



## REQUEST FOR PROPOSAL (RFP)- Extension

### BEVERAGE CONCESSION FOR FIESTA DE LOS REYES @ AT MARKET SQUARE

Issued by: Rey Feo Consejo Educational Foundation

Original Date Issued: 10.18.24

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#### I. INTRODUCTION

The Rey Feo Consejo Educational Foundation (the “Foundation”) is seeking bids from qualified vendors for beverage concession services for the Fiesta de los Reyes event (“Event”) at Market Square in downtown San Antonio. The goal of this RFP is to identify a vendor capable of providing consistent, efficient, and revenue-positive beverage services for a high-traffic event with an estimated attendance of up to 50,000 per day.

#### II. EVENT DETAILS

Event Name: Fiesta de Los Reyes - An Official Fiesta Event

Event Dates: The event will take place from the first Friday of Fiesta through the last Sunday of Fiesta. Any changes to these dates will be coordinated and negotiated with the selected concessionaire.

2025 - April 24 through May 4  
2026 - April 16 through April 26  
2027 - April 15 through April 25  
2028 - April 20 through April 30

Event Location: Market Square, Downtown San Antonio

Event Times: 10 AM to Midnight

Load-in/Load-out: Load-in on the Thursday before the event; Load-out on the Monday after the event.

Average Attendance: Up to 50,000 attendees per day

This RFP is intended to encourage vendors to demonstrate their expertise in beverage concession operations, safety practices, contract management, and financial stability. Vendors must provide a turnkey solution for all beverage concession operations, including alcohol and non-alcoholic drinks, for the duration of the event.

### III. SCOPE OF WORK

The selected vendor will be responsible for providing the following services:

1. Beverage Sales:
  - Manage all beverage sales for the event, including soft drinks, water, wine margaritas, beer, and may include mixed beverage drinks.
2. Staffing:
  - Provide and manage all staffing for beverage booths, ensuring that all staff are TABC certified.
3. Insurance and Indemnification:
  - Obtain and maintain liability insurance as outlined in the contract requirements.
  - Contractor will covenant and agree to FULLY IDEMNIFY and HOLD HARMLESS, The Rey Feo Consejo Educational Foundation and the employees, officers, directors, volunteer and representatives of the Rey Feo Consejo Educational Foundation for services it provides at the Event.
4. Cash Management:
  - Implement and oversee cash management procedures for each booth. This includes providing, at the cost of the vendor, security personnel to handle cash runners and ensure secure cash handling procedures throughout the Event.
5. Booth Rentals:
  - Responsible for booth rentals - Vendors are required to use the designated Event vendor for booth rentals to ensure a consistent and cohesive look across all beverage booths throughout the event. The booth rentals include set-up and breakdown.
6. Accounting and Reporting:
  - Maintain accurate financial records and provide the Foundation with timely and up-to-date reports, which may include interval and end-of-day electronic reports, to ensure transparency and accountability throughout the Event.
7. Compliance:
  - Ensure all operations comply with City of San Antonio ordinances, TABC regulations, and health department standards.
8. Joint Meetings:
  - The concessionaire will be expected to attend joint meetings with the Event Committee, the Event organizer, and other key stakeholders to ensure coordination and alignment with overall event goals. These meetings will address event logistics, safety protocols, and other operational matters.
9. Conflict of Interest:
  - Owners or principles of vendors may not be related, by blood or marriage up to the second degree to members of the Rey Feo Consejo Educational Foundation Board of Directors.

#### IV. OPERATIONAL REQUIREMENTS

The selected vendor will be responsible for providing and maintaining all necessary operational equipment, including but not limited to:

1. Point-of-Sale Systems:
  - Vendors must supply their own POS systems for efficient transaction handling.
2. Internet Capabilities:
  - Vendors are responsible for securing reliable internet connections to support their POS systems and other operational needs.
3. Electrical Needs:
  - Vendors must provide their own extension cords, surge protectors, and other electrical equipment required to keep booths fully operational throughout the event.
4. Backup Systems:
  - Vendors should ensure they have backup equipment or contingency plans to avoid operational disruptions.

#### V. RFP SUBMISSION REQUIREMENTS

To be considered, proposals must include the following:

1. Vendor Information:
  - Name, business name, address, email, phone number, and fax number.
  - A cover letter outlining the business concept for providing beverage services at the event.
2. References:
  - Provide at least three (3) references from past multi-day events.
3. Experience:
  - Detail your concession experience, financial stability, and ability to manage large-scale events.
  - Proof of the ability to obtain necessary permits, licenses, and liability insurance.
4. Compensation and Commission:
  - Detail the proposed percentage split with the Foundation, committed income, and accounting safeguards.
5. TABC Licensing:
  - Proof of the ability to obtain a TABC license at least 30 days prior to the Event.
6. Insurance Requirements:
  - Proof of insurance or ability to meet the contract insurance requirements (as outlined in Section VII).

## VI. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

1. Concession Business References:
  - At least three (3) references verifying successful past performance.
2. Compensation:
  - Committed income and proposed percentage split payable to the Foundation, and the vendor's ability to maximize gross receipts.
3. Concession Experience:
  - Demonstrated ability to manage all aspects of beverage concession operations, including financial stability, licensing, and compliance with health and safety regulations.
4. Compliance with Law:
  - Vendor must comply with all applicable state, federal, and local laws and ordinances, and be able to obtain all necessary permits and licenses.

## VII. CONTRACT REQUIREMENTS

1. Insurance:
  - The selected vendor must provide comprehensive general liability insurance with limits of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate. The insurance must be provided by a company with an A VII rating or better, and both the Foundation and the City of San Antonio must be named as additional insured parties.
  - Statutory Workers Compensation Insurance.
  - Products Liability Insurance with a combined single limit of \$1,000,000 per occurrence and \$2,000,000 annual aggregate.
  - All risk coverage on all automobile contracts related to facilities with a minimum limit of \$2,000,000 with not more than a \$1,000 deductible per occurrence.
2. Compliance with Law/Business License:
  - The vendor must comply with all state, federal, and city laws, including obtaining a City of San Antonio health permit.

#### VIII. SUBMISSION PROCESS:

1. Five (5) copies of the proposal must be submitted by **5 PM CST on December 13, 2024**. Late submissions will not be accepted.
2. Proposals may be mailed, emailed or hand-delivered to:  
Rey Feo Consejo Educational Foundation  
c/o Jacob Valenzuela  
4400 S Piedras, Suite #221  
San Antonio, TX 78228  
Jvalenzuela@reyfeoconsejo.org

#### IX. INTERVIEWS AND SELECTION TIMELINE:

1. Interviews may be conducted on the following dates: December 2nd through December 20th, 2024.
2. Vendor Selection: Final decision by December 27th, with notification by December 31st, 2024.

#### X. QUESTIONS AND CONTACT INFORMATION:

1. For questions, clarifications, or to schedule site visitations, please contact:

Jacob Valenzuela  
Phone: 210-325-2315  
Email: Jvalenzuela@reyfeoconsejo.org

Deadline for questions, clarifications, or to schedule a site visitation will be **5 pm on December 10, 2024**. We appreciate your interest in being part of Fiesta de los Reyes at Market Square and look forward to receiving your proposal.