

What are the different categories of vendor opportunities?

Type 1 - PERMANENT

- **50 week per year operation**
- High Season (Memorial Day through Labor Day): 6 days per week operation
- Low Season (Labor Day through Memorial Day): 2 or 3 days per week operation
- Possible utility usage

Vendor will be provided with or construct their own portable operating kiosk and storage facilities which will be situated in a specified location for day to day operation. Structure and paint scheme to be approved by MainStreet Oceanside.

Type 2 - SEMI-PERMANENT

- **High Season Only** (Memorial Day through Labor Day): 4 to 6 days per week operation
- No Low Season operation
- Possible limited on-site storage
- Possible utility usage

Vendor will provide a portable structure; style and color to be approved by MainStreet Oceanside.

Type 3 - TRAVELING / MOBILE

- **Primarily High Season**
- High Demand Weekends - Holidays - Special Events
- Non-traditional locations
- Daily removal - no on-site or overnight storage
- No utilities (self-contained)

Vendor will provide a traveling/mobile type unit, style and color to be approved by MainStreet Oceanside.

When will the program begin?

A tentative timeline for the initial phase-in of the first year of the program has been developed as follows:

Feb 1: Award contracts to Type 1 Vendors (Type 2 and 3 ongoing)

Mar 1: Coordinate with City on locations, infrastructure, utilities, permits

Apr 1: Start date to install infrastructure for Type 1 Vendors

May 1: Access to site for Type 1

May 20: Preview weekend

May 26: Opening day

For more information on the MainStreet Oceanside Beach Services opportunity, please contact:

Kim Heim

*Executive Director
760.754.4512*

If you would like to submit a proposal, please contact the MainStreet Oceanside support staff at 760-754-4512 to request an application.

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Frequently Asked Questions



What types of providers or services are you seeking?

The goal of the MainStreet Oceanside Beach Services program is to enhance the public use of the beach and the ocean and promote a safe, enjoyable and high-quality recreational experience for all beach visitors. Proposals from vendors are being sought for (but not limited to) a wide variety of categories:

- Services
- Education/Training
- Food Products
- Communication
- Information
- Transportation
- Equipment Rental
- Banking
- Personal Property Storage (basket check)

Retail products may be added to this list in subsequent years, however we are not requesting proposals for retail products in the first year of the program. Contact our office to be placed on the waiting list.

How do I submit a proposal?

Proposals will only be accepted on an official application form. Please contact the MainStreet Oceanside office at (760) 754-4512 to receive a copy.

How will the proposals be evaluated?

Proposals will be evaluated by the MainStreet Oceanside staff. Criteria of particular interest will be demonstrated experience in similar locations, quality of equipment and/or vending apparatus, financial strength, and references. Special consideration will be given to business members in the MainStreet Oceanside district and to Oceanside businesses and residents.

How much will I pay in rent?

Rents are calculated as a percentage of gross sales and range from 12.5% to 15%. Rent will be collected by MainStreet Oceanside.

What is the deadline to submit my application?

Because this is the first year of a multi-year program, vendors will be phased in over a period of time. There is no deadline for any proposal. Due to infrastructure issues, however, proposals for the first phase of Type 1 (Permanent) Vendors should be received by Monday, January 30, 2006 in order to be considered for the 2006/2007 season. Since infrastructure issues for Type 2 and Type 3 Vendors are less significant, proposals in these categories will be considered after Type 1 contracts are signed.

Who will provide day-to-day management of the Beach Services program?

This is a pilot program of MainStreet Oceanside through a master contract with the City of Oceanside. MainStreet Oceanside has been charged with the oversight and management of the Beach Services program. Day-to-day management of the program will be provided by an employee of MainStreet Oceanside.

What type of structure will be provided?

Currently, there are no permanent structures available in the beach area for vending. Type 1 (Permanent) Vendors will be required to construct their own portable operating kiosk and storage facilities which will be situated in a specified location for day to day operation. Type 2 (Semi-permanent) and Type 3 (Traveling/Mobile) Vendors will, by definition, operate out of a self-provided portable structure.

Why are Type 1 (Permanent) Vendors restricted to a portable structure?

Because attendance at the beach is seasonal in nature, Beach Services locations may need to be reconfigured from season to season. In addition, special events in the beach area may also require a temporary reconfiguration.

Where will the beach concessions be located?

The Beach Services territory will encompass the public areas defined by these boundaries:

*Western: The Strand Street and beach
Northern: Breakwater Way
Southern: Wisconsin Street*

Vending opportunities may be available on the following city-owned properties:

- Amphitheatre/Amphitheatre Plaza
- Betty's Lot
- Locations below the pier and adjacent to Beach Community Center
- Tyson Park
- Seagaze Park
- Wisconsin Street Lot
- Public Right of Way locations on The Strand

A map of suggested locations for Phase One of the Beach Services program is available from the MainStreet Oceanside office. Space will be allocated and assigned during the selection process. Your preference may be indicated in your proposal.

Why does the contract call for "black-out" dates and what does that mean?

Oceanside's beach area plays host to a wide variety of special events and major holiday celebrations. Conditions may arise that will periodically impact the ability to conduct the normal delivery of beach services to the public. MainStreet Oceanside will reserve the right to declare periodic "black-out" dates as circumstances may dictate.

