



**London**  
CANADA

**The Corporation of  
The City of London**

**Request for Expression of Interest 19-01  
Advertising and Preferred Pouring Rights for Beer for City of London Golf  
Courses**



# The Corporation of The City of London

Purchasing and Supply  
267 Dundas Street, 4<sup>th</sup> Floor  
London, Ontario N6A 1H2  
[City of London](#)

Thursday, January 17, 2019

## Request for Expression of Interest 19-01 Advertising and Preferred Pouring Rights for Beer for City of London Golf Courses

**ELECTRONIC PROPOSAL SUBMISSIONS ONLY** shall be received by bids&tenders, no later than the closing time and date.

Closing Time and Date	Tuesday, February 12 <sup>th</sup> , 2019, 2:00:00 p.m., local time
Question Period Closing Time and Date	Tuesday, February 5 <sup>th</sup> , 2:00:00 p.m., local time

### **1.0 Request for Expression of Interest Details**

#### **1.1 Purpose**

The Corporation of the City of London (herein referred to as “the City”) is issuing this Request for Expression of Interest (herein referred as “REOI”) to seek interested applicants for Advertising and Preferred Pouring Rights for Beer for City of London Golf Courses as noted in this REOI documents.

#### **1.2 Background**

The City is seeking interested applicants for the Preferred Pouring Rights of a selection of Draft and Packaged Beer Products to be sold from licensed municipal golf courses, as well as a commitment to an Advertising Agreement with the City.

The City operates 90 holes of municipal golf at three (3) following locations throughout the City which includes three lounges, two halfway houses, and beverage carts. Operation time varies throughout the year. The estimated sales at these locations of beer products in 2018 were \$300,000. The City is seeking a preferred supplier to deliver and supply the draft beer and packaged beer products, it being noted that the city will continue to stock and sell other packaged brands at these locations. The City wishes for the preferred supplier, in accordance with the AGCO rules and regulations, to participate in a social responsibility messaging program by purchasing advertising at the courses. The preferred supplier will also be asked to sponsor specific initiatives and events at the golf courses to be determined on an annual basis, these events include the annual Men’s and Senior Invitational Golf Tournaments and the City of London Club Championships once again, insofar as the AGCO rules and regulations allow.

Fanshawe Golf Course  
2835 Sunningdale Rd. E.  
London, Ontario N5X 3Y7

River Road Golf Course  
2115 River Rd.  
London, Ontario  
N5W 6C4

Thames Valley Golf Course  
850 Sunninghill Ave.  
London, Ontario  
N6H 3L9

The City is interested for the contract term of five (5) years with an option to renew for two (2) years.

The Evaluation Team will review submissions and invite those who have responded and meet the minimum criteria to discuss the required services.

The City will review submissions, then engage in negotiation process with the respondents for the pricing and terms and conditions. Proposals will be reviewed for proponent qualifications and best overall value to the City. The contract to a successful Respondent will be awarded by end of the February of 2019.

## **2.0 Submission Requirements**

### **2.1 General Requirements**

- a) The City is requesting an REOI from firms who are both interested and capable of undertaking the project.
- b) The detail and clarity of the written submission will be considered indicative of the individual's expertise and competence.
- c) All information provided in response to this REOI must contain sufficient detail to support the services description herein.

### **2.2 Specific Requirements**

- a) Background information providing an outline with an explanation of why your firm is a suitable candidate including but not limited to company history, experience and qualifications of providing the services as outlined in this document.
- b) Disclosure of market share, in South Western Ontario, of the respondents top three products by published documentation.
- c) Respondents are to provide an itemized listing of your signature brands supplied to the local market.

The respondents shall complete the information on Bid&tender Step 2 –Documents.

### **3.0 Evaluation Criteria**

#### **3.1 Evaluation Team**

Submissions will be reviewed by a team with representation from Parks and Recreation Services with the assistance of Purchasing and Supply.

The Evaluation Team will review all the submissions to ensure compliance to the required experience and qualifications.

### **4.0 Submission Information**

4.1 Responses must be received online through [bids&tenders](#) no later than the specified closing time and date.

4.2 Respondents may edit or withdraw a submitted responses at any time up to the official closing time. Respondents are solely responsible to ensure the re-submitted response is **RECEIVED** by bids&tenders no later than the closing time and date.

### **5.0 Terms and Conditions**

#### **5.1 Questions/Addenda**

- a) All questions, inquiries and clarifications regarding this REOI are to be submitted using the "Submit a Question" button available on bids&tenders. Inquiries must not be directed to City employees or Elected Officials. Submitting inquiries outside of bids&tenders may result in your Proposal being rejected.
- b) The City assumes no responsibility for any verbal (spoken) information from any City staff or from any Consultant firms retained by the City, or from any other person or persons who may have an interest in this REOI.
- c) Amendments or changes to this REOI prior to the closing date and time stated herein will only be in the form of written addenda issued by the City's Purchasing and Supply Division and distributed through bids&tenders. It is the respondents' sole responsibility to inform itself of any posted addenda. Respondents will be unable to submit their REOI until all addenda are acknowledged electronically.
- d) The City makes no promise or guarantee that addenda will be delivered by any means to any respondents. By submitting an REOI, the Respondent acknowledges and agrees that addenda shall only be posted on bids&tenders and it is the sole responsibility of the Respondent to check for said addenda.
- e) Where a request results in a change or a clarification to the REOI, the City will prepare and issue an addendum. Addendum will be issued within the forty-eight (48) hours prior to closing - not including Saturdays, Sundays and Statutory Holidays observed by the City for regular business hours with the exception of an addendum postponing the closing or cancelling of this REOI. Respondents that have submitted the REOI prior to the date and time cut-off for addenda issuance are solely responsible to monitor bids&tenders for further addendum and are therefore also solely responsible for submitting a complete new REOI acknowledging any said addenda prior to the closing date and time of the REOI solicitation.

**5.2 Rights Reserved by the City**

- a) The City is not liable for any costs incurred by the Respondent in the preparation of their response to the REOI or selection interviews, if required. Furthermore, the City shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any Respondent, prior or subsequent to, or by reason of the acceptance, or non-acceptance by the City of any REOI, or by reason of any delay in the award of the REOI.
- b) The City reserves the right to request specific requirements not adequately covered in their initial submission and clarify information contained in the REOI.
- c) The City reserves the right to modify any and all requirements stated in the REOI at any time.
- d) The City reserves the right to cancel this REOI at any time, without penalty or cost to the City.
- e) In the event of any disagreement between the City and Respondent regarding the interpretation of the provisions of the REOI, the Manager of Purchasing and Supply or an individual acting in that capacity, shall make the final determination as to interpretation.

**5.3 Access to Information**

- a) The information submitted in response to this REOI will be treated in accordance with the relevant provisions of the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA) and in accordance with The Procurement of Goods and Services Policy.
- b) The Respondent does, by the submission of a REOI, accept that the information contained in it will be treated in accordance with the process set out in this section of the REOI.

**5.4 Rights Reserved by the City**

- a) The City reserves the right to modify any and all requirements stated in the REOI at any time.
- b) The City reserves the right to cancel this REOI at any time, without penalty or cost to the City.
- c) In the event of any disagreement between the City and the Respondent regarding the interpretation of the provisions of the REOI, the Manager of Purchasing and Supply or an individual acting in that capacity, shall make the final determination as to interpretation.

**5.5 Verification of Information**

The Respondent shall cooperate in the verification of information and is deemed to consent to the City verifying such information.

The City shall have the right to:

- a) Verify any Respondent statement or claim by whatever means the City deems appropriate, including contacting persons in addition to those offered as references.
- b) Access the respondents' premises where any part of the work is to be carried out to confirm Proposal information quality of processes and to obtain assurance of viability.

# REOI 19-01 - Advertising and Preferred Pouring Rights for Beer for City of London Golf Courses

Opening Date: January 17, 2019 12:00 PM

Closing Date: February 12, 2019 2:00 PM

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**PREVIEW**  
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## Bid Questions

Please provide key contact person information Name:

email: Telephone:

please provide your H.S.T Number

## Documents

It is your responsibility to make sure the uploaded file(s) is/are not defective or corrupted and are able to be opened and viewed by the Owner. If the attached file(s) cannot be opened or viewed, your Bid Call Document may be rejected.

the Respondents are required to upload three documents required.

- a) Background information providing an outline with an explanation of why your firm is a suitable candidate including but not limited to company history, experience and qualifications of providing the services as outlined in this document \* (mandatory)
- b) Disclosure of market share, in South Western Ontario, of the respondents top three products by published documentation \* (mandatory)
- c) Respondents are to provide an itemized listing of your signature brands supplied to the local market \* (mandatory)
- other document if any (optional)

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## Declarations

I/WE hereby offer to provide the described goods and or services in accordance with the City's terms, conditions and all related documents which will be deemed part of the contract should this quotation be accepted, and as follows:

I/WE DECLARE that no person, firm or Corporation other than the one whose information is listed is or are attached, has any interest in this quote.

I/WE FURTHER DECLARE that this quote is made without any connection, knowledge, comparison of figures or arrangement with any other company, firm or person making a bid for the same work and is in all respects fair without collusion for fraud.

I/WE FURTHER DECLARE that the several matters stated in the said quote are all in respect true.

I/WE agree to be bound by the terms and conditions and have authority to bind the Corporation and submit this Bid on behalf of the Bidder.

### Declaration of Conflict of Interest

No elected official, appointed officer or employee of the City shall have any pecuniary or controlling interest, either direct or indirect, in any competitive bid or contract for the supply of goods or services to the City, unless such pecuniary interest is disclosed by the contractor, bidder, or person submitting a quotation, as the case may be, or unless such pecuniary interest would be exempt under the Municipal Conflict of Interest Act. Please disclose any potential conflicts below by clicking "yes", otherwise click "no" if you do not have any conflict of interest. Failure to disclose any conflict of interest shall result in your bid being rejected.

**Yes**  **No**

The Bidder acknowledges and agrees that the addendum/addenda below form part of the Bid Document

Please check the box in the column "**I have reviewed this addendum**" below to acknowledge each of the addenda.

File Name	I have reviewed the below addendum and attachments (if applicable)	Pages
There have not been any addenda issued for this bid.		