



18110 Goldenwest Street
Huntington Beach, CA 92648

PH: 714.248.6332
info@hbsportscomplex.com

June 10, 2024

City of Huntington Beach
ATTN: Cody Hernandez
2000 Main Street
Huntington Beach, CA 92648

**RE: Concessions Services, Huntington Beach Sports
Complex Request for Proposal No. 2024-0613**

Dear Mr. Hernandez,

HBSC Partners, LLC would like to thank the City of Huntington Beach for the opportunity to present a proposal for providing concessions services for both City-owned concession buildings at the Huntington Beach Sports Complex.

In our tenure, operating the Sports Complex we feel that we have demonstrated our unwavering commitment to the ongoing success and growth of the facility. We believe that concessions services play a crucial role in shaping the overall atmosphere of a sports venue. Driven by our vision to transform the Huntington Beach Sports Complex experience, our team is dedicated to not only meeting but exceeding the concessions expectations of our patrons.

Our commitment to excellence is rooted in the following key principles:

- 1) **Quality and Variety:** We understand that a diverse and high-quality menu is essential in catering to the varied tastes of your audience. Our offerings are carefully curated to provide a delightful culinary experience for our spectators and participants.
- 2) **Efficiency and Innovation:** We envision implementing solutions to streamline operations, reduce wait times, and enhance overall efficiency. Our innovative approach will contribute to a seamless and enjoyable experience for our customers.
- 3) **Community Integration:** Beyond providing concessions services, we aspire to become an integral part of the Huntington Beach community. Our initiatives include collaborations with local businesses, supporting community events, and engaging with your patrons to create a sense of community pride.

Enclosed with this letter, you will find our detailed proposal, which outlines our comprehensive vision, capabilities, and proposed fee structure. We welcome the opportunity to further discuss how HBSC Partners, LLC can play a pivotal role, and partner with the City, to create an exceptional culinary experience that supports our goal of making the HB Sports Complex a premier sports destination.

Sincerely,

Jerry Marchbank
Partner
HBSC Partners, LLC

**REQUEST FOR PROPOSAL
VENDOR APPLICATION FORM**

TYPE OF APPLICANT: NEW CURRENT VENDOR

Legal Contractual Name of Corporation: HBSC Partners, LLC

Contact Person for Agreement: Jerry Marchbank

Corporate Mailing Address: 18100 Goldenwest Street

City, State and Zip Code: Huntington Beach, CA 92648

E-Mail Address: jerry@hbsportscomplex.com

Phone: 714-404-4143 Fax: _____

Contact Person for Proposals: Jerry Marchbank

Title: Partner E-Mail Address: jerry@hbsportscomplex.com

Business Telephone: 714-248-6332 Business Fax: _____

Year Business was Established: _____

Is your business: (check one)

- NON PROFIT CORPORATION FOR PROFIT CORPORATION

Is your business: (check one)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> CORPORATION | <input checked="checked" type="checkbox"/> LIMITED LIABILITY PARTNERSHIP |
| <input type="checkbox"/> INDIVIDUAL | <input type="checkbox"/> SOLE PROPRIETORSHIP |
| <input type="checkbox"/> PARTNERSHIP | <input type="checkbox"/> UNINCORPORATED ASSOCIATION |

Names & Titles of Corporate Board Members
(Also list Names & Titles of persons with written authorization/resolution to sign contracts)

| Names | Title | Phone |
|---------------|---------|--------------|
| Matt Olmstead | Partner | 714-401-7282 |
| Ryan Gale | Partner | 714-376-1028 |
| | | |
| | | |
| | | |

Federal Tax Identification Number: 87-1002106

City of Huntington Beach Business License Number: A318261
(If none, you must obtain a Huntington Beach Business License upon award of contract.)

City of Huntington Beach Business License Expiration Date: 8/31/24



HBSC PARTNERS, LLC
WWW.HBSPORTSCOMPLEX.COM

PROPOSAL

CONCESSIONS SERVICES HUNTINGTON BEACH SPORTS COMPLEX

REQUEST FOR PROPOSAL
NO. 2024-0613

PROPOSED TO:
CITY OF HUNTINGTON BEACH



About HBSC



HBSC Partners, LLC is a partnership formed for the sole purpose of making the Huntington Beach Sports Complex and the City of Huntington Beach a premier recreational space for our community and year-round destination for youth and adult sports. In the three years since entering into our partnership with the City, HBSC has implemented extensive changes to improve field playability, provided greater access for our community, and we have partnered with the premier event providers to host some of the biggest amateur sporting events in the country. Bringing in nearly 1M guests to the park annually, we see an opportunity to improve and show our patrons what Huntington Beach hospitality is about. We feel that seamless integration between park operations and park hospitality is the next step in developing a world-class event venue for our community and visitors alike.



Project Summary



HBSC Partners, LLC has partnered with the City of Huntington Beach for the last three years to create a place that supports an active, wellness-oriented community, promotes passion for sports, and makes Huntington Beach a premier destination for youth sporting events in Southern California. As we continue our quest of being a “must visit” youth sports experience, we understand the importance of providing a single point-of-contact for our event partners, providing food and food service that meets the highest customer standards, and maintaining a venue that is representative of the world-class Sports Complex that we want to be.

We feel that the best Sports Complex in the country needs to have the best hospitality in the country. Food service at a sports venue serves as a vital component that enhances the overall fan experience. Beyond mere sustenance, it contributes to the atmosphere, entertainment value, and economic success of the venue. Our food will not only serve spectator tastes but foster a sense of community and enjoyment at our park that is representative of the exceptional food scene in Huntington Beach .



Methodology



- 01 Implementation Plan
- 02 Client Satisfaction
- 03 Project Schedule
- 04 City Required Tasks
- 05 Point of Sale System



01

Implementation Plan

In our efforts to take the Sports Complex from a sports park to an entertainment destination, customer hospitality is critical to building the positive reputation for our venue. Satisfied customers attract new patrons, creates a sense of loyalty among existing customers, and supports an experience representative of the Huntington Beach brand. Our experience with Sports Complex events gives us a thorough understanding of the target audience and demand of our patrons.

It all begins with creating the right environment that entices our visitors to stay at the park instead of leave to go to nearby restaurants. We believe that starts with creating an atmosphere that aligns with our target audience. We intend to create a exterior layout that is inviting for our patrons to hang out, incorporating seating, televisions, and a vibe that resonates Huntington Beach.

In addition to the atmosphere, we feel that “ballpark food” is an integral part of the overall experience when attending a sporting event. These foods have unique appeal that are associated with the excitement of watching games. We intend to offer iconic ballpark staples, striking the balance between high-quality ingredients, speed of service, and providing customers with a high value proposition.

With this idea in mind, we are proposing our concept of **1909: Craft Beer & Concessions** for both the Northside and Southside concession stands at the Sports Complex. The following pages highlight some of the concepts that we feel will set the Huntington Beach Sports Complex concessions apart from other sports complexes in the country.





Conceptual Elements

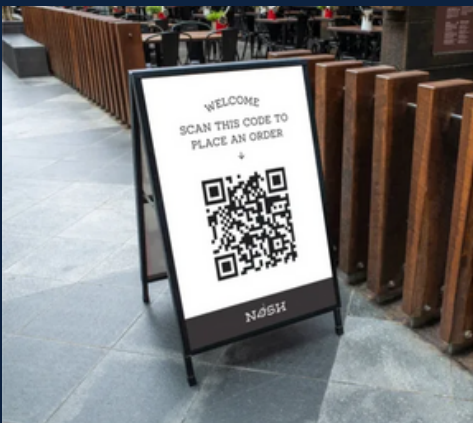


Signature Menu Items

1909 will offer several signature menu items at the two locations including HB's World Famous Cheese Strips, gourmet hot dogs, a smashburger, and a Detroit-style pizza.

Food at the Field

Many spectators don't want to miss the game to go to the concession stand. We believe there is a significant opportunity to provide in-game concessions. We are planning to deliver refreshments to the field with vending carts (bikes).



QR Ordering/Pre-ordering

QR and mobile ordering provides a significant opportunity to reduce customer wait times and increase kitchen efficiency.

Local Craft Beer

Huntington Beach has a very popular craft beer scene, with notable breweries pouring some of the most inventive and award-winning brews that our visitors would enjoy.





Menus:

During the walkthrough, it was noted that only one of the two concession buildings is equipped with an industrial hood for cooking. Recognizing this limitation, HBSC has developed two menus uniquely suited to the constraints of the facilities. The Northside (Fields 5-8) and Southside (Fields 1-4) locations will each feature their own signature items while serving similar complimentary items. In addition, we feel that through proper signage and app-based ordering, we can share the diverse offerings of both locations with customers throughout the park.

ROTATING ITEMS

1909 SPECIAL DOG \$10
Signature Wagyu Dog, our way

SPECIAL NACHOS \$10
Classic Nachos with a Twist

1909 HOT DOG \$6
Signature Wagyu Hot Dog, undressed

1909 CHILI DOG \$8
Signature Wagyu Hot Dog, covered in chili & cheese, fork required

CLASSIC NACHOS \$5
Tortilla Strips and good old-fashioned pub cheese

CHILI CHEESE NACHOS \$7
Tortilla strips piled high with chili and cheese

CHEESE STRIPS \$8
HB's iconic tortilla strips, topped with cheddar cheese, secret sauce

DONUTS \$3/\$5
Locally sourced from HB's iconic donut shops

1909 BREKKY SANDWICH \$7
Our signature breakfast sandwich

SOFT SERVE ICE CREAM \$4/\$7
Cake cone or HB commemorative helmet

CANDY/SNACKS \$2/\$3/\$4
Assorted selection

PROTEIN BARS \$4
Assorted selection

FRUIT CUP \$6
Seasonal fresh fruit cup

CHICKEN CAESAR SALAD \$8
Classic chicken caesar, with parmesan & croutons

COBB SALAD \$8
Iceberg, chicken, bacon, egg, and ranch

BOTTLED WATER \$2

FOUNTAIN DRINK \$3

SPORTS DRINK \$4

PROTEIN DRINK \$4

A CUP \$3
Locally sourced coffee from 602 coffee in hb, 12 oz

A PINT \$10
Craft beer sourced from local breweries (rotating)

SIGNATURE ITEMS

BREKKY

STAPLES

SALADS

DRINKS

SIGNATURE ITEMS

1909 SMASHBURGER

Wagyu smashburger, cheese & grilled onion **\$10**

1909 DETROIT SLICE

Our signature Detroit style pizza, cheese or pepperoni **\$5/\$7**

WINGS

Bone-in chicken wings, mango/habenero, honey bbq, parmassan/garlic **\$9**

TOT-CHOS

Loaded tater tots! Like nachos only better **\$10**

TOTS & RANCH

Everyday tater tots with a side of ranch **\$8**

MOZARELLA STICKS

Good ol' mozzarella sticks & Marinara **\$8**

BREKKY

DONUTS

Locally sourced from HB's iconic donut shops **\$3/\$5**

1909 BREKKY BURRITO

Eggs, tots, sausage, and bacon **\$9**

STAPLES

SOFT SERVE ICE CREAM

Cake cone or HB commemorative helmet **\$4/\$7**

CANDY/SNACKS

Assorted selection **\$2/\$3/\$4**

PROTEIN BARS

Assorted selection **\$4**

FRUIT CUP

Seasonal fresh fruit cup **\$6**

SALADS

CHICKEN CAESAR SALAD

Classic chicken caesar, with parmassan & croutons **\$8**

COBB SALAD

Iceberg, chicken, bacon, egg, and ranch **\$8**

DRINKS

BOTTLED WATER

\$2

FOUNTAIN DRINK

\$3

SPORTS DRINK

\$4

PROTEIN DRINK

\$4

A CUP

Locally sourced coffee from 602 coffee in hb, 12 oz **\$3**

A PINT

Craft beer sourced from local breweries (rotating) **\$10**



02

Client Satisfaction

Making the Huntington Beach Sports Complex more than a “place,” but an “experience,” continues to be the primary focus of our organization. We have worked hard to improve the playing experience on our fields and we want to carry these same values into our food and beverage services. For us, client satisfaction is derived from the following core values:

Integrated Service

We feel that the consolidation of Sports Complex hospitality and operations will provide a seamless integration that improves the overall Sports Complex experience for our event organizers and promoters. Having a single point of contact for our customers will greatly improve our efficiency and the efficiency of our event partners.

Quality Ingredients

We believe that quality ingredients make great food! We intend to work with our distributors to provide high-quality, fresh ingredients for all of our food offerings.

Prompt & Friendly Service

We intend to minimize wait times by having a “grab and go” window for customers looking only to purchase pre-packaged items, utilizing pre-ordering POS functionality, and designing our menu items around prep speed and efficiency.

Value for Money

Customers should feel that they are receiving value for their money spent. This includes balancing fair pricing, reasonable portion sizes, and perception of the quality of food and service provided.

Local Flair

Huntington Beach has a renowned food and craft beer scene. Serving 1M people per year, we want the Sports Complex to provide our visitors with a taste of what HB is about. Every person that comes to the Sports Complex should leave knowing that they were in HB and looking forward to the opportunity to come back.



03

Project Schedule

HBSC Partners anticipates that **1909: Craft Beer and Concessions** will take 8-12 weeks to launch. HBSC is prepared to provide limited concessions service to continue serving our weekend customers during this time.

During this transition, HBSC intends to sell low/no prep “snack bar” items such as nachos, hot dogs, prepackaged snacks, canned/bottled beverages, and reselling pizza by the slice. Whether serving from an EZ-UP, serving from our vending bikes, or utilizing a portion of the existing snack bars during renovation, we don’t anticipate a stoppage in concession service.

While providing temporary services, we will be promoting the launch of **1909: Craft Beer and Concessions** with signage and social media with a “coming soon” campaign.

Attached is draft schedule to launch.



04

City Required Tasks

HBSC Partners has developed a strong partnership with the City of Huntington Beach in our mission to provide a safe, diverse, inclusive, and inviting place for our community and visitors alike. We look forward to continuing this partnership with **1909: Craft Beer & Concessions**. The primary responsibility for opening these facilities rests with HBSC. We anticipate that the City's involvement will be limited to the design and approval of the exterior improvements.



05

Point of Sale System

The Sports Complex currently utilizes a retail configuration of Square POS to operate our batting cage and merchandize shop. Square provides an intuitive and user-friendly interface for Sports Complex staff, robust inventory management, and detailed analytics and reporting tools that we use to identify sales trends and revenue totals.

More importantly, Square provides flexible and secure payment options for our customers. We feel that the ability to support various payment methods including contactless payments (i.e. Apple Pay and Google Pay) is essential for providing a modern and convenient payment experience for customers.

To maintain consistency with our retail application, we intend to use Square for Restaurants as our POS system. This system will provide customers with a consistent experience throughout the park, as well as uniformity in our analytics and reporting. Furthermore, Square has a scalable hardware system that will allow us to utilize handheld POS devices to support mobile and other special event concession configurations throughout the park.

Last but not least, Square supports online and QR Code ordering. This will allow customers to order food from anywhere in the park for pickup (or delivery). This significantly increases the efficiency of our food service operation, reduces customer wait time, and greatly supports our collective goal of client satisfaction for all visitors of the HB Sports Complex.



Square



06

Equipment, Environment & Additional Opportunities

As mentioned previously the menus will vary at the two concession locations due to the lack of a hood at the Northside location. This will also impact the type of equipment that can be used in those locations. We propose the following equipment as key pieces to the **1909: Craft Beer & Concessions** concept:

Northside:

- Turbo Chef
- Hot Dog Rollers
- Crock Pots
- Nacho Cheese Dispenser
- Soft Serve Machine
- Refrigeration & Taps

Southside:

- Turbo Chef
- Flat Top Grill
- Deep Fryer
- Soft Serve Machine
- Refrigeration & Taps

The large patios adjacent to the concessions stands provide a significant opportunity to attract and retain customers at the Sports Complex. Notably, we are proposing the installation of semi-permanent shade structures near the concession area(s) which will provide much needed shade at the park and a place for players to get out of the sun. In addition, televisions that are equipped to stream video from the fields, and ample patio seating will provide welcoming place for patrons to sit and enjoy food and refreshments between games.

We see a tremendous opportunity to expand concession services beyond weekend tournaments. For example, many of our weeknight softball teams leave the Sports Complex and go to a local sports bar after their game. With good food, beer, televisions, and a welcoming environment, we have the opportunity to offer that amenity with **1909: Craft Beer & Concessions**. In addition, we see an opportunity to increase catering offerings for birthday parties and other events.



Staffing



Appropriate staffing is crucial for the smooth operation, customer satisfaction, and overall success of **1909: Craft Beer & Concessions**. We've expressed that the speed of service is a critical metric in which we will measure our success. Through online ordering and efficient front-of-house operations we feel that we can significantly reduce wait times for our patrons.

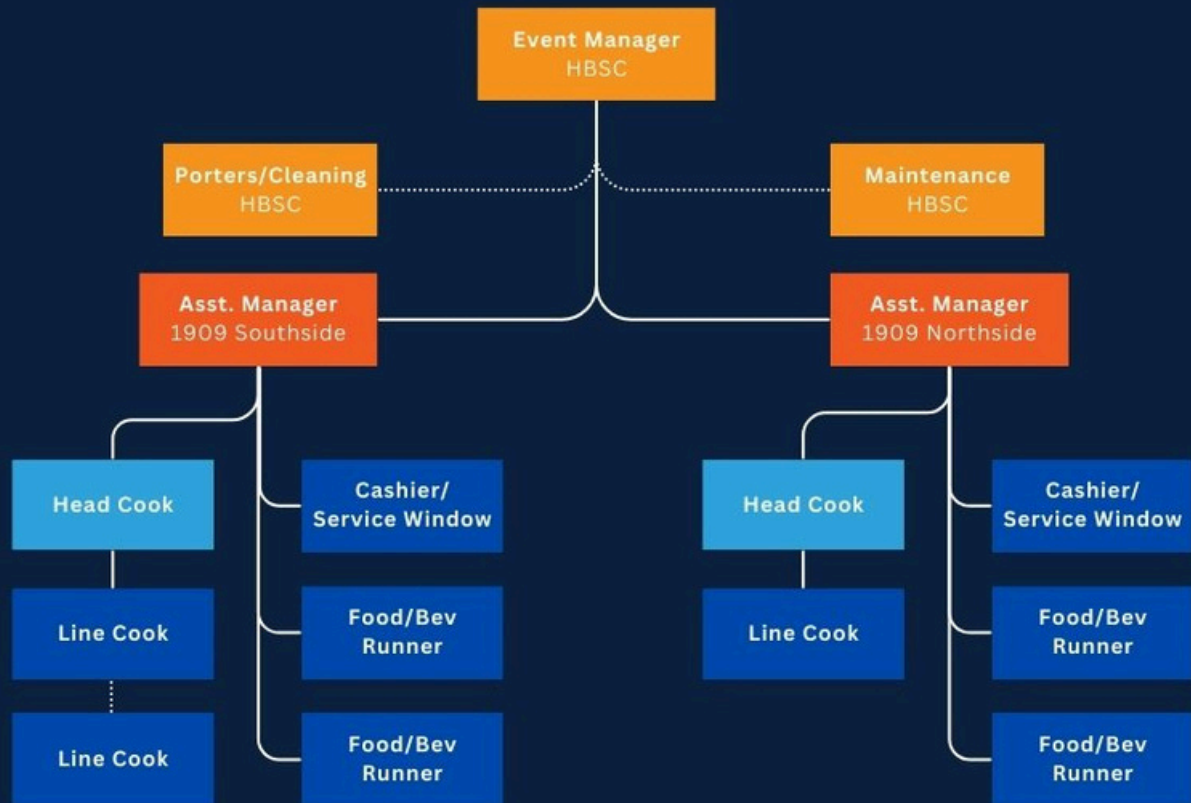
We also understand that park visitors typically come to the concessions between games in effect creating waves of customers at the concession stands. It is important that we maintain an appropriate level of staffing to serve these peak times. We also see a tremendous opportunity to provide concessions service at the fields (i.e. ice creams, soft drinks, snacks, hot dogs) like you'd see at a stadium during games. We are partnering with Rad Power Bikes to outfit tricycles to provide in-game concessions at the fields. With this in mind, we have structured our food/beverage runner positions to be flexible so that they can serve in the concession stands during peak hours and provide in-game concession service during games.



Staffing Plan

Organization Chart

1909: Craft Beer & Concessions





Qualifications



01 Key Staff

02 Experience/Capability

03 References

01 Key Staff

HBSC Partners, Ryan Gale, Jerry Marchbank, and Matt Olmstead are dedicated to creating a Sports Complex that inspires community growth and vitality and becomes a landmark of our City. Making the Huntington Beach Sports Complex more than a “place,” but an “experience,” continues to be the primary focus of our organization. To do that, we have brought in two of the most knowledgeable, creative, and forward-thinking people in the food/beverage industry to help us develop, launch, and ensure the success of **1909: Concessions & Craft Beer**.



Ryan Rasmussen
Consultant/Advisor

- Owner/Visionary of Riip Beer Company;
- Opened Riip taproom in 2014;
- Winner of numerous accolades/awards in national competitions and festivals;
- Opened Riip Pizzeria (Magnolia Street) in 2022;
- Currently expanding the Sunset Beach taproom to include full food service;
- Riip has become a lifestyle associated with Huntington Beach encapsulating the feeling of excitement, passion, and “stoke” in our community.



Christie Gagliano
Consultant/Advisor

- Assistant Manager, The Abbey - Seal Beach
- Bartender, The Bruery Tasting Room
- Owner/Chef, Home Skillet Food Truck & Catering
- Sous Chef in numerous acclaimed restaurants in Texas, San Francisco, Los Angeles, and Orange County.
- Degree and certifications in culinary arts, food safety, and alcohol service.
- Service oriented professional with 20+ years in the restaurant industry ranging from kitchen staff, service staff, and management.



02

Experience/Capability

HBSC Partners currently operates a retail storefront selling merchandise and refreshments to Sports Complex customers. Through this operation we have formed the foundational principles of customer service, inventory management, and effective visual merchandizing. Additionally, we have embraced technology in leading the Sports Complex from a largely manual/cash operation to a user-friendly POS and online payment system. This has significantly streamlined operations and tremendously enhanced the customer experience.

Beyond our regular operations and event management, HBSC Partners organized and coordinated the “Riip and Friends” Beer Festival. Not only does this highlight our ability to coordinate a large-scale food/beverage event, but it provided us with the experience in obtaining a Alcohol Beverage Control (ABC) license which we feel will greatly assist us in the development of [1909: Craft Beer & Concessions](#).

In addition, to our extensive experience with operations and events at the Sports Complex, Jerry, Matt, and Ryan bring their unique experiences and perspectives to this project.

As the Senior Director of Facilities, Planning, and Construction at Coast Community College District, Jerry has overseen more than \$1B in capital development. Notably, he oversaw the design and construction of a 160,000 square foot College Center at Orange Coast College. This project includes the cafeteria and OCC’s award-winning Culinary Arts instructional space. Jerry also oversaw the design and construction of The Captain’s Table, a casual-upscale restaurant serving a variety of cuisine types and operated by a students from the Culinary Arts Program. Additionally, he was involved in the development and construction of an on-campus Starbucks and various other retail storefront locations serving the students of Coast Colleges.

Ryan’s career in the restaurant industry started in 1992 at the Sugar Shack, a Huntington Beach staple, where he worked until graduating high school. During summers home from college, he worked as a Assistant Manager at Roman Cucina and the Shore House on Main Street where he managed catering and delivery. Ryan recently re-entered the restaurant industry, purchasing Tidepoole’s in Newport Beach, which serves breakfast, lunch, dinner, beer, and wine.

Having lived in Huntington Beach for over 25 years, Matt has three children who attend Smith Elementary, and Huntington Beach High School. Matt has become close with many local residents, business and community leaders. He also has close personal and working relationships with many local business owners in the restaurant and food industry, including Ola, RIIP, West Coast Prime Meats, and Rogers Poultry. Matt also served on the Board of Directors for Huntington Valley Little League from 2017-2020. In this role some of his responsibilities included the supervision of the concessions staff, controlling inventory, product purchasing, client satisfaction, evaluating food and beverage offerings and customer service.



03

References

A

Toby Reece
Owner/Restraunter - Ola Mexican Kitchen & Mahe
(562) 714-6921
tobyreecehb@gmail.com

B

Jay Henderson
Sales - West Coast Prime Meats
(213) 216-2822
jay.henderson@westcoastprimemeats.com

C

Ryan Turner
Owner/Operator - Sugar Shack
(714) 625-2582
R1turner@hotmail.com

D

George Saffarrans
CEO - Rogers Poultry & Provisions
(213) 494-2344
george@rogerspoultry.com

D

Takashi Moriyama
Owner/Operator (9 Japanese Restaurants)
(714) 726-2691
takashijam@gmail.com



Fee Proposal

HBSC Partners recognizes the City's objective to enter into a profit-sharing agreement for concession services. We also believe that the City shares HBSC's transformational vision for The Sports Complex, making it a premier sports venue, and a destination for visitors to our great City.

Providing the quality and level of service that we are proposing will require additional operating capital and up-front capital investment. Given this necessity, and based on our understanding of the City's objectives, HBSC would propose a flat revenue share split, that increases annually during the term of the agreement, as follows:

| | |
|---------|-----|
| Year 1: | 8% |
| Year 2: | 10% |
| Year 3: | 12% |
| Year 4: | 15% |
| Year 5: | 15% |

We expect that this revenue structure is appropriate to support the up-front investment, allow the operation to stabilize, and ensure that the City and HBSC can deliver the highest quality and best services to our patrons.

In addition to the revenue share, HBSC intends to contribute 10% of net income from concessions to the Sports Complex Capital Improvement Fund. We feel like the concessions revenue provides an opportunity to help fund our vision of becoming the premier sports complex in Southern California.