

The PA Wilds Center for Entrepreneurship
Food Truck Services at Kinzua Bridge State Park
Request for Proposals

Summary

This RFP is for food vending truck services at Kinzua Bridge State Park for the 2017 season. This park is home to the Kinzua Skywalk and a new interactive visitor center. Visitation before the visitor center opened was 160,000/year and is expected to climb. We are looking for a vendor who can set up a food truck in the parking lot full time during peak season and on weekends in the shoulder season as weather permits. We are looking for an individual or firm that can provide great customer service, inspired food and beverage offerings, and an ambiance that fits the park and reflects the creativity, hospitality and resourcefulness that define the Pennsylvania Wilds region.

RFP Issued: Dec. 2, 2016

Questions deadline: Dec. 21, 2016

Responses Due: Jan. 6, 2017 (5 p.m.)

Send questions and/or proposals to: Abbi Peters, Managing Director, at apeters@pawildscenter.org

Terms: negotiable.

Timeline: Have contractor in place by Feb. 1, 2017 (to begin service in Spring)

About Our Organization

The PA Wilds Center for Entrepreneurship, Inc. (PA Wilds Center) is a 501(c)(3) nonprofit whose mission is to work with partners to grow the nature and heritage tourism industry in the Pennsylvania Wilds region in a way that creates jobs, diversifies local economies, inspires stewardship and improves quality of life.

The Pennsylvania Wilds, one of the state's 11 official tourism regions, is a large rural area that covers about a quarter of the Commonwealth and is home to about 4 percent of the state's population. The 12 1/2 –county landscape is known for its two million acres of public land -- more than Yellowstone National Park. It also boasts two National Wild & Scenic Rivers, the largest wild elk herd in the Northeast and some of the darkest skies in the country. It has a rich oil and lumber heritage.

Many local partners are involved in the regional movement to marry conservation and economic development through nature and heritage tourism development. The PA Wilds Center is the coordinating entity among these partners.

The PA Wilds Center's work is sustained through program fees, foundation and government grants, private-sector donations and entrepreneurial activities related to the Pennsylvania Wilds brand. The PA Wilds Center also operates several programs, including the PA Wilds Conservation Shop gift shop at Kinzua Bridge State Park, which showcases locally-made products from The Wilds Cooperative of PA.

Project Scope

This RFP is for food vending truck services at Kinzua Bridge State Park for the 2017 season. This park is home to the Kinzua Skywalk and a new interactive visitor center. It is also home of the Kinzua Bridge Festival, a two-day event that typically draws about 10,000 people to the park in mid-September.

We are looking for a vendor who can set up a food truck in the parking lot full time during peak season and on weekends in the shoulder season as weather permits. We are looking for an individual or firm that can provide great customer service, inspired food and beverage offerings, and an ambience that fits the park and reflects the creativity, hospitality and resourcefulness that define the Pennsylvania Wilds region.

Vending Season

The contract would run from January to December, but services would only be required part of the year. The vending season would be:

January-March: vendor's call (weekends if desired)

April-May: weekends (or more if desired)

May (Memorial Day) to September (Labor Day): seven days

October: Five days

Nov-December: vendor's call (weekends if desired)

Equipment Requirements

Contractor can leave food truck parked at site.

The site currently includes:

- electrical and water hook ups (The site is equipped with 50-amp service, with two 110 outlets. Water is available via a water spigot within reach by a garden house, hose may not stay hooked up when not in use.)
- trash/recycling service (Trash & recycling receptacles are provided in the site area and will be emptied daily by DCNR staff. If cans fill prior to the close of business for the day, the vendor can take bag out and DCNR staff will pick up as they pass. The vendor is responsible for ensuring the site area is kept clean and free of debris.)
- picnic tables and pavilion for patrons
- public restrooms
- large parking lot
- visitor center with interpretive exhibits and Skywalk
- Cell/internet capabilities (Verizon has service in the area; vendor would be responsible for hooking up their own service.)

Requirements of vendor:

- A kitchen that meets all government health and safety standards
- Ability to take credit cards and issue receipts
- Point of Sale system for easy tracking and reporting
- Inspired food and beverage menu, including ability to serve warm drinks on cooler fall days
- Liability insurance

Other Vending at the Site

One beverage vending machine and one food vending machine are located inside the visitor center. The machines are wrapped with graphics to fit the theme of the visitor center and operated by another vendor.

Term & Budget Details

The term of this contract will be one year with the option to renew if both parties are satisfied with the arrangement. For the first year, vendor will be required to pay \$100/month for a site rental fee. No other commissions will be taken. Vendor will be required to submit a Profit & Loss statement quarterly showing sales, expenses, and net profits at the site. Upon renewing the lease, the vendor's previous year's P&L will be considered when setting commission rates. A standard concessionaire rate (3-5% of net profits) will be applied if appropriate.

Proposal Requirements

Please submit your proposal in pdf format to apeters@pawildscenter.org by COB Jan. 6, 2017. Files over 2MB should be sent using a Dropbox or similar file share method. Include the following in your proposal response:

- Cover letter summarizing your qualifications
- In your proposal, please briefly describe:
 - Your operation: include organizational structure, years in operation, number of employees, other sites or events the company serves, certifications, insurances, and history in the food business.
 - Equipment: briefly describe your food truck kitchen equipment and capabilities, as well as the exterior of the truck, current or future truck wrap ideas, and if you will create or have additional wayfinding signage to place around park. Please submit pictures of interior and exterior of food truck and any signage. If not already wrapped, submit examples of similar concepts so we can visualize your idea. State date by which interior and exterior of food truck would be ready to go.
 - Point of Sale System: briefly describe the POS your company utilizes.
 - Menu: Submit a copy of your proposed menu(s). If your company does any local sourcing, please include a brief description. Please note soft goods/gift items are sold inside the visitor center under another lease and are not allowed to be sold from the food truck.
 - Hours of Operation: What hours would you be open during each of the seasons? The visitor center is open 8 a.m. to 6 p.m., 7 days/week during peak season (currently April to early November) and 8 a.m to 4 p.m. Monday-Saturday during the shoulder season.
 - Staffing: Briefly describe how many staffers you will utilize in the operation of the food truck.
 - Are you a member of The Wilds Cooperative of PA? If not, would you be willing to join The Cooperative as a Creative Services Partner if you are selected? (\$105/year). Would you be willing to use The PA Wilds logo or The Wilds Cooperative logo on your food truck wrap if appropriate (free with permission)?
 - Social Media: Please include any social media handles your business currently uses, or if you are listed on Yelp or Trip Advisor.
 - Other: Please include any other information or stipulations you feel we should consider.
 - Please list 3-5 references

RFP & Project Timeline Details

RFP Issued: Dec. 2, 2016

Questions deadline: Dec. 21, 2016 Interested applicants may send their questions to Managing Director Abbi Peters, apeters@pawildscenter.org on or before Dec. 21 (questions will be responded to within 48 hours).

Responses due: Jan. 6, 2017 (COB)

Thank you for your interest in responding to this RFP. We look forward to your response.

If you have any questions, please contact Abbi Peters at apeters@pawildscenter.org.