



MILWAUKEE COUNTY
DEPARTMENT OF PARKS
REQUEST FOR PROPOSALS
HUMBOLDT BEER GARDEN FOOD SERVICE

Issued March 5, 2024

Response Due Date: April 5, 2024 at 5:00 p.m.

RFP-2024-023

INFORMATION SUMMARY SHEET

Request For Proposal Title: Humboldt Beer Garden Food Service

Request For Proposal Number: RFP-2024-023

RFP Issuing Office: Parks Department

RFP Issue Date: March 5, 2024

Date of Optional Pre-Proposal Conference: March 19, 2024 at 11:00 AM

Pre-Proposal Meeting Location: Humboldt Park Beer Garden
3000 W. Howell Ave., Milwaukee

Deadline for Receipt of Questions: March 20, 2024 at 5:00 PM

RFP Proposal Receipt Deadline: April 5, 2024 at 5:00 PM

Service Starting Date (Projected): May 2024

RFP Upload Submission Location:
<http://countymilwaukee.bonfirehub.com/opportunities/123931>

RFP Administrator: Suzanne Carter
Department of Administrative Services
Procurement Division
633 W. Wisconsin Ave., 9th Floor
Milwaukee, WI 53203

Phone: 414-223-8112
Email: Suzanne.Carter@milwaukeecountywi.gov

GENERAL INFORMATION 1.0

INTRODUCTION

The Milwaukee County Parks Department (“Parks”) seeks proposals for operation and management of the Food Service at the Humboldt Park Beer Garden.

SCOPE

MILWAUKEE COUNTY VISION

Milwaukee County has established a vision that by achieving racial equity, Milwaukee is the healthiest county in Wisconsin. This commitment means dismantling institutional racism and creating policies, practices, and a culture that ensures race no longer predicts health outcomes, and outcomes for everyone improve.

INTRODUCTION

Milwaukee County’s park system has long been a source of pride for the communities of Milwaukee County in southeastern Wisconsin. With over 156 parks and parkways totaling over 15,000 acres, we offer a source of recreational enjoyment for citizens and visitors alike.

Our park system began with the creation of the Milwaukee County Park Commission on August 20, 1907. Although parks had already been established within the limits of the City of Milwaukee by the City Park Commission, the visionary new County Park Commission had a much broader goal for the park system. Early Commissioners conceived of a park system that would form a "green belt" or series of scenic drives and parks encircling the County. Parks were located in outlying areas to allow for population expansion. Commissioners selected land not only for its natural beauty and interest, but also for its fitness for various forms of active and passive recreation.

MISSION, VISION, AND VALUES OF MILWAUKEE COUNTY PARKS

Milwaukee County Parks has established a mission that to steward a thriving park system impacts every Milwaukee County Park visitor. Its vision is to foster dynamic connections through our land and community, heighten the quality of life in the County, and lead as a model parks system. Milwaukee County Parks has the following values:

- **Fun** – We provide unique spaces for people of all abilities to play and enjoy life.
- **Inclusive** – We strive toward racial equity, supporting all abilities, and reflect the people we serve.
- **Green** – We care about the world around us and our impact on it.
- **Resourceful** – We cultivate creative partnerships & stewardship opportunities.
- **Your Backyard** – We provide parks for all.

Milwaukee County Parks’ ten-year targets are as follows:

- **To equitably balance the parks system** to be sustainable (services, facilities, staffing, funding);
- **To advance racial equity** to support Milwaukee County as the healthiest county in Wisconsin;
- **To grow a diverse workforce** that reflects the diversity of Milwaukee County residents; and
- **To invigorate community health & wellness** through recreation experiences.

SCOPE OF SERVICES REQUESTED

Milwaukee County will accept proposals for operation and management of the Food Service at the formally known as Humboldt Park Beer Garden at 3000 W. Howell Ave., Milwaukee (“Humboldt”). Interested vendors will be submitting a proposal for the exclusive food service at this site, however, this does not extend to the rental hall or band shell area or exterior of the

building where one or more food trucks may be contracted to serve the public. The beverage service throughout the park will be operated and managed by Parks.

Parks is seeking a food service provider for this venue that is open 6 days a week (Tuesday – Sunday) from approximately Memorial Day through Labor Day 2024, weather permitting. The contract for this location will come in the form of an annual permit through the Parks Department. The awarded vendor will be responsible for the care and maintenance of the concession stand and the items within it. The Parks Department is looking for a vendor to offer quality food products which complement the Parks beverage options of craft beer, domestic beer, and non-alcoholic beverage options. The food offerings will be more important than even the financial offer for this venue.

All food service within this site will be via the successful concessionaire for this proposal with an exclusive permit, except in cases where both Parks and the successful proposer agree to add additional vendors for special events or promotions. The gross food sales of this venue from 2016 through 2023 for this location were between \$50,000 - \$100,000 annually.

All beverage sales will be operated and managed by Parks staff at this site. Humboldt closes at 10 pm and no activity will be permitted in the park past 10 pm, unless written approval is obtained from the Parks Director. Hours of food service will need to be in conjunction with the hours set by Parks staff for beverage service.

The successful Proposer will be considered an independent contractor and will be required to:

- Provide any equipment necessary for the proposed service.
- Provide an adequate number of uniformed employees to serve the public during hours mutually agreed upon by Milwaukee County and the successful Proposer.
- Maintain the kitchen/snack bar/dining area in a manner that meets all City of Milwaukee Health Codes and is acceptable and appealing to the general public.
- Be responsible for keeping the facility and the immediate area outside clean and free of trash/litter.
- Provide high quality service that is satisfactory to the public and Parks and meets all health code requirements.
- Mutually agree with the director or designee hours of operation and days of service.
- Pay federal and state taxes, including withholding taxes, and fulfill other responsibilities of an independent contractor.
- Furnish a detailed, monthly accounting of sales.
- Provide and pay for all necessary food licensing.
- Allow for inspection by Parks.

Milwaukee County's obligations will be as follows:

- Milwaukee County shall provide the existing buildings for the operation of food service.
- Milwaukee County is not responsible for the maintenance of any of the equipment provided under this permit.
- Milwaukee County will be responsible for all portions of the beverage operation, including licensing.
- Milwaukee County will be responsible for the maintenance and supplies for the restroom facilities at this venue.
- Milwaukee County will be responsible for the pick-up and removal of trash from this venue.

AGREEMENT

The successful Proposer will be required to enter into a Vendor Permit Agreement (the "Agreement"). The Agreement attached as Attachment A, substantially in the form contained herein, is expected to be agreed to by the Proposer as part of contract negotiations. Exceptions must be explicitly noted in the proposal using the checklist forms provided in Attachment I to the RFP. Lack of exceptions listed on the checklist forms shall be considered acceptance of all of the terms and conditions as presented in this Agreement. The County may not accept any or all Proposer exceptions.

RFP ADMINISTRATOR

The RFP Administrator is:

Suzanne Carter
Department of Administrative Services
Procurement Division
633 W. Wisconsin Ave., 9th Floor
Milwaukee, WI 53203

Phone: 414-223-8112

Email: Suzanne.Carter@milwaukeecountywi.gov

PRE – PROPOSAL MEETING

A pre-proposal conference and site tour will be held at a date, time, and location as provided on the Information Summary Sheet. The purpose of the pre-proposal meeting will be to discuss with prospective proposers the work to be performed, and to allow them to ask questions arising from their review of the RFP. The pre-proposal meeting is for information only. Any answers furnished will not be official unless verified in writing by RFP Administrator. Answers that change or substantially clarify the RFP will be affirmed in writing and posted on the RFP's Project Board on the Bonfire website via an addendum.

During the pre-proposal conference, attendees may request clarification of any section of the RFP and ask any other relevant questions relating to the RFP.

Proposers are encouraged to submit written questions via e-mail, for possible response at the pre-proposal conference to the RFP Administrator to enable Milwaukee County to formulate its oral response provided at the conference. No oral or written responses will be given prior to the pre-proposal conference. Again, any responses provided to questions during the pre-proposal conference will be considered drafts and will be non-binding.

Remarks and explanations at the conference shall not qualify the terms of the solicitation, and terms of the solicitation and specifications remain unchanged unless the solicitation is amended in writing. Milwaukee County at its sole discretion reserves the right to answer or not answer questions that are not submitted to by the deadlines set forth in the Information Summary Sheet.

QUESTIONS

Proposers may submit questions and requests for clarification regarding this RFP. All questions regarding this RFP shall be made in writing, citing the RFP title, RFP number, page, and section shall be submitted via e-mail to RFP Administrator or via the RFP's Project Board on the Bonfire website.

Questions sent to anyone other than the RFP Administrator will not be considered.

All questions must be submitted by the specified deadline as identified on the Information Summary Sheet. Milwaukee County will not respond to any questions received after this date and time. Responses to all questions and inquiries received by Milwaukee County will be posted on the RFP's Project Board on the Bonfire website as identified in the Information Summary Sheet. It is the responsibility of Proposers to check this website for any and all information such as questions and answers or addenda or related documents posted during the RFP process.

Communication initiated by the Proposer to any County official, employee or representative evaluating or considering the proposals, prior to the time of any award is prohibited unless at the

explicit direction of the RFP Administrator and any such unauthorized communication may constitute grounds for rejection or elimination of a proposal from further consideration, in the sole discretion of the County.

All respondents should use this written document, its attachments and any amendments as the sole basis for responding.

PROPOSER NOTIFICATION REQUIREMENT AND AMENDMENT ACKNOWLEDGEMENT

If it becomes necessary to clarify or revise any part of this RFP, amendments will be posted to the RFP's Project Board on the Bonfire website. It is the responsibility of prospective vendors to check the website for any amendments prior to the RFP submission date. All amendments are acknowledged by your submission of Sworn Statement of Proposer form.

If the Proposer fails to monitor the web site for any changes or modifications to the RFP, such failure will not relieve the Proposer of its obligation to fulfill the requirements as posted.

FIRM COMMITMENT, AVAILABILITY, PROPOSAL VALIDITY

Proposers shall maintain their availability of service and proposed price as set forth in their proposals for an anticipated service starting date provided in the Information Summary Sheet. Proposers are expected to perform planning and implementation activities prior to commencement of a contract. Milwaukee County will not reimburse for these costs.

NON-INTEREST OF COUNTY EMPLOYEES AND OFFICIALS

No County official, employee or representative on the evaluation committee shall have any financial interest, either direct or indirect, in the proposal or contract or shall exercise any undue influence in the awarding of the contract.

No Milwaukee County employee, officer or agent shall participate in the selection, award or administration of a contract if a conflict of interest, real or apparent, would be involved.

Milwaukee County Specific Requirements: No person(s) with a personal financial interest in the approval or denial of a contract or proposal being considered by a County department or with an agency funded and regulated by a County department, shall make a campaign contribution to any County elected official who has approval authority over that contract or proposal during its consideration. Contract or proposal consideration shall begin when a contract or proposal is submitted directly to a County department or to an agency funded or regulated by a County department until the contract or proposal has reached final disposition, including adoption, County executive action, proceedings on veto (if necessary) or departmental approval.

CODE OF ETHICS

Proposers shall strictly adhere to Chapter 9 of the Milwaukee County Code of General Ordinances Code of Ethics, with particular attention to Subsection 9.05(2)(k):

“No campaign contributions to county officials with approval authority: No person(s) with a personal financial interest in the approval or denial of a contract or proposal being considered by a county department or with an agency funded and regulated by a county department, shall make a campaign contribution to any county elected official who has approval authority over that contract or proposal during its consideration. Contract or proposal consideration shall begin when a contract or proposal is submitted directly to a county department or to an agency funded or regulated by a county department until the contract or proposal has reached final disposition,

including adoption, county executive action, proceedings on veto (if necessary) or departmental approval. This provision does not apply to those items covered by section 9.14 unless an acceptance by an elected official would conflict with this section. The language in subsection 9.05(2)(k) shall be included in all Request for Proposals and bid documents.”

ERRORS, OMISSIONS, MINOR IRREGULARITIES AND RETAINED RIGHTS

All information in this RFP, including any addenda, has been developed from the best available sources; however, Milwaukee County makes no representation, warranty or guarantee as to its accuracy. Should the Proposer discover any significant ambiguity, error, omission or other deficiency in the RFP document, they must immediately notify the RFP Administrator in writing, via email, prior to the submission of the proposal. The failure of the Proposer to notify the RFP Administrator of any such matter prior to submission of its proposal constitutes a waiver of appeal or administrative review rights based upon any such ambiguity, error, omission or other deficiency in the RFP document. Milwaukee County reserves the right to waive minor irregularities in proposals. Minor irregularities are defined as those that have no adverse effect on the outcome of the selection process by giving a Proposer an advantage or benefit not afforded by other Proposers. Milwaukee County may waive any requirements that are not material. Milwaukee County may make an award under the RFP in whole or in part and change any scheduled dates. Milwaukee County reserves the right to use ideas presented in reply to this RFP notwithstanding selection or rejection of proposals. Milwaukee County reserves the right to make changes to and/or withdraw this RFP at any time.

PROPOSAL ACCEPTANCE, REJECTION, CANCELLATION AND WITHDRAWAL

Each proposal is submitted with the understanding that it is subject to negotiation at the option of Milwaukee County. However, Milwaukee County reserves the right to make an award on the basis of the original proposal, without negotiation with any proposer.

Milwaukee County reserves the right to negotiate with the Proposer within the scope of the RFP in the best interests of Milwaukee County. Milwaukee County may request and require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of a proposal and/or to determine a proposer’s compliance with the requirements of the solicitation. Milwaukee County may use information obtained through site visits, management interviews and the county’s investigation of a proposer’s qualifications, experience, ability or financial standing, and any material or information submitted by the Proposer in response to the County’s request for clarifying information in the course of evaluation and/or selection under this RFP.

Upon acceptance in writing by Milwaukee County of the final offer to furnish any and all of the services described herein, and upon receipt of any required Federal, State and local government approvals, the parties shall promptly execute the final contract documents. The written contract shall bind the Proposer to furnish and deliver all services as specified herein in accordance with conditions of said accepted proposal and this RFP as negotiated.

Milwaukee County reserves the right to accept or reject any and all proposals submitted or cancel this RFP in whole or in part if such cancellation is in the best interest of Milwaukee County. Prior to the date and time set forth as the Proposal Receipt Deadline, proposals may be modified or withdrawn by the Proposer’s authorized representative. After the proposal deadline, proposals may not be modified or withdrawn without the consent of Milwaukee County.

All proposers are notified that Milwaukee County reserves the right to delete or modify any task from the Scope of Services at any time during the course of the RFP process. All proposers are notified that contracts are contingent upon Federal, State, and local appropriations.

FEE ADJUSTMENT

The Proposer may not change the rate established by a contract throughout the term of the contract.

AUDIT

The Contractor, its officers, directors, agents, partners and employees shall allow the County Audit Services Division and department contract administrators (collectively, “Designated Personnel”) and any other party the Designated Personnel may name, with or without notice, to audit, examine and make copies of any and all records of the Contractor related to the performance of the contract for a period of up to three (3) years following the date of last payment. Any subcontractors or other parties performing work on this contract will be bound by the same terms and responsibilities as the Contractor. All subcontracts or other agreements for work performed on this contract will include written notice that the subcontractors or other parties understand and will comply with the terms and responsibilities.

Any bidder, proposer, contractor and their officers, directors, agents, partners and employees understand and will abide by all provisions of Chapter 34 of the Milwaukee County Code of General Ordinances. The Contractor agrees to prominently post in locations accessible to its employees County-provided bulletins concerning the County Fraud Hotline. Any subcontractors or other parties performing work on this contract will be bound by the same terms and responsibilities as the Contractor. All subcontracts or other agreements for work performed on this Contract will include written notice that the subcontractors or other parties understand and will comply with the terms and responsibilities.

TARGETED BUSINESS ENTERPRISE (TBE) UTILIZATION

While this procurement opportunity does not have a specific participation goal established by the Milwaukee County Office of Economic Inclusion (OEI), all respondents to this solicitation are hereby directed to use active and aggressive efforts to assist Parks in participation of Targeted Business Enterprise (TBE) firms on Parks procurements. The directory of certified firms, and further assistance with this initiative, can be obtained by contacting OEI at (414) 278-4747, or oei@milwaukeecountywi.gov. The directory of TBE firms currently certified in the State of Wisconsin can be found at: <http://wisconsindot.gov/Pages/doing-bus/civil-rights/dbe/certified-firms.aspx>

EEOC COMPLIANCE

All proposers shall complete and submit Equal Employment Opportunity Commission (EEOC) Compliance Certificate (Attachment E).

INSURANCE AND INDEMNITY REQUIREMENTS

All proposers must agree to the terms set forth on the “Insurance and Indemnity Acknowledgement Form” (Attachment C). This form outlines required insurance requirements for Contractor related to this acquisition and the Proposer’s ability and commitment to provide.

FEDERAL, STATE AND LOCAL REGULATIONS

The successful Proposer shall be required, and hereby agrees, to comply with all applicable Federal, State and Local laws and regulations during the term of any agreement, including, but not limited to the regulations listed in this RFP. Successful proposers will be required to enter

into and maintain an agreement with Milwaukee County that complies with all Federal, State, and local, health, accessibility, environmental and safety laws, regulations, standards and ordinances.

SECURITY AND BACKGROUND CHECKS

Security background checks shall be conducted for all employees prior to starting work, by the Contractor.

RESPONSIBLE CONTRACTOR POLICY

The County of Milwaukee recognizes superior service requires that service contractors hire well-trained and dedicated staff. Assuring the availability of a qualified staff and avoiding labor disruption and costly employee turnover to treat workers fairly and to abide by applicable labor laws. The County of Milwaukee supports the development of a healthy business environment. Therefore, the County of Milwaukee maintains the following requirement. Contractors shall abide by all applicable local, State and Federal laws. Contractors shall at all times maintain safe and healthful working conditions and abide by all applicable wage and hour regulations and prohibitions against child labor. Contractors' working conditions shall conform to the standards set by the Federal OSHA. Contractors shall on request provide to the County a report on their compliance. The County recognizes the right of an employee to self-organization and the right to form, join or assist labor organizations to bargain collectively through representatives of their own choosing, and to engage in lawful, concerted activities for the purpose of collective bargaining or other mutual aid or protection and, conversely, the right of such employees to refrain from any or all such activities. All proposers shall provide working conditions for services of a similar character in a similar locality in which the services are performed.

DISCIPLINE OR DISCHARGE OF EMPLOYEES

Milwaukee County retains the right to require the reassignment of an employee or employees, as the County may deem necessary. Reasons for this request may be but are not limited to: Incompetence, Carelessness, Disruptive or otherwise objectionable behavior. The request for reassignment is in no way a call for dismissal. It is just a request for the individual to be reassigned out of the County facility.

Any Contractor's employee whose employment or performance is objectionable to the County shall be immediately transferred from the premises. A request by the County to transfer an employee shall not constitute an order to discipline or discharge the employee. All actions taken by the contractor in regard to employee discipline shall be at the sole discretion of the contractor. The County shall be held harmless in any disputes the contractor may have with the contractor's employees. This shall include, but is not limited to, charges of discrimination, harassment, and discharge without just cause.

FALSE INFORMATION

If the County determines that the Proposer purposefully or willfully submitted false information in response to this RFP, the Proposer will not be considered for an award and any resulting agreement that may have been executed may be immediately terminated.

PREPARING AND SUBMITTING A PROPOSAL 2.0

GENERAL INSTRUCTIONS

In an effort to ensure the most efficient and economical service, the County utilizes Competitive Negotiation, or the Request for Proposal (RFP) process, to procure revenue-producing services. This process bases the contract award on the County's evaluation of work history, technical experience, ability, resources and other pertinent factors in connection with the total cost proposal.

INCURRED EXPENSES

Milwaukee County shall not be responsible for any cost or expense incurred by the proposers preparing and submitting a proposal or cost associated with meetings and evaluations of proposals prior to execution of an agreement. This includes any legal fees for work performed or representation by Proposer's legal counsel during any and all phases of the RFP process, any appeal or administrative review process, and prior to County Board approval of a contract award.

SUBMITTING A PROPOSAL

Please follow these instructions to submit via our Public Portal.

1. Prepare your submission materials:

Requested Information

Name	Type	# Files	Requirement	Instructions
Attachment B - Vendor Information Sheet	File Type: PDF (.pdf)	1	Required	
Attachment C - Insurance and Indemnity Form	File Type: PDF (.pdf)	1	Required	
Attachment D - Proprietary Information Disclosure Form	File Type: PDF (.pdf)	1	Required	
Attachment D-1 - Redacted Copy of Proposal (REQUIRED to be submitted if confidential or proprietary information is set forth on Attachment D)	File Type: PDF (.pdf)	Multiple	Optional	

Name	Type	# Files	Requirement	Instructions
Attachment E - EEOC Compliance Form	File Type: PDF (.pdf)	1	Required	
Attachment F - Conflict of Interest Form	File Type: PDF (.pdf)	1	Required	
Attachment G - Certification re Debarment Suspension	File Type: PDF (.pdf)	1	Required	
Attachment H - Sworn Statement of Proposer	File Type: PDF (.pdf)	1	Required	
Attachment I - Exceptions	File Type: PDF (.pdf)	1	Required	
Attachment J - Cost Proposal Response Form	File Type: PDF (.pdf)	1	Required	
Technical Proposal Questionnaire (Q-07GS)	Questionnaire: Excel (.xlsx)	1	Required	You will need to fill out the provided Response Template for this Questionnaire. The Response Template can be downloaded from the project listing on the Bonfire portal.
Additional Information	File Type: PDF (.pdf)	Multiple	Optional	

Commodity Codes

Commodity Set	Commodity Code	Title	Description
UNSPSC	90	Travel and Food and Lodging and Entertainment Services	This segment includes services associated with tourism, travel or entertainment. This segment also includes services

Commodity Set	Commodity Code	Title	Description
			provided by restaurants, hotels, movie theaters, cinemas and sporting events as well as spas, fitness and health clubs

Requested Documents:

Please note the type and number of files allowed. The maximum upload file size is 1000 MB.

Please do not embed any documents within your uploaded files, as they will not be accessible or evaluated.

Requested Questionnaires:

The Questionnaire Response Templates can be obtained at <https://countymilwaukee.bonfirehub.com/opportunities/123931>.

Please note that Questionnaires may take a significant amount of time to prepare.

2. Upload your submission at:

<https://countymilwaukee.bonfirehub.com/opportunities/123931>

The Vendor Discussion period for this opportunity starts Mar 05, 2024 8:00 AM CST. The Vendor Discussion period for this opportunity ends Mar 20, 2024 5:00 PM CDT. You will not be able to send messages after this time.

Your submission must be uploaded, submitted, and finalized prior to the Closing Time of **Apr 05, 2024 5:00 PM CDT**. We strongly recommend that you give yourself sufficient time and **at least ONE (1) day** before Closing Time to begin the uploading process and to finalize your submission.

Important Notes:

Each item of Requested Information will only be visible after the Closing Time.

Uploading large documents may take significant time, depending on the size of the file(s) and your Internet connection speed.

You will receive an email confirmation receipt with a unique confirmation number once you finalize your submission.

Minimum system requirements: Microsoft Edge, Google Chrome, or Mozilla Firefox. Javascript must be enabled. Browser cookies must be enabled.

Need Help?

Milwaukee County uses a Bonfire portal for accepting and evaluating proposals digitally. Please contact Bonfire at Support@GoBonfire.com for technical questions related to your submission. You can also visit their help forum at <https://vendorsupport.gobonfire.com/hc/en-us>

PROPOSAL AND AWARD PROCESS 3.0

PRELIMINARY EVALUATION

The proposals will be reviewed to determine if mandatory submission requirements are met. Failure to meet mandatory submission requirements may result in rejection of the proposal. Proposals that do not comply with submittal instructions established in this document and/or that do not include the required information may be rejected as non-responsive. The Proposer assumes responsibility for meeting submission requirements and addressing all necessary technical and operational issues to meet the objectives of the RFP.

PROPOSAL SCORING

An Evaluation Committee will be established by Milwaukee County to evaluate all responsive proposals and to make a recommendation. A proposer may not contact any member of an evaluation committee except at the RFP Administrator's direction. Reference the "Questions" section for additional information.

These proposals will be reviewed by an evaluation committee and scored against the criteria outlined in this RFP.

Technical Proposal scoring: the Evaluation Committee shall conduct its evaluation of the technical merit of all responsive proposals. The process involves applying the evaluation criteria and the associated weighting as outlined in the RFP to assess each vendor's proposal. The criteria that will be used by the Evaluation Committee for the technical evaluation of this RFP are outlined below.

Cost Proposal Scoring: Cost is one of the evaluation categories listed below and will be a defined percentage of the total RFP evaluation. Calculation of points to be awarded to the proposer that submits the highest amount proposed in the cost section of the RFP, and each subsequent proposal will use the highest amount proposed in the cost section of the RFP as a constant numerator and the percentage proposed of the Proposer scored as the denominator. The result then is multiplied by the total number of points assigned to that item type. The highest cost proposal for each item type will receive the maximum number of points available for the cost category, and other cost proposals will receive prorated scores based on the proportion that the costs of the proposals that vary from the highest cost proposal.

The evaluation committee's scoring will be tabulated and proposals ranked based on the total numerical scores.

Oral presentations may be requested by Milwaukee County of the highest scoring proposer(s). If oral presentations are requested, proposers will be notified of when the presentations are to take place and what information should be provided. Milwaukee County reserves the right to adjust scoring based on such oral presentations.

Milwaukee County may request Best and Final Offers from any or all respondents. Best and Final Offers are a supplement to the original offer. Milwaukee County reserves the right to make an offer based on the original submitted proposal.

Following final evaluation, the Committee will make a recommendation to Milwaukee County's Parks Director as to whose proposal is determined to provide the best value to Milwaukee County. An award may be made to the proposal with a higher technical ranking even if does not obtain the highest-scoring price proposal.

The award of the contract, if made, shall be with an organization whose proposal provides the best value to Milwaukee County. Milwaukee County reserves the right to reject any and all proposals received if it deems appropriate and may modify, cancel or re-publish the RFP at any time prior to a contract being awarded up to and through final action of the County Board of Supervisors and the County Executive, if required.

EVALUATION CRITERIA

The evaluation panel will use the following criteria to evaluate each RFP response. The weights specify the percentage value for criterion. The criteria will be applied to both the technical cost information submitted by each Proposer.

Approach to the Scope of Services	40 points
Qualifications	20 points
Sustainability	10 points
Alignment with County and Parks Mission and Vision	10 points
Cost Proposal	20 points
Presentations/Interviews (if required)	TBD

RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS

The County reserves the right to reject any and all proposals.

EXCEPTIONS

Exceptions must be explicitly noted in the proposal using the forms provided. Lack of exceptions listed on the Attachment shall be considered acceptance of all of the terms and conditions as presented in this RFP. Alternative language is subject to negotiation and/or approval. The County may not accept any or all Proposer exceptions.

INTENT TO AWARD

An Intent to Award will be issued and all proposers will be notified. Milwaukee County reserves the right to negotiate with the selected Proposer, at its option, regarding the terms of a contract and other issues to be incorporated into the contract.

In the event that a successful agreement cannot be executed, Milwaukee County reserves the right to proceed with contract negotiations with the other responsive, qualified bidders to provide service.

Prior to execution of any final agreement, Parks shall make a recommendation of award and request approval of the County Executive and the County Board of Supervisors, if required. An agreement will only be fully executed following final approval by the County Board of Supervisors and County Executive, as and if required.

The award of the Contract pursuant to this RFP may be contingent upon the Proposer's timely and successful compliance with the Milwaukee County due diligence requirements pursuant to Milwaukee County Ordinance § 32.88.

INFORMATION RELEASE

All materials submitted become the property of Milwaukee County. Any restriction on the use of data contained within a request must be clearly stated in the bid itself. Proprietary information submitted in response to a request will be handled in accordance with applicable Milwaukee County Ordinances, State of Wisconsin procurement regulations, and the Wisconsin public records law. Proprietary restrictions normally are not accepted. However, when accepted, it is the Proposer's responsibility to defend the determination in the event of an appeal or litigation.

Data contained in a Request for Proposal, all documentation provided therein, and innovations developed as a result of the contracted commodities or services cannot be copyrighted or patented. All data, documentation and innovations become the property of Milwaukee County.

Milwaukee County may, at any time during the procurement process, request and/or require additional disclosures, acknowledgments, and/or warranties, relating to, without limitation, confidentiality, EEOC compliance, collusion, disbarment, and/or conflict of interest.

Any materials submitted by the applicant in response to this Request for Proposal that the applicant considers confidential and proprietary information and which Proposer believes qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats, or material which can be kept confidential under the Wisconsin public record law, must be identified on the Designation of Confidential and Proprietary Information form (Attachment D – Proprietary Information Disclosure). If the proposer so designates any such information as confidential, it must upload a version of its proposal with all such identified information redacted (Attachment D-1). Confidential information must be labeled as such. Costs (pricing) always becomes public information and therefore cannot be kept confidential. Any other requests for confidentiality MUST be justified in writing on the form provided and included in the bid submitted. Milwaukee County has the sole right to determine whether designations made by a proposer qualify as trade secrets under the Wisconsin public records law.

APPEAL

Protests and appeals related to this RFP after issuance of an “Intent to Award” are subject to the provisions of the Milwaukee County Code of General Ordinances, Chapter 32. Appeal process information is available at http://www.municode.com/Library/WI/Milwaukee_County.

COST PROPOSAL RESPONSE

On Attachment J, set forth the monthly commission you propose to pay Parks.

TECHNICAL PROPOSAL RESPONSE

Guidelines

- Proposers should complete the following questions on the Technical Proposal Questionnaire on the Bonfire Project Board. The proposer’s responses will be used in the evaluation of the proposal.
- Responses should be brief and direct and address all subset questions. Please do not reference any pre-printed materials.
- Responses should be completed in the “Comments” column in the Bonfire Questionnaire, rather than the “Responses” column. The “Responses” column will still record the Proposer’s responses, but it provides you with less space.
- Any exhibits should be uploaded in the “Additional Information” section in Bonfire. If you are not able to respond to a question below because of space constraints in the Questionnaire, you may upload your response in a separate document in the “Additional Information” section in Bonfire.
- **Proposers must not reference Cost Proposal data in the Technical Proposal Response.**

A. APPROACH TO THE SCOPE OF SERVICES.

1. Describe the products you would propose to serve at Humboldt. Upload a proposed cost schedule for the products in the “Additional Information” tab in Bonfire.
2. Provide a description of how your organization will market to potential users.

B. QUALIFICATIONS.

1. Describe your operations. Provide a brief profile of your organization and history, highlighting your qualifications in providing food service at Humboldt.

C. SUSTAINABILITY.

1. Highlight any ways in which your organization engages in environmentally sustainable practices.

D. ALIGNMENT WITH PARKS AND COUNTY MISSION AND VISION.

1. Milwaukee County has established a vision that by achieving racial equity, Milwaukee is the healthiest county in Wisconsin. This vision is further described on page 3 of this RFP. Describe how your proposal aligns with the County vision.
2. Parks has established a vision to foster dynamic connections through our land and community, heighten the quality of life in the County, and lead as a model parks system. This vision is further described on page 3 of this RFP. Describe how your proposal aligns with the Parks vision.

E. REFERENCES.

- 1) Provide the following information for three (3) entities that may be contacted for references.
 - Entity Name

- Name of contact, address and phone number
- Brief description of relationship
- Date(s) of relationship