



presented by
BMO Bank of Montreal

604.536.6844

info@spiritofthesea.ca
www.spiritofthesea.ca

c/o
White Rock &
South Surrey
Chamber
of Commerce
#101 - 2430
King George Hwy,
Surrey, BC
V4P 1H5

REQUEST FOR PROPOSALS

FOOD SERVICE PROVIDER

The Spirit of the Sea Festival is seeking proposals from food service providers to add to the festive atmosphere and assist in supporting festival volunteers.

Spirit of the Sea Festival

The 60th annual Spirit of the Sea Festival, presented by BMO Bank of Montreal, is a seaside summer tradition in White Rock. The August long weekend is full of free fun for the whole family, including a children's carnival and parade, beach games and races, fireworks and continuous live entertainment.

Food is an important component of the 2009 Spirit of Sea Festival:

- Food flavours and smells can create unique and pleasant memories;
- Food preparation can itself be an entertaining production; and
- Meals provided to Festival volunteers keeps their energy levels up and helps them feel their contribution is appreciated.

RFP Purpose

Festival visitors experienced food shortages in 2008, particularly on East Beach. This year, the Festival Production Team intends to allow additional food vendors in order to add capacity for serving an expected 100,000 visitors. The Festival must also:

- feed 150 volunteers each day, for a total of up to 500 meals;
- provide snacks and finger foods for 300 entertainers over 2 days and nights; and
- ensure healthy choices, specifically low fat and vegetarian options, are available to volunteers and visitors.

The Festival Production Team seeks food service providers who, individually or as a collective, will offer a diverse menu with healthy options, prepare meals quickly, and operate self-sufficiently. Though not required, preference will be shown for proposals from existing local businesses, those benefitting a local charitable organization, and demonstrating experience in catering or mobile food production.

The ultimate purposes of this request for proposals are to:

- ensure a sufficient quantity and variety of nutritious food is provided for festival volunteers,
- introduce a new element to the festival atmosphere for visitors, and
- create an opportunity for local businesses and community organizations to have a stronger presence within the festival.

Festival Infrastructure

There is a very limited number of water sources for washing, no potable water available to vendors on the waterfront, very few opportunities for access to electricity, and generators are strongly discouraged. Considering these restrictions, careful planning may be necessary in order to obtain a Fraser Health Authority permit.

Though a large number of volunteers work on the festival, they are usually in short supply given the needs of the festival. Therefore, food vendors must be as self-sufficient as possible requiring as little assistance as possible.

Though independence is highly valued, it must be understood that there are a great number of independent contributors to the festival and each must be willing to coordinate their needs and efforts with each other. A festival team spirit is essential from all participants and contributors.

RFP Criteria

The following must be included in order for a proposal to be considered:

- a menu,
- substantive menu items available for \$5 or less,
- the number of meal vouchers to be provided for festival volunteers,
- evidence of experience,
- demonstrated capacity for serving large crowds, and
- an articulated plan for obtaining necessary permits from Fraser Health Authority.

Proposals will be compared using a points system. The following criteria will be considered by awarding up to 5 points for each:

- localness (eg. BIA members receive maximum points, middle points for WRSS Chamber of Commerce, outside Metro Vancouver receive no points),
- menu item healthfulness, and
- capacity to supply food for volunteers (number of meal vouchers provided).

These criteria will be awarded a maximum 3 points each:

- independent operation and team player attitude,
- price point (availability of inexpensive, yet filling, menu items),
- performance factor (festiveness or entertainment value), and
- benefit to charity.

Proposal Structure

A proponent may use the following headings as a guideline while preparing a proposal.

1. MENU

- a. nutritional value
- b. taste description
- c. price range

2. VOLUNTEER MEALS

- a. number provided
- b. menu options

3. CAPACITY

- a. experience
- b. number of servings
- c. Health Authority permit

4. COMMUNITY SPIRIT

- a. festiveness
- b. usual location
- c. memberships or associations
- d. charitable support

Proposal Submission

To be considered, submissions must be received by the Festival no later than 12 noon, June 1 2009.

Send your proposal to market@spiritofthesea.ca or

Spirit of the Sea Festival Marketplace Manager
c/o White Rock & South Surrey Chamber of Commerce
#101-2430 King George Highway
Surrey, BC V4P 1H5

Contact

If you have questions, please write to market@spiritofthesea.ca or call Matt Todd at 604 535 9890.