

Request for Proposal

Liquor Management Services for Parksville Beach Festival Society

Introduction

The Parksville Beach Festival Society ("The Society") is seeking to contract with an experienced, qualified, service provider ("Service Provider") to deliver comprehensive liquor management services for ticketed events at the Parksville Outdoor Theatre in 2024, while respecting the goals of creating memorable, professional, efficient and successful events.

The Society provides fun, family-friendly events surrounding the annual 5 ½ week Sand Sculpting Competition & Exhibition including hosting events/concerts at the Parksville Outdoor Theatre. Established in 2022, the Parksville Outdoor Theatre is a fully covered accessible 50'x36' stage with two washroom-equipped green rooms, an in-house sound system, acoustic treatments for amplified and acoustic events, front-of-house mixing station and several other amenities. For ticketed events, a 6-foot covered fence will surround the viewing area to accommodate up to 3,500 audience members.

Under the direction of The Society's representative(s), the Service Provider will plan, manage and deliver liquor service for specific events with the goal of generating revenues to share with the Society. The Service Provider will be responsible for executing liquor service for a minimum of four ticketed events, possibly five, between late May-September 2024 while fulfilling the requirements as set out below. The Service Provider must commit to all events regardless of audience size.

Eligible Proponents must have experience in

- planning and executing events with liquor services
- managing liquor service at a variety of events with audiences in excess of 1500
- recruiting, training and managing staff
- supporting and directing volunteers

Scope of Services

The Society requires a Service Provider who can fulfill all aspects of managing and delivering a safe, efficient and financially successful liquor service while respecting all rules, regulations and safeguards as set forth by provincial, municipal and law enforcement entities.

- Agree to be contractually bound to the Society's requirements
- Complete and submit to the BC Liquor and Cannabis Branch a Liquor License Application for a permanent Liquor License and liaise with the Liquor Board, City of Parksville, RCMP and Fire Department as required.
- Develop pre-event messaging prohibiting attendees from bringing in outside liquor to the concert venue

- Provide liquor service at ticketed events that comply with BC and local liquor regulations
- Provide sufficient number of staff for events
- Ensure staff are properly certified
- Coordinate and communicate with on-site event staff & volunteers
- Identify the quantity of liquor required per event for purchase and provide a list of the drinks and pricing proposed to sell
- Provide sufficient supplies to operate the liquor service area (ie: tables, mix, glasses, ice, non-alcoholic drinks etc.)
- Hire and pay for sufficient security to work the entry gate and screen for outside liquor as well as to supervise the liquor service area. (The Society will provide additional security to monitor the balance of the concert venue.)
- Carry \$5 million in liability insurance while protecting both the City of Parksville and the Parksville Beach Festival Society.
- Be responsible for the collection and disposal of all waste and recycling within the liquor service area
- Establish event success metrics in advance with Society representatives and provide a detailed report post event analysing these metrics, identify areas for improvement and recommendations for future events.
- Provide detailed financial information on revenues, expenditures, and liquor sales and profit.

Proposal Submission

Electronically submit a detailed proposal that includes the following information:

Company Overview:

- Summarize your organization, your experience in event management and providing comprehensive liquor services.
- Identify relevant qualifications, certifications, and any affiliations.
- Outline the experience of key staff.
- Provide two-to-three success stories.
- Provide three professional references

Proposed Approach:

- Outline your plan for the liquor service, which must include your plan for presentation and attendee engagement.
- Outline your philosophy and approach for risk management of liquor service.

Budget and Pricing:

- Provide a comprehensive breakdown of costs, including fees or charges.
- Specify any flexible pricing options.
- Outline your proposal for profit share with The Society

Timeline:

The following timeline outlines the key dates for the proposal process:

RFP Release Date: January 8, 2024

Proposal Submission Deadline: February 9, 2024

Proponent Selection: February 20, 2024

Contract Award: March 1, 2024

For more information on events at the Theatre, visit www.parksvillebeachfest.ca

Contact Information:

For inquiries regarding this RFP, please contact info@parksvillebeachfest.ca addressing email to Parksville Beach Festival President.

We look forward to receiving your proposal and exploring the possibility of working together to deliver exceptional events at the Parksville Outdoor Theatre in 2024.

Thank you for considering this opportunity.