



City of Prescott
Request for Proposal

Municipal Marketing Partnership
For
Non-Alcoholic Pouring Rights

REQUEST FOR PROPOSAL
MUNICIPAL MARKETING PARTNERSHIP FOR
NON-ALCOHOLIC POURING RIGHTS

The City of Prescott is seeking to develop an exclusive long-term (10 years) partnership with a non-alcoholic beverage distributor to provide beverage service for all City facilities and City sponsored events. The intent of this proposal is to initiate a process that will result in an exclusive beverage vending agreement that will generate revenue for new capital and program improvements to City properties and facilities and consolidate the management, servicing and accounting of beverage sales in City-occupied facilities under a master contract.

The partnership agreements would include providing the official beverage distributor with territory exclusivity, category exclusivity, use of the City's logo and marks, signage, access to points of sale, access to City publications, direct mailings, special events and the provision of exclusive vending locations on City properties including all city parks. The proposal submitted and the contract, if awarded, shall be in complete accordance with this request for proposal, City of Prescott specifications, all Codes and requirements referenced therein.

**REQUEST FOR PROPOSALS
FOR CITY MUNICIPAL MARKETING PARTNERSHIPS**

I. INTRODUCTION	4
II. WELCOME TO THE CITY OF PRESCOTT	4
III. ANNUAL EVENTS	4
IV. PARKS AND RECREATION FACILITIES	5
V. TYPES OF SERVICE	7
Fountain Requirements	7
Vending Requirements	8
Case Sales	9
VI. SERVICE REQUIREMENTS	9
1.0 General Requirements	9
2.0 Vending Requirements	9
3.0 Concessions Operation	10
4.0 Vending Service	11
VII. MAINTENANCE REQUIREMENTS	12
VIII. NAMING RIGHTS OPPORTUNITIES	13
IX. PROPOSAL CONTENTS AND FORMAT	13

I. INTRODUCTION

The City of Prescott is seeking to develop an exclusive long-term (10 years) partnership with a non-alcoholic beverage distributor to provide beverage services for all City facilities and events and as a method of generating revenue for new capital and program improvements to City properties and facilities. The scope of such partnership agreements would include providing the official beverage distributor with territory exclusivity, category exclusivity, use of the City logo and marks, signage, access to points of sale, access to City publications, direct mailings, special events, and the provision of exclusive vending locations on City properties, specifically the Parks and Recreation Department and the Prescott City. The partnership would also extend naming rights to the official beverage distributor for those capital improvements enabled by financial contributions from the distributor (i.e. rodeo fairground bleachers, banquet facility improvements, scoreboards, Aquatic Center, etc.)

To determine the best corporate partner and the exact benefit package and distributor financial contribution that will be required in a partnership agreement, the City has provided the attached Request for Proposals (RFP) document for completion. Please respond to the attached RFP questions as completely as possible. Firms may include sample pictures or drawings to illustrate how the firm is proposing to implement the marketing partnership proposal.

II. WELCOME TO THE CITY OF PRESCOTT

The City of Prescott is pleased to announce its innovative approach to enhance public service delivery through long-term partnerships with commercial enterprises. This exceptional opportunity opens the door to long-standing, exclusive, up close and personal sales and promotional access to the tens of thousands of people that live, visit, work and play in one of the most advanced cities in America.

As Arizona's First Territorial Capital, Prescott is conveniently located 90 miles north of metro Phoenix and 90 miles south of Flagstaff. With a population over 42,000, Inc. Magazine ranks Prescott #3 of 393 cities in its Boomtowns '07 list of The 10 Top Cities. Prescott was also chosen as one of the Dozen Distinctive Destinations in the United States by the National Trust for Historic Preservation. Prescott has received numerous other distinctions and, as Arizona's Official Christmas City, is proud to promote "Everybody's Hometown" as a popular tourist destination. Prescott is proud to welcome future marketing partners to the City and is certain that you will find everything you need to secure a solid and profitable partnership. Here are just a few reasons why...

Prescott is host to multiple special sports events and tournaments annually - home to the World's Oldest Rodeo, the Arizona Softball Association and many youth, scholastic, and collegiate events annually.

At the City of Prescott's core values is the family and quality of public spaces. Prescott is rapidly becoming known for its public art and facilities as well as becoming a tourist destination for those traveling to larger markets.

There are numerous recreational and historical sites located in and around the City's boundaries. With 90 holes of public golf, five area lakes, a mild four-season climate, 450 miles of recreational trails, galleries, antiques, museums, boutiques, restaurants and casinos, it's all here in Prescott!

III. ANNUAL EVENTS

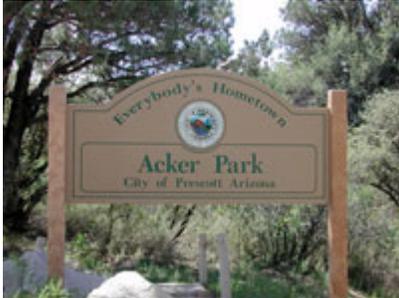
- Prescott Frontier Days and World's Oldest Rodeo – June 29th – July 4th
The City of Prescott recently acquired the home of the World's Oldest Rodeo, Prescott Rodeo Fairgrounds, from Yavapai County. Prescott Frontier Days and the World's Oldest Rodeo attract more than 20,000 visitors annually in July. As new owners of this venue, the City recognizes its potential and is working on adding new events throughout the year. Currently, only concessions services are available at the Fairgrounds.
- Fourth of July Celebration at Pioneer Park
This is a daylong event with games, inflatables, food and craft vendors and, of course, fireworks. In 2007, this event was attended by over 10,000 people.

IV. PARKS AND RECREATION FACILITIES

The City's Parks, Recreation & Library Department provides programs which benefit thousands of citizens and visitors in the greater Prescott area.

With numerous parks, lakes and 450 miles of trails, City residents enjoy wide playing fields, picnic areas, and activities ranging from basketball, skateboarding, jogging, tennis, bike riding, volleyball and baseball.

The City of Prescott takes pride in providing quality facilities with a positive and inviting appearance for citizens, visitors and City staff. The following is a listing parks and facilities with their amenities and addresses:



Acker Park

421 S. Virginia St.

- Hiking trails with interpretive signs
- Trail head
- Picnic sites
- Restrooms
- Children's play area
- Public art projects



Flinn Park

280 S. Josephine

- Small ball field
- Children's' play area
- Basketball court
- Ramada
- Restrooms



Goldwater Lake

Senator Highway

- 15-acre lake with dock/boat launch (no gas motors)
- Restrooms
- Ramada/picnic tables/sites (handicapped access)
- Children's play area, Sand volleyball court
- Hiking & horseshoe pits



Granite Creek/A.C. Williams Park

554 N. Sixth Street

- 1/2-mile jog path, access to Mile-High Trail System
- Restrooms
- Ramadas & picnic tables/sites
- Children's play area, large turf and shaded areas
- Sand Volleyball/Horseshoe pits



Heritage Park / Willow Lake Park

1497 Heritage Park Rd.
Boat launch/dock - no gasoline motors
Picnic ramadas & children's play area
Fishing & fish cleaning stations
Rest rooms, Multi-use trail around the lake
(4) softball fields, announcers booths, bleachers
Concession stand during games



Ken Lindley Complex

702 E. Gurley St.
2 ball fields
Skate park
Children's playground
Snack bar
Restrooms
Large ramada, picnic tables & barbecue grill



Mike Fann Community Skate Park

702 E. Gurley St.



Grace M. Sparkes Activity Center

Old Armory at 824 E. Gurley St.
Gymnasium, The Zone – free Teen recreation
Multi-purpose meeting rooms
(4) outdoor tennis courts



Watson Lake Park

Highway 89
Boat launch & Courtesy dock
Fishing & Fish cleaning stations
Picnic ramadas & tables, barbecue grills
Showers for campers (Summer only)
Restrooms & playground equipment
Horseshoe pits & hiking trails



Willow Creek Dog Park

3181 Willow Creek Road

Shade ramada, benches, and tables
 Walking path around fence line
 Small dog area for dogs under 14 pounds
 Water fountains for people and dogs



Pioneer Park (4th of July celebration)

1200 Commerce Drive

3 softball fields	1 baseball field
3 soccer fields	3 football fields
Snack bar	Restrooms
Ramadas	Children's play equipment
10K and 2 mile hiking/jogging trails	

Leroux Mini-Park

536 W. Leroux St.

Peppertree Park

220 W. Delano

Children's play equipment, barbecue grill, picnic table, pesticide free

Roughrider Park/Bill Valley Field

621 N. Washington Street.

Softball field	Little League field	Yavapai College baseball field
6 tennis courts	2 announcers booths	Snack bar
		Restrooms

Jim McCasland Park

3181 Willow Creek Road

Ball field	Ramada	Barbecue grills	Restrooms
Playground equipment	Sand volleyball court	Horseshoe pits	

V. TYPES OF SERVICE

The resulting Agreement shall cover three (3) types of beverage sales: full service vending (vending machines), fountain sales (if appropriate, and at the option of the City) and case sales. Agreement pricing for fountain and case sales shall extend to organizations affiliated with the City.

Fountain Requirements



The Elks Opera House is our historic theatre located in downtown Prescott. It has been (and continues to be) extensively renovated to become a premier venue for northern Arizona. The Elks hosts roughly 100 performances each year (this number has steadily increased) and has annual sales of \$22,000 which does not include the new concession equipment installed in November 2007.



The Manzanita Grille Restaurant is located at Antelope Hills Golf Courses and enjoys increasing annual sales of just under \$1,000,000.00. The Grille serves breakfast, lunch and dinner as well as providing banquet facilities and golf course cart service. Chef Joel Sugahara offers traditional America fare with worldly influences. The “Old Club House” is equipped with a full bar, stage and dance floor.



Antelope Hills Golf Courses features (2) 18-hole courses and enjoys a steadily increasing 86,000 plus rounds of golf annually. The North Course is a traditional layout which features tree lined fairways and fast bent grass greens and the South Course features open fairways, generous mounding, large undulating greens and panoramic views of the surrounding mountains and granite rock formations.

At 5,000 feet in elevation, Antelope Hills makes for a great escape from the summer valley heat. Temperatures can average 15 to 20 degrees cooler than the Phoenix area. For those who would like to fly in and play a round of golf, Antelope Hills is located next to Prescott Municipal Airport (Ernest A. Love Field).

Antelope Hills hosts over 200 tournaments and events annually. Among the list of tournaments are the Arizona Golf Association’s Father & Son, Northern Arizona Amateur, Arizona State Boys Championship, Southwest Section PGA State Junior Championship, Smoki Amateur and the M.S. Charity tournament.

Vending Requirements

The following are vending unit requirements by facility/location however, there may be additional areas not specifically identified in this RFP:

Antelope Hills Golf Courses – 5930 Wilkinson Drive
Maintenance Facility - (1) can beverage vending unit

City Hall – 201 S. Cortez St.
(1) can beverage vending unit

Ernest A. Love Field (Airport) – 6546 Crystal Lane (may require FAA approval of contract)
Terminal – (1) can beverage vending unit
Administration – (1) can beverage vending unit

Engineering Services, 430 N. Virginia St.
(1) can beverage vending unit

Field Operations – 2800 Sundog Ranch Rd.
(1) can beverage vending unit
(1) bottle beverage vending unit (i.e. to include Gatorade, energy drinks)

Fire Department – (5) stations within the City of Prescott
(1) can beverage vending unit per station

Prescott Public Library - 215 E. Goodwin St.
(1) can beverage vending unit

Grace Sparkes Activity Center – 824 E. Gurley St.
(1) can beverage vending unit

(1) bottle beverage vending unit

Skate Park – 125 N. Arizona St.

(1) can beverage vending unit

(1) bottle beverage vending unit

Goldwater Lake Park –

(1) can beverage vending unit

(1) bottle beverage vending unit

Pioneer Park – 1320 Commerce Dr.

Parks Maintenance Facility - (1) can beverage vending unit

Pioneer Park, Heritage Park and Ken Lindley Ball Fields

Concession Stand operated by Lessee – possible need for gun, fountain, can and/or bottle beverages

Bill Vallely (Roughrider) Park

Concession Stand operated by Lions Club and Prescott Little League with City-sponsored events operated by Lessee – possible need for gun, fountain, can and/or bottle beverages

Prescott Police Department – 222 S. Marina St.

(1) can beverage vending unit

(1) bottle beverage vending unit

Prescott Regional Communications Center – 216 S. Cortez St.

(1) can beverage vending unit

Case Sales

Although the City anticipates that most sales will be generated through vending machines, a small percentage may be generated directly by case sales. Any product authorized by the City to be sold in vending machines can be sold through case sales. All issues related to case sales will be decided by the Contractor and the City during the negotiation of the Agreement.

VI. SERVICE REQUIREMENTS

1.0 General Requirements:

- 1.1 The contractor shall provide soft drinks and related products, equipment, supplies and services as specified herein in accordance with the terms and conditions of this Request for Proposal.
- 1.2 The contractor shall furnish, deliver, install, service and maintain all required equipment and shall furnish and deliver all required products and supplies as specified herein.
- 1.3 The contractor understands and agrees that the required products, equipment, and supplies will be used in the facilities and parks identified, but not limited to, above.
- 1.4 The contractor understands and agrees that any current vending contracts shall continue until expiration unless otherwise agreed by the vending contractor.

2.0 Vending Requirements:

- 2.1 Vending Service: Includes a variety of canned soft drink, bottled soft drink, bottled water, canned juice drink, bottled juice drink, sports drink (Isotonics) vending machines, all of which are positioned at various locations throughout City facilities and Parks.
- 2.2 Full Service Vending:

3.0 Concessions Operation: If awarded a contract for the Beverage Rights, the contractor shall comply with the following requirements:

- 3.1 The contractor shall furnish, deliver, install, service and maintain at no additional cost to the City all soft drink dispensing equipment which shall include, but may not be limited to fountain heads, attachments, dispenser racks, cabinets, installation parts, ice making machines, and canisters containing carbon dioxide. "Cabinets" as referred to herein shall be defined as the enclosure around soft drink dispensing equipment and is not intended to refer to any kind of storage device.
- 3.2 The City will furnish, at its expense, appropriate utility connections for the equipment required herein, with the exception of carbon dioxide canister connection lines which must be furnished by the contractor.
- 3.3 The contractor shall install the required equipment in the concession stands/areas noted in this proposal. The contractor shall also install and/or provide equipment at other locations at which concessions are deemed necessary, as requested by the City.
- 3.4 The contractor must provide equipment for the Concessions Operation which may be in the form of a gun dispensing unit or fountain.
 - 3.4.1 Carbonation Units: Must work in conjunction with the valves in the dispensing units specified above.
 - 3.4.2 Portable Post Mix Machines: Must be capable of dispensing product with electrical hook-up only.
 - 3.4.3 Portable Pre-Mix Bars: Must dispense from canisters or bag in box. Syrup lines must be ice cooled, requiring no electricity. The dispensing units must not rise above the top of the bar. Gun-type dispensing heads are preferred. Each dispensing unit must offer a minimum of four (4) product selections. The bars must be made of polyethylene and must be designed such that they can be disassembled for cleaning and have a detachable front to provide access to the storage area. The design of the bars must be acceptable to the City. The City can accommodate five (5) such bars.
 - 3.4.4 Coolers: Bins shall be provided as determined by the City and contractor.
 - 3.4.5 All equipment must be NSF approved and shall be the latest in state-of-the-art technology. Any equipment deemed by the City to be inadequate or unacceptable must be replaced by the contractor immediately upon request.
- 3.5 The contractor must supply 16, 24 & 32 ounce paper cups for all City events at no cost to the City.
- 3.6 All syrups provided by the contractor must be premium products, and all syrups stocked by the contractor (colas, lemon/lime, diet or sugar free, caffeine free, fruit flavored products, etc.) must be available to the City under the terms of the contract. Any flavor or selection added to the contractor's offerings during the term of the contract shall be available to the City at a price consistent with contract prices.
- 3.7 All post mix syrups must be provided in bag-in-the-box containers, and all pre-mix syrups must be provided in canisters unless otherwise specified.
- 3.8 The contractor understands and agrees that all flavor/product selections for each location will be made by the City.
- 3.9 Unless otherwise specified by the City, all signs, menu boards, etc., required in the Concessions Operation must be supplied by the contractor. However, all such signs, menu boards, etc., must be approved by the City as to location, size, and content.
- 3.10 The contractor shall make deliveries for each facility or park to the location specified at the time the order is placed. Deliveries will typically be made to the receiving areas of each facility or park. On occasion, special events may be scheduled which require canned products to be available. On such occasions, the contractor must deliver ordered products to the location of the special event if so requested.
- 3.11 The contractor must submit invoices for products ordered to the individual who places the order at the address specified by such individual. All invoices must be in accordance with contract prices.

- 3.12 The contractor is advised that, on occasion, special events are scheduled by groups or organizations that will require serving a product brand(s) not offered by the contractor. The contractor explicitly agrees and understands that the City shall have the right to supply and serve brands other than those covered by the contract for such special events.

4.0 Vending Service – Product for Full-Service Vending: The contractor shall comply with the following requirements:

- 4.1 The contractor shall furnish, deliver, install, service and maintain at no additional cost to the City all canned and bottled soft drink/water and juice drink vending machines. The contractor must also provide a double door cooler for use by the City's in-house vending operation
- 4.2 The City will furnish, at its expense, appropriate utility connections for all required vending machines. However, the contractor must assist the City in augmenting the vending machines with energy savings devices, as requested by the City.
- 4.3 All canned and bottled soft drink/water and juice drink vending machines shall be filled and maintained with product by a City-designated party who will purchase product from the contractor.
- 4.4 The contractor shall install the required canned and bottled soft drink/water and juice drink vending machines throughout the City in locations determined by the City. The capacities of such machines will also be determined by the City. Vendor shall assume all risk and responsibility for any loss, destruction, or damage occurring to the machines or other vending equipment. In the event of any loss due to theft, fire, accident, disruption of utility services, vandalism, spoilage or other similar causes from said machines, the loss shall be borne by the Vendor.
- 4.5 The contractor shall remove or change the location or capacity of identified canned and bottled soft drink/water and juice drink vending machines as requested by the City. The contractor will be provided with ample lead time in such instances.
- 4.6 The contractor must provide vending machines which comply with the following specifications:
 - 4.6.1 Must have a one (1) dollar bill validator and a multi-price coin mechanism (CoinCo or compatible equivalent). Must dispense twenty (20) ounce plastic bottles, as applicable. Machine capacities for twenty (20) ounce plastic bottles will be approximately 50% of the capacity of the vending machines for twelve (12) ounce cans. The decor of all juice drink vending machines must indicate the brand of juice contained therein.
 - 4.6.2 All machines must be the latest in state-of-the-art technology. Any machines deemed by the City to be inadequate or unacceptable must be replaced by the contractor immediately upon request.
 - 4.6.3 The contractor is advised that there are currently two (2) canned soft drink, five (5) bottled soft drink/water vending machines provided by Coca-Cola all of which are positioned at various locations on the City's campus. Additional equipment deemed necessary by the City must be provided by the contractor.
- 4.7 The contractor must, at all times, maintain ample stock of all products dispensed and sold in the vending machines.
 - 4.7.1 The City shall have the exclusive right to select the various flavors or kinds of products to be vended. It is the intent of the City to ensure the majority of products vended in the contractor's machines are nationally advertised brand names of first quality.
 - a. If required in writing by the City, the contractor must remove products which do not, in the opinion of the City, meet the required criteria.
 - b. If required in writing by the City, the contractor must furnish additional products in the vending machines as customer demands change and new products become available.

- 4.7.2 The contractor explicitly understands and agrees that the City will determine product pricing and that any increase in such pricing shall be at the sole discretion of the City.
- 4.8 Personnel and Service Requirements:
- 4.8.1 The contractor must, at all times, maintain ample stock of all products dispensed and sold in the vending machines.
- 4.8.2 The contractor must service and stock the vending machines according to a schedule which ensures that the vending machines never become empty of any of the products or have products in them which have expired.
- 4.8.3 The contractor must provide trained, experienced route service/sales personnel for the vending machines. Such personnel must have relevant knowledge, skills, and abilities to provide effective and efficient vending machine service.
- 4.8.4 All employees of the contractor working on City premises must meet the standards of conduct, appearance, service, and integrity established by the City. The contractor's employees must be courteous to all people encountered while on City premises.
- 4.8.5 While on City premises, the contractor's personnel must wear uniforms and have name badges or similar identification that distinguishes them as employees of the contractor.

VII. MAINTENANCE REQUIREMENTS:

The contractor must have trained, competent repair persons available to make repairs to equipment as needed. The contractor must provide the name(s) and telephone number(s) of assigned service personnel to designated representatives for each awarded operational area so that malfunctions may be reported immediately.

- 6.1 Routine Repairs: The contractor's response time for routine repairs must be within twenty-four (24) hours following notification.
- 6.2 Time-Sensitive Repairs: The contractor's response time for time-sensitive repairs, such as during Special Events or theatre performances, must not exceed four (4) hours following notification.
- 6.3 On-Site Technician: The contractor must provide an on-site technician to immediately respond to repairs for major events at the City and at other venues if requested.
- 6.4 Failure to respond to service calls in a timely manner, as required by the contract, shall be deemed a material breach of contract duties and shall entitle the City to perform either or both of the following, as deemed in its best interests.
- 6.4.1 The City may cancel any portion of the contract affected by the contractor's breach or failure to perform by providing the contractor with written notice of such cancellation. Prior to issuing such a notice, if appropriate, the City shall provide the contractor with one (1) opportunity to cure the breach within a reasonable period of time. Should the City exercise its right to cancel the contract, the cancellation shall become effective on the date specified in the notice of cancellation sent to the contractor.
- 6.4.2 The City shall recover from the contractor all lost profits or, when lost profits cannot be determined with certainty, the City shall recover from the contractor an amount equal to twenty-five percent (25%) of all gross sales for each affected operational area for the period affected by the contractor's breach or failure to perform. For purposes of this paragraph only, gross sales shall be computed by multiplying the highest gross sales for any month for each affected operational area by the number of months the contract is affected by the contractor's breach or failure to perform. The City's recovery shall be equal to twenty-five percent (25%) of that amount.

VIII. NAMING RIGHTS OPPORTUNITIES

In addition to beverage distribution opportunities, the City of Prescott has the following naming opportunities for the proposer who will provide significant financial contribution in support of the repair, renovation, or construction of any the following facilities:

1. Construction of a new Aquatic Center as identified in the Parks & Recreation Master Plan
2. Renovation of the Grandstands at the Prescott Rodeo Grounds – Home of the World's Oldest Rodeo
3. Construction of a new Recreation Center as identified in the Parks & Recreation Master Plan.
4. Renovation of the Main Terminal at Prescott Airport (Ernest A. Love Field)
5. Construction of Minor League Baseball Stadium
6. Renovation/remodel of the Manzanita Grille Restaurant at Antelope Hills Golf Courses
7. Renovation and relocation of the cart area at Antelope Hills Golf Courses
8. Renovation/remodel of the Clubhouse at Antelope Hills Golf Courses
9. Renovation of parking lot landscaped areas located at Prescott Airport (Ernest A. Love Field)
10. Equipment purchases (regenerative air sweeper and/or snow removal broom attachment) to maintain parking lot areas at the Prescott Airport (Ernest A. Love Field)

IX. PROPOSAL CONTENTS AND FORMAT

Submitted proposals must follow the format outlined below and all requested information must be supplied. Failure to submit proposals in the required format may result in elimination from proposal evaluation.

- Cover Letter – Must include the name, address, and telephone number of the company, and be signed by the person or persons authorized to represent the Beverage Distributor.
- Table of Contents – Clearly identify material contained in the proposal by section and page number.
- Introduction – Describe and demonstrate an understanding of the partnership concept and objectives described in this RFP and the overall approach to the partnership, including the relationship and objectives to be achieved by the Beverage Distributor. Outline the proposal foundation.
- Proposal Details – Describe the details of the proposal, addressing at a minimum facility and event coverage, marketing efforts, City responsibilities, agreement details, revenue details and exclusivity definitions. Specifically address the following questions:
 - What vending opportunities are you seeking? How many sites? How many machines per site? Have you identified specific locations? What non-traditional sites have worked well for your company? What products would be included at these sites? What are the top selling vending items you would include? Within your industry what kinds of product lines will be forthcoming in the years ahead? Do you have the means to dispense coupons?
 - Please describe in detail your proposal including specific terms and payment structures.
 - Describe the language you wish to have included in the proposed agreement regarding territory and category exclusivity.
 - How do you plan to support your investment in this program? Will you partner with other companies?
 - What access to City logo and marks do you wish to have and how would you propose to use them?
 - What signage locations and types of signs will you require to meet your marketing objectives and justify the value of your investment in a municipal marketing partnership program? Attach drawing and renderings.

- Are there additional points of sale and/or concession opportunities you are requesting to be included in the proposed agreement? If so, please describe where and what type?
- What is the extent of access you wish regarding on-site promoting opportunities? Include the types of events, special exhibits, kiosks, or promotional programs you would be implementing. What City facilities do you wish access to for this purpose? Describe the things you are requesting the City provide in order to conduct these activities.
- Identify any contributions (monetary or otherwise), enhancements and/or promotional discounts which may be made or offered for programs, or events sponsored or administered by the City or facility; describe the circumstances in which these would apply and specifically identify any related contingencies.
- Why is it in the best interest of the City to choose you over anyone else for this category of corporate partner for the municipal marketing program?
- Project Management & Monitoring – Describe the proposed management structure, organization of contracting group, and facilities available. Describe the procedures to be utilized during the term of the agreement to monitor effectiveness and results.
- City Resources – Describe the City services and staff resources needed to supplement contractor activities to achieve identified objective(s) and what access to City publications, direct mail, or other City operations you envision being included in the agreement.
- Assigned Personnel – Identify the principals having primary responsibility for implementing the proposal.
- Subcontractors – If subcontractors are to be used, identify each of them in the proposal. Describe the work to be performed by them and the number of hours or the percentage of time they will devote to the project.
- Financial Commitment - Proposals should be designed to provide the maximum financial benefits to the City. Vendors' proposals should include Vendor's plan to compensate the City in each of the categories listed below:
 - Payment of a Marketing Rights Fee. The proposer shall state whether it intends to pay the City a marketing rights fee for the exclusive right to dispense its products on City property, as set forth in this RFP and, if so, the amount and the terms of the fee. For the purposes of this RFP, the City defines a marketing rights fee as a set payment for granting the Vendor the exclusive right to sell its products on City owned and/or controlled property, and for marketing rights granted to Vendor by the City as specified in the final Agreement.
 - Sales Commission. The proposer shall state the percentage of the sale of each product that will be paid to the City as a sales commission. The City will not consider proposals that require minimum sales as a condition to receiving sales commissions. The proposer shall state whether it will pay the City a minimum amount per year in sales commissions regardless of sales volumes.
 - Additional Value. The proposer shall state if it is willing to provide a financial commitment to the City that is in addition to payment of a marketing rights fee and sales commissions. Examples include providing a minimum amount of product at no cost to the City for City or special functions, funding a specific City program, project or activity and/or other City needs or functions.
 - Public Service Contribution. The proposer shall state if it plans to use the fronts of machines and/or develop other promotional opportunities to educate the Prescott community about issues of public concern. Examples include the environment, smoking, drugs and education. The City retains the right to approve any and all art work, messages and the general appearance of the machine fronts.

- Operational Plan. The proposer shall provide a comprehensive plan that illustrates how it intends to ensure the success of this contract. Each proposal should address the following topics, but proposers may add any additional information that will improve their proposed operational plans:
 - Pricing. The proposer shall include in its proposal a vending price structure that will stimulate sales and maximize revenue to the proposer and the City. The proposer must provide a pricing analysis which demonstrates the optimal pricing structure within the City.
 - Product Mix. Provide a recommended product sales mix for all products intended for sale under the proposed contract. Separate explanations should be submitted for each type of sales as listed below:
 - Vending Machine Products. Provide a complete list of products intended to be vended through this contract. The proposal shall include the following information:
 - Product name (include all flavors as applicable)
 - Product sizes
 - Proposed commission for each product and product size
 - Case Sales. Provide a complete list of products intended to be sold by case sales. The proposal shall include the following information:
 - Product, including all flavors available
 - Product size
 - Number of units per case
 - Percentage of commission per case (include separate commission rate if rates vary between products)
 - Fountain Equipment and Supplies. Submit recommendations with proposals.

IX. PROPOSAL EVALUATION

An evaluation panel comprised of City representatives may evaluate all proposals to determine responsiveness to the RFP. The panel may recommend a proposal to the City Council for final approval and negotiation of a contract.

Proposals may be evaluated on the following criteria:

- Thoroughness of proposal and completeness of response;
- Total value of revenue package offered;
- Innovation and creativity demonstrated in approach to revenue package;
- Positive nature of impression projected by proposed marketing program;
- Performance on agreements of similar size with other government agencies.
- During the selection process, the evaluation panel may wish to interview proposals with the highest score.

All questions regarding this proposal shall be addressed to the following individual:

Dawn Foster, Purchasing Manager
 City of Prescott
 201 S. Cortez St.
 Prescott, AZ 86314
 P 928-777-1203
 F 928-777-1241
 E dawn.foster@cityofprescott.net

Failure of the proposer to adhere to the above requirement may result in disqualification of said proposal.