

Resolution No. 2045

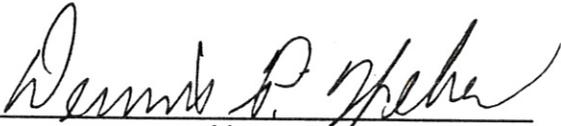
A RESOLUTION ADOPTING POLICIES FOR A FOOD AND BEVERAGE
CONCESSION AT LAKE SACAJAWEA PARK

WHEREAS, the Longview City Council wishes to adopt policies for allowing
mobile concession sales at Lake Sacajawea Park;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of
Longview as follows:

Section 1 Those polices, attached to this Resolution as Exhibit A, are hereby
adopted as the criteria for awarding a concession for the sale of food and beverages at
Lake Sacajawea Park.

PASSED by the City Council of Longview, Washington, and approved by its
Mayor this 27 day of Sept, 2012.



Mayor

ATTEST:



City Clerk

COPY

Exhibit A

Lake Sacajawea Concession Policy

Purpose

The City of Longview, through its Parks and Recreation Department, seeks a vendor to provide mobile food and beverage concession service at Lake Sacajawea Park. The concessions unit may not be left in the park overnight and is to be moved in and out of the park daily when in operation. The mobile vending unit is to be visually pleasing with the intent that it would not conflict with or substantially detract from the natural park surroundings.

The Parks and Recreation Department is committed to providing a high level of customer service and to generating maximum revenue through concession activities. The Parks and Recreation Department is pleased to offer an opportunity for a qualified food service proprietor to operate a mobile food service or snack bar type concession at Lake Sacajawea Park in a specified fixed location established in the Hemlock Plaza area (between the restroom and playground).

Responding concessionaires, either individual, non-profit organization, or company, shall demonstrate the ability to perform in this type of business, clearly articulate plans for the operation and guarantee compliance with applicable laws and regulations.

The selected concessionaire shall demonstrate the ability to implement a concession program that will meet the objectives of the Department as well as incorporate innovative ideas that are appropriate for this concession service. The Parks and Recreation Department will issue a Request for Proposals (RFP) to generate proposals to provide food service at Lake Sacajawea. The selected vendor will sign a contract and be issued a permit.

Concessionaire will pay an agreed upon percentage of their gross sales receipts to the city. The minimum percentage to be considered will be 10% with 15% being standard (Summer Concerts at the Lake series vendors pay 15%). This percentage is intended to cover utility and other direct costs incurred by the city.

This proposal is to establish a trial policy to allow one concessionaire and to be evaluated within one year and continued or discontinued at city council discretion.

At the City's discretion a mobile food service operator will accomplish the following:

- Optimize park visitor participation at Lake Sacajawea Park by providing friendly customer service and quality food and beverages at reasonable prices, thus resulting in the highest quality and service while enhancing revenues to the concessionaire and the City.
- The City reserves the right to restrict a concessionaire from a park special event, based on the type and nature of the event. Events which the concessionaire may not operate include Summer Concerts at the Lake, Go 4th Celebration (arrangements for Go 4th vendors are made through the Go 4th Festival Organization, not the City) and other events where nonprofit organizations have been granted the exclusive right to sell food and beverages.

- Display awareness of the demographics and special needs of the park users in providing concession services.
 - Operate the concession in a manner consistent with the Department's best management practices for cleanliness, maintenance, safety and sanitation.

Concessionaire Expectations:

- Dates, days, and hours of operation are negotiable. The intent is to provide concession services from Memorial Day weekend through Labor Day weekend. The concessionaire will specify in their proposal the dates, days and times to operate and may propose to operate as business dictates. If the concessionaire so chooses, the concession may propose to operate up to year round.
- Will be responsible for providing all labor, equipment, supplies and materials needed to provide a quality food service experience.
- Will be responsible for making sure that concession-related trash and rubbish is picked up in and around the immediate area.
- Recycles the concession's own used cardboard, metal, and plastic containers.
- Maintain equipment in wholesome appearance and good working condition and repair at no cost to the City.
- Make available for purchase healthy snack and beverage alternatives such as bottled water, teas, juices, pretzels, yogurt, raisins, nuts and fruit. Sales of items other than food and beverages will not be allowed.

Parks & Recreation Department Responsibilities:

- Establish location for mobile concession unit in the Hemlock Plaza area of Lake Sacajawea Park.
- Provide for electrical power for concessionaire and recover costs through concession fees.
- Provide city water to concessionaire and recover costs through concession fees.
- Maintain access to and service of restrooms.
- Provide picnic tables in the concession area if needed.
- Maintain trash and recycling receptacles and empty containers in accordance with established maintenance procedure and schedule.

Note:

1. No gas, coal, charcoal or similar portable cooking equipment is permitted inside or outside the concession unless:
 - a. The prior written approval by the Parks & Recreation Department has been obtained.
 - b. The City of Longview Fire Department has issued a fire permit.
 - c. Cowlitz County Health Department approval has been obtained.
2. The Concessionaire is required to check the existing electrical capacity of the concession site to ensure there is sufficient electrical capacity for your equipment.
3. The Concessionaire must supply the appropriate fire extinguisher for the concession.
4. No vending machines may be installed by the Concessionaire under this permit.
5. Neither tobacco products nor alcoholic beverages may be sold or used in the park.
6. No concession signage is to be posted in or around the park.
7. No Styrofoam containers may be used.
8. Items in glass containers may not be sold.
9. All condiments must be in plastic squeeze or pump containers.
10. Vendor advertising is permitted on the self-contained concession unit only.

11. The self-contained food unit must not exceed 20 feet in length and 8 feet in width.
12. The self-contained unit must remain in the designated location; no roving in the park is permitted.