



OFFICE MEMORANDUM

Date: November 10, 2011,

COORDINATION — ROUTING

Div.	Name	Initial	Date
Purchasing	Mr. Jonathan Harris		
Purchasing	Mr. Bob Space		
Remarks:			
Return To:			

To: Mr. Jonathan Harris - Purchasing
From: Randy Bell - Parks *Randy Bell*
Subject: Request for Proposal
Parks Food and Drink Concessions for
Southwest Williamson County Regional
Park- Proposal Number: 11WCP1010
Re: Proposal Evaluation

The Parks & Recreation Department received three (3) proposals for food and drink concessions at the Southwest Williamson County Regional Park from the purchasing department on September 2, 2011. One bidder (East Pointe Holdings, Inc.) subsequently withdrew from consideration on October 2, 2011.

Parks and purchasing staff evaluated the two (2) remaining proposals using the following criteria:

- 1. Years of experience in the concessions business, parks preferred (years, dates, locations)
- 2. Three (3) references from reputable entities, parks preferred.
- 3. Percentage to the County; % of gross after taxes (20% minimum preferred)
- 4. Listing of available concessions equipment intended for use in the park.

Parks and purchasing staff asked each proposer to make a personal presentation to help show why their company would be the best choice for the County. The County sent a list of questions (attached) to each proposer to help guide their presentations.

Snowie Shaved Ice

Jason Chenoweth represented "Snowie Shaved Ice Company" Mr. Chenoweth has provided concession services for the Southwest Williamson County Regional Park for the past three (3) years, and has also provided similar services in several other locations in the greater Austin area for the past 15 years. This company supplied three (3) references as requested. Staff successfully contacted the three references, and each reference stated that Mr. Chenoweth provided good service with his snow cones. Mr. Chenoweth proposes to offer Williamson County 25% for all hot food items, and 30% for all shaved ice. Snowie Shaved Ice Company has equipment available to provide hamburgers hot dogs, funnel cakes, nachos, french fries, etc. Staff believes this company lacks the vision and foresight to serve the public at expected levels.

Total Rewards Partners, Inc.

Mr. Jonathan Cooper, President of Total Rewards Partners, Inc. (TRP) has nearly thirty (30) of experience in the food service business in both international and domestic venues. Mr. Cooper's food service experience includes military installations, airports, hospitals and school districts, nursing homes, catering for the City of Allen, a variety of festivals, and the State Fair of Texas. Nicole Clark-Smith personally represented TRP and has more than ten (10) years of food service management experience. TRP supplied three (3) references as requested. All references stated that TRP was an excellent company, who is very creative, customer oriented, and extremely responsive. TRP proposes to offer Williamson County a 27% shared percentage of sales on food items, and 10% of the proceeds from the sale of athletic merchandise. Initially, TRP proposes a "healthy menu" with a variety of low fat items. TRP further stated they will also survey major park user groups (soccer, softball, cricket, and splashpad patrons) to seek menu items and service times that will meet their needs. TRP will provide all necessary equipment to provide a quality concessions operation for Southwest Williamson County Regional Park.