



## REQUEST FOR PROPOSALS

### FOR THE OPERATION OF FOOD TRUCK/CART VENDORS

### FOR THE MUSIC AURORA CANADA 150 SUMMER MUSIC EVENT

Saturday, August 5<sup>th</sup>, 2017

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#### **I. RFP Overview**

Music Aurora is seeking proposals for food vendors for our Canada 150 Summer Music Event to be held in the Aurora Town Park, Saturday, August, 5, 2017 from 4-10:30pm.

#### **II. Background**

Music Aurora is a registered not-for-profit organization whose mission is to foster a vibrant and active music scene in the community of Aurora and area for the benefit of its residents, local musicians, schools and businesses that support the music industry and live programming.

This free summer music event unites Canada's 150th Celebration with "Canada's Birthday Town" Aurora and Music Aurora's proven ability to throw an awesome and memorable music show. This a community event for all ages.

The afternoon will start with emphasis on youth performances, leading into local bands, and finishing off the evening with three outstanding headline acts (Line-up TBA).

The expected attendance for this event is between 3000-5000 people.

The Canada 150 Summer Music Event will be happening rain or shine.

#### **III. Proposal Submission**

Those wishing to provide food and beverage services shall submit a request for consideration via the online vendor application form at <http://musicaurora.ca/vendors/> or to Danielle Grattage by email to [dgrattage@musicaurora.ca](mailto:dgrattage@musicaurora.ca), by Friday, June 30, 2017 at 4:00pm.



#### **IV. Description of Concession Location**

The Aurora Town Park is Centrally located in the heritage downtown core (Yonge & Wellington Street area) at 49 Wells Street Aurora, ON, L4G 1H1. Food Vendors will be lined up along the North edge of the park along Mosley Street. Electrical power and utility connections are not available in this location; however, we will provide access to an exterior municipal water tap.

#### **V. Scope of The Proposal**

##### **Form of Request for Proposal**

Responses shall be submitted via e-mail. Response shall be brief and summarize qualifications in a few paragraphs. Include name of business, name of primary contact, along with e-mail and phone number.

##### **Fees and Policies**

Concessionaire shall pay Music Aurora a fee of \$200, or \$50 plus credit of 30 \$5.00 food vouchers for use by Festival Volunteers (See details below). Fees will be used to fund future Music Aurora community initiatives.

Concessionaire must be licensed to operate in The Town of Aurora and comply with any York Region Public Health and safety requirements and regulations.

Concessionaire must apply to York Region Public Health for a vendor Permit.

Concessionaire must not serve or sell alcohol.

As Music Aurora is a not-for-profit organization we rely heavily on our dedicated volunteers. During our Summer Music event, we would like to take care of our volunteers by providing one "Food Voucher" for each volunteer working at the event. The value of the voucher will be \$5.00 and we will create 30 designated per food vendor. We request that you partner with us and accept the voucher at face value towards food and drink items at your truck, at no expense to the volunteer or Music Aurora. If the volunteer wishes to exceed the \$5.00 voucher limit, they can pay the difference for those items directly to you. This food voucher is a way to off-set their meal expenses and a way of thanking them for their volunteered time. We sincerely appreciate your support.



### **Food Options**

Preference will be given to proposals that include or highlight a diverse range of food options, including but not limited to healthy, local, and affordable food options. Non-meat options and possibly vegan options are encouraged but not required.

### **Low Waste**

Preference will be given to proposals that include plans for low waste or compostable serving materials.

### **Payment Options**

Preference will be given to concessionaires that accept cash and offer the option of accepting payment via other formats in addition.

### **Licenses**

The Concessionaire shall pay all taxes and license fees (food permit) applicable in the Town of Aurora.

### **Event Setup, Teardown, and Cleanup**

Access for setup will begin at 2:00 pm August 5, 2017. Concessionaire must be prepared to begin serving by 4:00 pm.

The Concessionaire shall maintain a clean space surrounding their cart during and at completion of the event.

Event begins to wrap up around 10:00pm and the park shall be cleared by 11:00pm.

### **Employees**

The Concessionaire is responsible for their own staffing needs to support sales and distribution.

## **VI. Contents of Response**

- A. Respondents shall submit in their proposal a description of their company and experience.
- B. Respondents shall submit a list of food and beverage items to be offered and their respective pricing. Selected Respondents shall post all prices for the foods and beverages offered in an area easily viewed by customers.



- C. Respondent shall describe the planned physical footprint (measured dimensions) of concession booth and general setup of space (service window, doorway access, menu board, etc). Photos from previous events are helpful.

## **VII. Evaluation of Proposals**

Proposals will be evaluated upon the following criteria:

- A. Acceptance of fees and Town of Aurora Permitting.
- B. Demonstration that concessionaire is capable of or has experience serving food at similar events.
- C. Availability of diverse food options, in terms of cost, sourcing, and dietary variety.
- D. Consideration is made toward use of low waste products.

## **VIII. Other Information**

Questions can be directed to Danielle Grattage by email at [dgrattage@musicaurora.ca](mailto:dgrattage@musicaurora.ca), up to Wednesday, June 29, 2017 at 4:00 pm.

As a free event, the Canada 150 Summer Music Event visitor attendance is unknown and anticipated to be between 3000-5000 people. The food vendor must be prepared for these numbers; however, Music Aurora assumes no guarantees.

Music Aurora, event committee, and volunteers, shall not be held responsible for any incidents foreseen or otherwise as a result of any negligence.

The Music Aurora event committee reserves the right to refuse any persons or activities that do not adhere to event rules and regulations.

### **Proposal Acceptances**

Music Aurora reserves the right to accept a proposal in whole or in part, to reject any and all proposals, and to negotiate separately, as necessary, to serve the best interests of the event. Selected vendors will be notified by July 3, 2017.