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# Lease a Retail Stand on Olvera St. Make your store a part of LA's history!

REQUEST FOR PROPOSALS (RFP)

Olvera Street Retail Stand Lease Opportunity  
RFP No. [RAMP ID 221397]

Issued by:

El Pueblo de Los Angeles Historical Monument

Date Issued: April 9th, 2025 3:00pm  
Proposal Deadline: May 14th, 2025 5:00pm



*El Pueblo  
de  
Los Angeles*

# Retail Stands on Olvera St.

## RFP OVERVIEW

<b>DATE ISSUED:</b>	<b>April 9, 2025</b>
<b>ESTIMATED START DATE (TERM)</b>	[6/11/2025] - 1 year with option to renew for 2 years, subject to change
<b>RAMP ID NUMBER:</b>	221397
<b>DESCRIPTION/ SCOPE OF WORK SUMMARY:</b>	<p>The City of Los Angeles El Pueblo de Los Angeles Historical Monument Authority Department is seeking proposals from businesses to operate a themed retail concession stand on Olvera Street.</p> <p>A total of five stands (C-14, C-17, C-26, C-27, and W-4) are available. Proposers will only be awarded a maximum of two stands (puestos).</p>
<b>PRE-PROPOSAL CONFERENCE:</b>	<b>Apr 22, 2025, 5:30 PM PST</b> , 125 Paseo de la Plaza, Los Angeles, CA 90012. Basement level, adjacent to Olvera Street. Pre-proposal and guided-tour will be recorded.
<b>PROPOSAL DEADLINE:</b>	<b>May 14, 2025, 5:00 PM PST</b>
<b>PROPOSAL SUBMISSION METHOD:</b>	Proposal packages to be sent via Email to: Enriqueta Olmos, Real Estate Officer at <a href="mailto:enriqueta.olmos@lacity.org">enriqueta.olmos@lacity.org</a>
<b>QUESTIONS and QUESTION DEADLINE:</b>	<p>Proposers may submit questions regarding this RFP by emailing <a href="mailto:enriqueta.olmos@lacity.org">enriqueta.olmos@lacity.org</a>. All questions and answers will be made available to all proposers on the RAMP website at: <a href="http://www.rampla.org">www.rampla.org</a>.</p> <p>The deadline for questions is May 7, 2025, 3:00 PM PST. Questions received after this date will not be answered.</p>

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# 1. The Opportunity

## 1.1 Background

*“Olvera Street shall be operated, managed, maintained and controlled in a manner that will preserve and positively reflect the early Mexican history of the City, revitalize the Mexican marketplace atmosphere now in existence, and preserve and enhance the historic buildings on the street.” Administrative Code Section 22.620*

The City of Los Angeles El Pueblo de Los Angeles Historical Monument Authority Department (Department) seeks proposals from businesses with a **minimum two years of experience** operating in retail. The City is seeking businesses with experience in selling products that may include but are not limited to cultural items, specialty and pre-packaged foods, art, crafts, clothing, pottery, and flowers. The Department is offering retail opportunities on historic Olvera Street, a premiere tourist destination located in the city’s oldest historic and cultural district. Retail opportunities are for the colorful and character-defining commercial “puestos” located on Olvera Street.

What is a puesto? *A puesto is a Spanish-language term that refers to stands, kiosks, or stalls typically found in a marketplace setting in Latin America. The Olvera Street Marketplace stands have been referred to as “puestos” since its founding in 1930.*

Many merchant families have been part of Olvera Street since its founding, offering a unique opportunity to operate a historic puesto. Businesses must align with Olvera Street’s historical and cultural theme as a Mexican marketplace, a landmark tourist destination since 1930. The Department manages commercial spaces, special events, filming, and eight museums across 22 acres dedicated to preserving Los Angeles’ rich Mexican heritage.

Available Olvera Street kiosks are centrally located in Los Angeles, CA 90012, with varying sizes.

## 1.2 Anticipated Term of Contract and Funding Source

The Department intends to award a one-year contract, with a two-year renewal option. Any extension will be at the Department’s sole discretion. The Department reserves the right to approve or deny any contract extension.

## 1.3 Minimum Qualifications

Proposals will be accepted only from individuals or entities that meet the following criteria. Proposers must:

1. Have a minimum of two (2) years of experience either owning and/or operating a retail business;
2. If submitting a proposal as a corporation, limited liability company, or limited liability partnership, then the submitting organization must be qualified to conduct business in

- the State of California as evidenced by the organization's business registration with the California Secretary of State;
3. Be in good standing with the California Secretary of State if a corporation or limited liability company;
  4. Have not been determined to be non-responsible or been debarred by the City pursuant to the Contractor Responsibility Ordinance;
  5. Have not been debarred by the federal government, State of California, or local government;
  6. Demonstrate the financial ability and capacity to fund their proposed business; and,
  7. Not have any outstanding debt to the State of California or City of Los Angeles that has not been repaid or for which a repayment agreement plan has not been implemented, if the proposer has previously contracted with the State of California or the City of Los Angeles.

## 2. Scope of Work

### 2.1 Objective

El Pueblo is looking for creative and energetic merchants who are knowledgeable and passionate about the early history of Los Angeles and can enhance the experience for visitors, students, travelers, and local residents who enjoy the unique historical atmosphere of this site. El Pueblo is seeking to award a contract to operate a puesto on Olvera Street specializing in the sale of traditional Mexican marketplace items such as: cultural items, specialty and pre-packaged foods, art, crafts, clothing, pottery, and flowers. **Please note that all of the puestos have access to electricity but do not have running water.**

Marketplace merchandise should be developed with children, families, and tourists in mind. Current Olvera Street puestos offer clothing, bags, toys, arts and crafts items, jewelry, blankets, footwear, candy, decorative kitchen utensils, framed pictures, religious items, flags, and postcards. Potential merchandise that is currently not represented include packaged spices and herbs for cooking, packaged baked goods, bottled jams, preserves, honey, bottled beverages, bath and body products, perfumes and colognes, fresh flowers, potted plants, books, magazines, original art, antiques and vintage items, home decorations, and music related items.

The Department has final approval of all products and inventory and will require a list of proposed merchandise to be sold and a family friendly "customer is always first" customer relations model.

The proposer must be willing to successfully fund, operate, and manage the business in a visually appealing manner. The successful Proposer should also have the ability to develop a colorful display with a product line that customers will be drawn to when walking by the stall. Potential customers include the two million visitors that come to El Pueblo annually.

## 2.2 Contractor Responsibility

### General Responsibilities

- Adhere to the Merchant Concession Agreement (Section 4.5, Exhibit 4), including the Standard Provisions for City Contracts.
- Comply with all City and County, and any other regulatory agencies' health, safety, and business regulations.
- Maintain professional and courteous customer service at all times.

### Operational Requirements

- Arrive on time and set up within the allocated puesto space.
- Set up and maintain a clean and organized puesto at all times.
- Keep the puesto area clean and dispose of waste properly.
- Ensure puesto operations do not obstruct walkways or neighboring vendors.
- Adhere to any power, water, or resource limitations set by the City.
- Clean space within and around puesto at the end of each operating day.

### Product & Sales Compliance

- Sell only products approved by the Department.
- Ensure products meet quality and safety standards.
- Prices for merchandise must be posted at all times.
- Provide receipts or transaction records to customers and to the City when required.

### Financial & Administrative Responsibilities

- Pay all required fees on time (puesto rent, permits, etc.).
- Maintain proper business licenses and permits.
- Keep accurate records of sales, inventory, and taxes.

### Health & Safety Compliance

- Follow all fire, electrical, and safety regulations.
- Follow proper food handling procedures (if applicable).
- Ensure all equipment is in good working condition.
- Use approved equipment and materials that meet safety standards.
- Report any hazards, accidents, or incidents to El Pueblo management staff.

### Hours of Operation

All puestos shall be operated at least six days each week. Proposer will declare their one closure day, if any, in writing to the Department. Mondays or Tuesdays are considered to be the most appropriate closure days. In no instance are puestos to be closed on weekends, holidays, or during El Pueblo special events. Hours of operation are established by El Pueblo seasonally at an adequate number of hours to meet public demand.

## 2.3 Available Puesto Specifications

The description and square footage of the proposed available puestos are as follows:

1. **Space C-14** is approximately 54 square feet
2. **Space C-17** is approximately 70 square feet
3. **Space C-26** is approximately 53 square feet
4. **Space C-27** is approximately 75 square feet
5. **Space W-4** is approximately 105 square feet

(See additional images and maps in Exhibit 5).

## 3. Proposal Application Content and Submission

### 3.1 Proposal Application

Proposal Application Link: [Proposal Application](#)

All proposal applications must be typed, double-spaced, in 12-point font and will be evaluated based on a point system that takes multiple factors into consideration. For your convenience, the City has provided a Proposal Application to assist in completing the proposal responses. The Proposal Application can be found in Exhibit A, or accessed in the link above. **Each question has a maximum word limit of 500 words.** Please feel free to attach pictures and supporting documents on your proposal application.

The submittal requirements and associated rating are outlined below:

#### A. Experience:

Proposer must have a minimum of two or more years of experience either owning or operating a retail business. Experience with a thematic product line is preferred. **(10 points)**

#### B. Financial Capability:

Financial Plan - Describe your start-up costs, inventory and price list (include pictures), wholesale cost of goods, insurance, marketing budget, and employee costs. If interested in leasing more than one puesto, indicate whether the same financial plan applies for both. If not, submit a second financial plan **(15 points)**

Financial Ability - Proposers are required to provide evidence of financial capacity and experience to fund their proposed business. Proposers should provide a reference letter from a bank showing their account is in good standing and has a minimum of six (6) months of rent funding. If interested in

leasing more than one puesto, evidence of financial capacity will be required for a minimum of six (6) months of rent funding for both puestos **(15 points)**

**C. Business Proposal:**

Business Model - Present your business plan summary on no more than two pages that describes your proposed theme, hours of operation, and product list. **(10 points)**

Customer Service Plan - Provide a description of your customer service program and business strategy to serve a wide customer base, including children and international visitors. **(10 points)**

Product Innovation Plan - Provide a plan on how your business will provide new, innovative, and culturally relevant products to Olvera Street. **(10 points)**

**D. Rental Bid**

State your proposed monthly rental amount for the desired puesto(s). You may bid on **a maximum of two (2) puestos**. The minimum rent for available puestos are as listed below:

Puesto	Square Footage	Minimum Rent Amount	Preference Rank #1 and #2	Your Bid Amount
C-14	54	\$850		
C-17	70	\$1,050		
C-26	53	\$850		
C-27	75	\$1,050		
W-4	105	\$700		
If you are bidding for more than one, do you intend to enter into a lease for both? (Yes/No)_____				

You may choose to bid a higher amount. The Proposer who bids the highest dollar amount will be awarded the highest points, although a high bid does not necessarily guarantee your proposal will be selected. **(30 points maximum)**

**E. References**

The proposer must include three business references and list the name, position, organization, address, phone number, and email address.

## F. Package Submission:

Please submit a completed **PDF copy** of the two documents below:

1. **Proposal Application (Exhibit 1)**
2. **Completed compliance documentation (Exhibit 2)**

Please email the proposal package to:

Enriqueta Olmos, Real Estate Officer  
**[enriqueta.olmos@lacity.org](mailto:enriqueta.olmos@lacity.org)**  
Subject: Puestos on Olvera Street RFP Proposal

### Proposal submission options and deadline:

Proposals submitted via email must be in **PDF format** and emailed to **[enriqueta.olmos@lacity.org](mailto:enriqueta.olmos@lacity.org)** by no later than **May 14, 2025 at 5:00 PM PST**.

## 3.2 Pre-Proposal Conference

To ensure prospective bidders have a comprehensive understanding of the project's scope, site conditions, and historical significance, a site visit will be included in the optional pre-bid proposal conference held on **April 22, 2025 at 5:30 PM PST at 125 Paseo de la Plaza, Los Angeles, CA 90012. Basement level, adjacent to Olvera Street**. Attendance is highly encouraged as vendors will have a guided tour of the site. For more information please email [enriqueta.olmos@lacity.org](mailto:enriqueta.olmos@lacity.org). While the pre-proposal conference is not mandatory, it is highly recommended for all prospective proposers. Pre-proposal conference and guided-tour will be recorded.

## 3.3 Questions and Technical Assistance

Except for the pre-proposal conference, all proposal submission related questions must be submitted by email to [enriqueta.olmos@lacity.org](mailto:enriqueta.olmos@lacity.org). All questions will be answered in a Question and Answer (Q&A) document available on the RFP listing on [www.rampla.org](http://www.rampla.org). Proposers shall not communicate with any City staff about this RFP except through the channels identified herein. The deadline for questions for El Pueblo is **May 7, 2025 at 5:00pm**.

## 3.4 Procurement Resources

### ProcureLA

ProcureLA is a procurement technical assistance program established by the Mayor's Office in partnership with the Economic Workforce Development Department. ProcureLA provides free procurement technical assistance services, and can either provide assistance on this opportunity or direct you to an alternative BusinessSource Center that may be able to fit your needs as a vendor. For more information please email [procurela@pacela.org](mailto:procurela@pacela.org)

## 4. Evaluation and Selection Process

### 4.1 Evaluation Criteria

Proposals shall be evaluated on the following criteria:

Evaluation Criteria	Maximum Points Possible
<b>Experience</b> - Proposer must have at least two or more years of experience owning or operating a retail business. Experience with a thematic product line is preferred. More points will be assigned to proposers with more experience.	10
<b>Financial Capability</b> - Proposers who are able to articulate a clear and profitable financial plan and have more than six months of rental funding available will be assigned more points.	30
<b>Business Proposal</b> - Proposers may propose the sale of imports, authentic cultural wares or pre-packaged food. More points will be assigned to those who will contribute towards the diversification of the inventory of goods that are appropriate for Olvera Street.	30
<b>Rental Bid</b> - Proposers who offer the highest bids for the puesto will be assigned the most points.	30
<b>Maximum Points - Total</b>	<b>100</b>

The Department may request interviews with the most qualified Proposers.

After the bid closing date, the Department will score and rank all qualified proposals. Should a puesto not have bids or a successful proposer, the City reserves the right to offer spaces to other high ranking proposers from other spaces.

If the highest ranking proposer fails to execute a contract, the Department may offer the space to the second highest ranking proposer on the list. **Sub-letting will not be permitted.**

### 4.2 Local Business Preference Program

Proposers are advised that this procurement process is subject to the Los Angeles Administrative Code Section 10.25, Local Business Preference Program (LBPP) Ordinance.

The LBPP Ordinance allows the Department to apply additional points to proposers who are certified as local businesses within the City or County of Los Angeles.

To be certified, proposers must complete and upload the LBPP Application/Renewal Form available on the RAMP at [www.rampla.org](http://www.rampla.org) before the proposal submission deadline. Only those proposers who apply and qualify for a Local Business designation (or otherwise qualify by using a qualified Local Subcontractor) by the RFP due date will be eligible for additional points that can be awarded under the ordinance.

For more information regarding the requirements of the Local Business Preference Program, please visit the Bureau of Contract Administration's website at <http://bca.lacity.gov>.

### 4.3 Proposal Evaluation and Selection

A review committee will evaluate and score all proposals. The winning proposer will be invited to enter into a Merchant Concession Agreement (Section 4.5, Exhibit 4). Once the agreement is finalized and agreed to by the winning proposer, the proposed agreement will go to the El Pueblo Commission for final consideration.

### 4.4 Proposal Appeal Process

Proposers may make an appeal of procedural issues affecting the selection process only. Disagreement with the evaluation scores or the award of the contract is not sufficient grounds for an appeal. Appeals shall be delivered by email to [enriqueta.olmos@lacity.org](mailto:enriqueta.olmos@lacity.org) for the delivery of Proposals within five (5) business days from the date that the notification was emailed. Appeals may not be more than three (3) typewritten pages and shall request an appeals review be granted.

Appeals may not include any new or additional information. A panel composed of selected staff will review the appeal and submit a written decision.

### 4.5 Exhibit List

1. [Proposal Application](#) (Please download a copy of the application)
2. [Compliance Checklist](#) (Please download a copy of this checklist)
3. [Submission Terms and General Terms and Conditions](#)
4. [Merchant Concession Agreement](#)
5. [Map and Photos of Puestos](#)