



Parksville Beach Festival Society  
P.O. Box 28  
Parksville, BC V9P 2G3  
[www.parksvillebeachfest.ca](http://www.parksvillebeachfest.ca)

## 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 for a 3-year term, 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 3,000 audience members.

The Society is seeking a Service Provider to work in partnership with the goal of generating a shared revenue stream through the delivery of liquor service at Society-hosted events. Under the direction of the society’s representatives, the Service Provider will plan, manage, and deliver liquor services for specific events, with the objective of generating revenue to be shared with The Society. The Service Provider will be responsible for executing liquor service for a minimum of three (3) ticketed events between late May and September each year and must commit to all events regardless of anticipated or actual audience size.

In addition to the opportunity to earn profit from shared revenues, the Service Provider will receive recognition through the Society’s official communication channels. This includes acknowledgment as the exclusive liquor service provider on the Parksville Beach Festival website and in direct communications to ticket holders. No additional marketing or promotional activities beyond these channels will be provided.

#### 1. Eligible Proponents must have experience in:

- 1.1 Planning and executing events with liquor services
- 1.2 Managing liquor service at a variety of events with audiences of up to 3000 attendees
- 1.3 Recruiting, training and managing staff
- 1.4 Supporting and directing volunteers

## **2. 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.

- 2.1 Agree to be contractually bound to the Society's requirements
- 2.2 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.
- 2.3 Develop pre-event messaging prohibiting attendees from bringing in outside liquor to the concert venue
- 2.4 Provide liquor service at ticketed events that comply with BC and local liquor regulations
- 2.5 Provide enough staff for events. Staffing numbers to be determined between the parties
- 2.6 Ensure staff are properly certified
- 2.7 Coordinate and communicate with on-site event manager
- 2.8 Identify the quantity of liquor required per event for purchase and provide a list of the drinks and pricing proposed to sell
- 2.9 Provide sufficient supplies to operate the liquor service area (i.e.: tables, tents, mix, glasses, ice, non-alcoholic drinks etc.)
- 2.10 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.)
- 2.11 Carry a minimum \$5 million in liability insurance while protecting both the City of Parksville and the Parksville Beach Festival Society. Adding both Parties as additional insured
- 2.12 Be responsible for the collection and disposal of all waste and recycling within the liquor service area. Provide a plan that includes good sustainable practises and a commitment to these practises
- 2.13 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
- 2.14 Provide detailed financial information on revenues, expenditures, and liquor sales and profit
- 2.15 Provide a reliable P.O.S. system with a debit and credit option. Provide a cash option as well
- 2.16 Staff should be identified with a uniform and I.D. tag.

## **3. Proposal Submission**

Electronically submit a detailed proposal that includes a response to each of the numbered elements in sections 1 & 2 above plus the following information:

**3.1 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 three professional references

**3.2 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.

**3.3 Budget and Pricing:**

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

**4. Timeline:**

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

RFP Release Date: December 05, 2025

Proposal Submission Deadline: January 05, 2026

Proponent Selection: January 26, 2026

Contract Award: February 02, 2026

Appendix A-Cancellation Policy

Appendix B-Number of event attendees

For more information on events at the Theatre, visit [www.parksvillebeachfest.ca](http://www.parksvillebeachfest.ca)

**Contact Information:**

For inquiries regarding this RFP, please contact [info@parksvillebeachfest.ca](mailto: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.

Thank you for considering this opportunity.

## **Appendix A: Cancellation Policy**

### **1. Purpose**

This Appendix outlines the terms and conditions under which either Party may terminate the Agreement by providing written notice of cancellation.

### **2. Right to Terminate**

Following the completion of year 1 of the contract either Party may terminate the Agreement for any reason by providing the other Party written notice of termination within **sixty (60) calendar days after the completion of either year 1 or 2 of the contract**.

### **3. Method of Notice**

a. Notice of cancellation must be delivered in writing via one of the following methods:

- Certified mail, return receipt requested.
- Recognized courier service (e.g., FedEx, UPS) with delivery confirmation; or
- Electronic mail (email) with acknowledgment of receipt by the receiving Party.

b. Notice shall be deemed effective upon receipt by the other Party.

### **4. Obligations Upon Termination**

Upon issuance of a valid termination notice:

- a. Both Parties shall fulfill any outstanding obligations incurred prior to the effective date of termination.
- b. Any payments due for services rendered or goods provided up to the termination date shall remain payable in accordance with the Agreement's payment terms.
- c. Each Party shall return or destroy any confidential information belonging to the other Party, in accordance with the confidentiality provisions of the Agreement.

### **5. No Further Liability**

Except for obligations that expressly survive termination, neither Party shall have any further liability to the other following the effective termination date.

### **6. Effective Date of Termination**

The termination shall become effective **sixty (60) calendar days** after the date on which the written notice is received by the other Party, unless a later date is specified in the notice.

### **7. Survival**

Any provisions of the Agreement that by their nature should survive termination—including but not limited to confidentiality, indemnification, and dispute resolution—shall remain in full force and effect.

## **Appendix B – Number of Event Attendees**

Parksville Beach Festival Society uses multiple strategies for marketing ticketed events. Many attendees are returning customers; tracking sales is in partnership with the ticket seller, Macmillan Arts Centre via the “Mac Box Office.

Based on the past 4 years, we estimate ticket sales for the 2026 planned events to yield 9000 attendees and 15,000+ units sold. The Service provider will be responsible for executing liquor services for a minimum of 3 ticketed events made up of 5 total days as described on our website [www.parksvillebeachfest.ca](http://www.parksvillebeachfest.ca).