CA	92113
1893	Standley Park	3585 Governor Dr.	San Diego	CA	92122
2183	Tecolote Rec Center	4675 Tecolote Rd.	San Diego	CA	92110
1909	Tierra Santa Recreation	11220 Clairemont Mesa Blvd	San Diego	CA	92124
1513	Torrey Pines Lodge Main	11480 N. Torrey Pines	La Jolla	CA	92037
1916	War Memorial	3325 Zoo Dr.	San Diego	CA	92101
1548	Water Operations Division	5530 Kiowa Dr	La Mesa	CA	91942
2901	Water Services	525 B STREET	San Diego	CA	92101
2531	Willie Henderson Sport Co	1035 South 45Th Street	San Diego	CA	92113