

18 Ideas for Marketing a Seasonal Business in the Off-Season



Photo by pixabay.com

By Rieva Lesonsky,

Does your business rely on seasonal customers? Whether you own a surf school, a patio furniture store or an ice cream shop, you know how slow business can get during the off-season. Try these marketing ideas to keep customers engaged (and buying) all year long.

1. Offer off-season specials. There's a reason desert resorts slash prices when it's super cold or hot. Reducing prices during the off-season is the easiest way to attract customers. Try holding a "flash sale" or one-day sale. Nothing sparks spending like a really limited time offer!
2. Upsell and cross-sell existing customers. Reach out to existing customers to offer them special packages for next season, or products and services to get them ready for next season.
3. Promote early payment specials. To keep cash coming in, try offering discounts for early payments for next season. For example, if you run a children's summer camp that starts in June, you could offer a discount to parents who sign up pay in full by April 1.
4. Hold a giveaway or contest. People might not be ready to buy surf lessons in January—but they would still be open to winning them. Use a contest to collect email addresses and get permission to send emails to the entrants. You'll build your list of leads for the busy season.
5. Work on getting referrals. Contact satisfied customers and ask them to refer you to someone else who might want your service or product. You can offer a reward for referrals, such as a discount coupon or a gift card.
6. Grow your online reviews. Ask past customers to review your business online. Make it easy by emailing them a link so all they have to do is click and type. Then be sure to pay attention to your reviews and deal with any negative ones.
7. Hold an event for your loyal customers. Build goodwill by rewarding your seasonal customers with a fun event. It could be a preview of next season's offerings (with the option to buy early at special prices) or just a party to thank them for their business.
8. Market a different product or service. For example, a lawn care business could offer snow removal services in the winter. An ice cream store could add hot coffee drinks or hot chocolate to the menu.
9. Target a new geographic market. If your seasonal business is weather-related, use the off-season to reach a new market with different weather. For example, if you sell patio furniture in Boston, you could ride out the slow season by expanding to Florida.
10. Target a new demographic market. When the tourist season slows down, a bed and breakfast owner could promote their location as a site for business offsite meetings or church retreats.
11. Switch from consumer to corporate. If you have a consumer-oriented business, try targeting corporate customers during your off-season. For instance, a food truck owner could look for corporate catering jobs or find trade shows and events where they can set up a food booth.
12. Partner with local businesses. If your business is in a tourist area so everyone is in the same boat during the off-season, put your heads together. Work with other local business owners and the chamber of commerce to brainstorm ideas for marketing the town as a destination during the off-season.



California Sub-Bid Request Ads



Requests quotes from qualified and certified DBE Subcontractors, Suppliers, and Service Providers for the following (but not limited to) work:

CIDH Pile, Clear & Grub, Concrete Barrier, Electrical, Fence & MBGR, Minor Flat Concrete, Minor Concrete Structures, Joint Seals, Landscape, Erosion Control, AC & PCC Paving, Cold Planing, AC Dike, Rebar, Rock Slope Protection, Sign Structures, Striping, Traffic Control, Bore & Jack, SWPPP, CPM Schedule, Aggregate, Rip Rap, Misc. Iron & Steel, RCP, PVC, CSP, Ready Mix Concrete

RIVERSIDE COUNTY TRANSPORTATION COMMISSION

STATE ROUTE 60 TRUCK LANES

East of Moreno Valley from Gilman Springs Road to Jack Rabbit Trail (PM 22.1 to PM 26.6)

RCTC Agreement No. 18-31-146-00

FEDERAL AID PROJECT NO. CMLN-0654-090

BID DATE November 29, 2018 @ 2:00 p.m.

Sub & Vendor Bids Due Prior

Sukut Construction, LLC

4010 W. Chandler Avenue, Santa Ana, CA 92704

Contact: Dave Grattan

Phone: (714) 540-5351 • Fax: (714) 545-2003 • Email: estimating@sukut.com

Plans/specs are available for viewing at our office by appointment, via Sukut's FTP site, or may be obtained from Owner. Subcontractors must be prepared to furnish 100% performance and payment bonds and possess current insurance and workers' comp coverage. Sukut Construction will assist Qualified Subcontractors in obtaining bonds, insurance, and/or lines of credit. Please contact Sukut for assistance in responding to this solicitation. Subcontractors/Vendors will be required to sign Sukut's Standard Subcontract/Purchase Order. Copies are available for examination.

Sukut Construction's listing of a Subcontractor in its bid to the agency is not to be construed as an acceptance of all of the Subcontractor's conditions or exceptions included with Subcontractor's price quotes. Quotations must be valid for the same duration as specified by Owner for contract award.

Sukut Construction, LLC
An Equal Opportunity Employer



SYBLON REID
General Engineering Contractors
Providing Solutions to Difficult Projects

P.O. BOX 100 • Folsom, CA 95763
Phone: (916) 351-0457 • Fax: (916) 351-1674
Contact: Brad Schieckoff

Sub-Bids Requested From **MBE, WBE, SBE, SBRA, LSAF, HUB** Subcontractors & Suppliers for:

Owner: Delta Diablo Sanitation District
Pump Station Facilities Repair
Project Nos 17128, 17129, 17130, 17131, 17132
Location: Antioch, Pittsburg and Bay Point, CA
BID DATE: November 13th, 2018 @ 2:00 PM

Trades Solicited:

Survey, Water Truck, Demolition, Metals Supply, Roofing, Flashing, Door Supply, Door Install, Painting & Coating, Plumbing, HVAC, Electrical, Earthwork, Fencing and Gates, Pipe and Valve Supply, Construction Materials Supply, SWPP Materials Supply, Concrete Supply, Aggregates Supply, Paving.

If a portion of the work is too large for you to handle, contact us and we will try and break it into smaller portions

Subcontractors and suppliers must be licensed to conduct business in the state of California. Must be able to provide payment and performance bonds provided by approved surety company. SRC will pay bond premium up to 1.5% of subcontract amount and will assist with insurance compliance. SRC will work with subcontractors on joint check agreements. Plans and specs are available for viewing at our Folsom office and upon request will provide FTP site for electronic viewing of project.

Bonding, insurance, lines of credit and any technical assistance or information related to the plans or specifications for the work will be made available. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered.

REQUESTING DVBE COMPANIES
FOR THE FOLLOWING PROJECT:

PROJECT:

**NEWCASTLE ELEMENTARY
CHARTER SCHOOL –
PHASE 3 EXTERIOR IMPROVEMENTS**

OWNER:

NEWCASTLE ELEMENTARY SCHOOL DISTRICT

LOCATION:

**8951 VALLEY VIEW DR & 645 KENTUCKY
GREENS WAY, NEWCASTLE, CA 95658
BID DATE: NOVEMBER 20, 2018 @ 2:00 p.m.**

Bids should be sent to:

estimating@carterkelly.com
and faxed to 530-621-2344

CARTER-KELLY, INC.

P.O. BOX 1477
PLACERVILLE, CA 95667

PHONE: 530-621-0950

FAX: 530-621-2344

CONTACT: JIM CARTER

Carter-Kelly, Inc. is proud to be an EEO and requests quotations from Disabled Veterans, Small Business, Minority and Woman Owned businesses.

Any questions please call
Robyn Kelly 530-621-0950 or
email: robynk@carterkelly.com

SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at www.sbeinc.com

Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

Telemarketing

Telephone follow-up calls that follow a script of 5 questions you create.

Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

Contact Info:

**795 Folsom Street, 1st Flr, Room 1124
San Francisco, CA 94107**

Email: sbe@sbeinc.com

Website: www.sbeinc.com

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

Publisher of

**Small Business Exchange
weekly newspaper**



California Sub-Bid Request Ads

Sub-Bids Requested from qualified DBE Subcontractors and Suppliers For:

FRONT-OF-PLANT PROJECT

Owner: Silicon Valley Clean Water

Location: Redwood City, CA

Bid Date: November 20, 2018 @ 2:00 P.M.

J.F. Shea / Parsons, a Joint Venture

667 Brea Canyon Road, Suite 30 • Walnut, CA 91789

Phone: (909) 595-4397 • Fax: (909) 444-4268

Contact: Lori Olivas, lori.olivas@jfshea.com

JF Shea/Parsons JV is soliciting your participation in the preparation of this bid. We are particularly interested in bids from subcontractors/suppliers for the following work items:

Demolition, Erosion Control (Vegetative), Geotextiles, AC Paving, Fire Hydrants, Precast Manholes & Vaults, Chain Link Fencing, Steel Fencing, Ready-Mix Concrete, Reinforcing Steel, Structural Steel, Steel Deck, Metal Framing, Miscellaneous Metals, Waterproofing, Roofing, Sheet Metal, Sealants, FRP Doors/Frames/Hardware, Glazing, Gypsum Board, Painting & Coatings, Louvers, ID Devices, Fire Extinguishers & Cabinets, Toilet Accessories, Equipment, Hoists/Monorails/Bridge Cranes/Jib Crane, Pinion & Rack Elevator, Piping, Valves, and HVAC

Plans and Specifications: Email your request to lori.olivas@jfshea.com.

Plans may also be viewed at our Walnut Office.

JF Shea/Parsons JV is an equal opportunity employer and intends to negotiate in good faith with interested DBE firms and intends to utilize the lowest responsive bidder. JF Shea/Parsons JV expects potential subcontractors to be bondable. JF Shea/Parsons JV will pay for up to 1% for subcontractor bond costs. Subcontractors and Suppliers are expected to bid per plans and specifications, including requirements for warranties. Standard manufacturer's warranties, if not in conformance with owner's specifications, will not be accepted.

Sub-Bids Requested from qualified DBE Subcontractors and Suppliers For:

NORTH CITY WATER RECLAMATION PLANT EXPANSION EARLY SITE WORK AND OZONE/BAC RELOCATION

Owner: The City of San Diego

Location: San Diego, CA

Bid Date: November 29, 2018 @ 2:00 P.M.

J.F. Shea Construction, Inc.

667 Brea Canyon Road, Suite 30 • Walnut, CA 91789

Phone: (909) 595-4397 • Fax: (909) 444-4268

Contact: Lori Olivas, lori.olivas@jfshea.com

J.F. Shea Construction, Inc. is soliciting your participation in the preparation of this bid. We are particularly interested in bids from subcontractors/suppliers for the following work items:

Demolition, Geotextiles, Drilled Concrete Piers & Shafts, Aggregates, AC Paving, Ready-Mix Concrete, Reinforcing Steel, Welding, Miscellaneous Metals, Sealants, Painting & Coatings, Signage, Equipment, and Electrical

Plans and Specifications:

You may obtain a free download by visiting the City's website: <http://www.sandiego.gov/cip/>.

Plans may also be viewed at the Dodge Plan Rooms or at our Walnut Office.

J.F. Shea Construction, Inc. is an equal opportunity employer and intends to negotiate in good faith with interested DBE firms and intends to utilize the lowest responsive bidder. J.F. Shea expects potential subcontractors to be bondable. J.F. Shea will pay for up to 1% for subcontractor bond costs. Subcontractors and Suppliers are expected to bid per plans and specifications, including requirements for warranties. Standard manufacturer's warranties, if not in conformance with owner's specifications, will not be accepted.

CAHILL CONTRACTORS LLC

requests bids from Certified SBE Subcontractors and Suppliers for the following TRADES:

Structural Concrete / Miscellaneous Metal / Windows, Storefronts, Glazing / Exterior Plaster, Siding / Metal Stud Framing, Drywall / Kitchen Appliances / HVAC / Plumbing / Electrical / Site Utilities / Site Clearing, Demo, Earthwork / Scaffolding / Site Security / Final Cleaning

681 FLORIDA STREET - EARLY BID

(SELECT TRADES)

681 Florida Street, San Francisco, CA 94110

This is an SFCMD project with construction workforce and prevailing wage requirements.

BID DATE: 11/13/18 @ 2 PM

BID DOCUMENTS:

Please contact Colby for access to documents on BuildingConnected.

CONTACT:

Colby Smith at estimating@cahill-sf.com,
(415) 677-0611.



Kiewit

Kiewit Infrastructure West Co.

4650 Business Center Drive Fairfield, CA 94534

Attn: Victor Molina • norcal.bids@kiewit.com

Fax: 707-439-7301

Requests quotes/bids from qualified Subcontractor, Service Providers, Consultants, and/or Suppliers seeking to participate in the County of Sacramento, Sacramento International Airport Runway 16R-34L Pavement Rehabilitation Project in Sacramento County, CA.

http://www.dot.ca.gov/hq/bep/find_certified.htm

Subcontractors and Suppliers for the following project:

Sacramento Airport Runway Rehab Project

Contract No. 4428

Owner: County of Sacramento

Bid Date: November 8, 2018 at 2:00 P.M.

Disadvantaged Business Enterprises (DBEs)

wanted for the following scopes, including, but not limited to: Aggregates, Asphalt Milling & Paving, Cement Supply, Concrete Admixtures, Concrete Reinforcement, Precast Concrete, Concrete Sealing, Concrete Curing, Demolition, Electrical, Fly Ash, Airfield Lighting, Hydro-seeding, Joint & Crack Repair, Pavement Grooving, Pavement Markings, Piping, Sawcutting, Security, Street Sweeping, Surveying, Temp Fencing, Trucking & Hauling, Water Truck.

Bonding, insurance, and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested DBE suppliers and subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

Subcontractor and Supplier Scopes are due

November 5, 2018 and Quotes

NO LATER THAN November 7, 2018 at 5 PM.

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid.

Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company to be able to receive bidding information, Plans and Specifications.

Performance and Payment Bonds may be required for Subcontractors and Supply Bonds for Suppliers on this project.

Buy American Requirements

Davis-Bacon Applies

An Equal Opportunity Employer

CA Lic. 433176

DIR # 1000001147





California Sub-Bid Request Ads

SKANSKA

Construction on State Route 60 Truck Lanes
Subcontractor/Supplier Bids/Proposals Requested
Owner: Riverside County Transportation Commission
RCTC Agreement Number: 18-31-146-00

Subcontractor Proposal Due Date: November 29, 2018 – 1:00 PM
Prime Contractor Bid Proposal Due Date: November 29, 2018 – 2:00 PM

Skanska USA Civil West California District Inc. is interested in soliciting in Good Faith all subcontractors as well as certified DBE subcontractors related to the scopes of work below for the

**CONSTRUCTION ON STATE ROUTE 60 TRUCK LANES LOCATED
EAST OF MORENO VALLEY FROM GILMAN SPRINGS ROAD TO
JACK RABBIT TRAIL, IN RIVERSIDE COUNTY, CALIFORNIA**

Plans & Specs can be accessed and download online at the Commission's website (Planet Bids) located at <https://www.planetbids.com/hub/hub.cfm> or viewed at our main office in Riverside (call or email for appointment)

Requested scopes include, but are not limited to the following and should be based on Contract and its amendments:

Lead Compliance Plan; Traffic Control; Construction Area Signs, Flashing Beacon; Type III Barricades Channelizers; Temp. Terminal Section, PCMS; Temp. Railing; Temp. Crash Cushion Module; Temp & Permanent SWPPP; Temp. Construction Entrance; Street Sweeping; Temp. Concrete Washout; Treated Wood Waste; Contractor Supplied Biologist, Natural Resource Protection Plan, Clearing & Grub; Ditch Excavation; Geosynthetic Reinforcements, Roadside Clearing; Landscaping; Lean Concrete Base; Base Bond Breaker; Asphalt Paving; Hot Mix Asphalt Dike; Cold Plane Asphalt Concrete Pavement; Jointed Plain Concrete Pavement; PCC Dike; Joint Seal; Isolated Joint Seal, Grind Existing Concrete Pavement; Soil Nail; Mechanically Stabilized Embankment; 60" CIDHCP; Structural Concrete; Minor Concrete Bar Reinforcing Steel; Structural Shotcrete; Furnish and Install Sign Structure, Timber Retaining Wall; Alternative Pipe Culvert; Reinforced Concrete Pipe; Corrugated Steel Pipe; Grated Line Drain; Alternative Flared End Section; Precast Concrete Pipe Inlet; Concrete (Ditch Lining); Rock Slope Protection; Rock Slope Protection Fabric; Minor Concrete; Miscellaneous Iron and Steel; Survey Monument; Prepare and Stain Concrete; Reinforced Concrete Pipe; Fence; Remove Pavement Marker; Delineator; Pavement Marker; Milepost Marker; Marker (Culvert); Object Marker; Remove Roadside Sign; Relocate; Laminated Panel Sign; & Single Sheet Aluminum Sign; Roadside Sign; Install Sign; Retroreflective Sheeting; Midwest Guardrail System; Vegetation Control (Minor Concrete); Concrete Barrier Wildlife Passage; Cable Railing; Transition Railing; End Anchor Assembly; Alternative In-Line & Terminal Systems; Portable Concrete Barrier; Concrete Barrier; Salvage Guardrail; Temporary Crash Cushion; Striping & Pavement Marking; Rumble Strip; Traffic Management System; Traffic Monitoring Station, Modify and Remove Existing Electrical System; Trucking

Assistance: Skanska will assist qualified subcontractors, vendors, & suppliers in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. If you are a DBE Company, please provide your certification letter with your proposal. If you are a non-DBE, please indicate all lower-tier participation on your quotation as it will be evaluated with your price. In order to assist DBE subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities & establish delivery & construction schedules which will permit maximum participation when feasible.

Subcontracting Requirements: Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg.; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers Comp. Endorsements and waivers required are the Additional Insured End., Primary Wording End., & a Waiver of Subrogation (GL & WC). **Other insurance requirements may be necessary per scope or RFP requirement.** Subcontractors may be required to furnish performance & payment bonds in the full amount of their subcontract by an admitted surety & subject to approval by Skanska will pay bond premium up to 1%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to the Operating Engineers, Laborers, Cement Masons, & Carpenters Unions. Subcontractors must provide weekly, one original and one copy of all certified payrolls, including non-performance and fringe benefit statements if required by law or by the Prime Contract.

Skanska USA Civil West California District is an Equal Opportunity/Affirmative Action Employer
EEO/AA/Vet/Disability Employer

Estimating Dept: 1995 Agua Mansa Rd, Riverside, CA 92509

Phone: (951) 684-5360, Fax: (951) 788-2449

Senior Estimator: Tom Mehas • Email: bids.socal@skanska.com

BGINibbi

Project Name: Sunnydale HOPE SF
Phase 1A-1 & 1A-2 – Abatement & Demolition
Location: San Francisco, California

Bid Date: November 30, 2018 @ 2:00pm

Pre-Bid Meeting: November 16, 2018 @10:00am

The corner of Hahn Street and Sunnydale Ave

Labor Requirements: Prevailing Wage

Project Schedule:

December 2018 – February 2019

Baines Group, Inc. / Nibbi Brothers Joint Venture have been selected as the General Contractor for the Sunnydale HOPE SF Phase 1-A1 & 1-A2 Infrastructure in San Francisco, CA. We are in receipt of the bid documents and are currently requesting bid proposals from qualified subcontractors and suppliers including those certified with the San Francisco Contract Monitoring Department (CMD) as local business enterprises (LBE's) for Hazardous Material Abatement & Demolition. **The Contract Monitoring Division (CMD) has set the SBE participation goal for this project at 20%.** For more information about the San Francisco SBE program as it relates to this solicitation, please see Exhibit A and/or contact Ian Fernando at (415) 581-2307 or ian.fernando@sfgov.org at the City and County of San Francisco Contract Monitoring Division. Subcontractors received an email notification via BuildingConnected to activate and/or access your account online in order to download associated files and confirm your bidding status. Sunnydale HOPE SF Phase 1-A1 & 1-A2 is a proposed remediation of 16 buildings and associated improvements to address the presence of asbestos containing material, lead paint and other hazardous substances. Following the remediation, the existing buildings and associated improvements will be demolished to make way for development of new residential housing and new street and utility infrastructure.

For any questions on accessing bid documents please contact Kristin Medwick, Senior Precon & Estimating Coordinator via email, kristinm@nibbi.com.

For specific questions regarding this project please contact Paris Paraskeva, Estimator or Michael Cafferkey, Precon PM via email, parisp@nibbi.com / michaelc@nibbi.com.

The Difference Between Licensed, Bonded and Insured Contractors

By Leanne Kunnert,

What exactly is the difference between a contractor that is licensed, one that is bonded and/or one that is insured? Competition in the construction industry is brutal. Wading through contractors to determine the most qualified individual at the most reasonable price leaves many consumers baffled.

Where can consumers skimp and where shouldn't they when it comes to hiring contractors? Is hir-

ing a contractor that is not licensed, bonded and/or insured worth the risk? Probably not; in fact many consumers employing contractors without the proper credentials in place are placing their time, money and project completion in jeopardy.

Below we will detail bonded, licensed and insured contractors. This will allow consumers to have insight into why each is an important certification for hired contractors to have.

Licensed: Contractors are licensed as either a general contractor or specialty contractor. Specialty contractors are those that offer a specific skill such as plumbing, electrical, drywall and the likes. Specialty contractors are required to hold a special certification on top of their license. The contractor's license number is required to be displayed on any posted marketing materials.



California Sub-Bid Request Ads

SKANSKA

REDLANDS PASSENGER RAIL PROJECT MAINLINE CONSTRUCTION

IN SAN BERNARDINO AND REDLANDS

Invitation for Bids (IFB) 17-1001705

Bid Date: December 5, 2018 2:00 PM

Skanska USA Civil West California District Inc. is interested in soliciting in Good Faith all subcontractors, material suppliers, professional services, consultants and vendors; especially DBE subcontractors related to the scopes of work below for the Redlands Passenger Rail Project Mainline Construction in San Bernardino and Redlands.

All Quotes are due by Friday, November 30, 2018 by 5:00 pm so that all bids/proposals can be fairly evaluated.

Quotes requested include but are not limited to the following work categories:

Traffic Control Devices, Construction Area Signs, Signage, Striping, Equipment Rental or Lease, Safety Equipment, Surveillance Systems, Minor Concrete, Concrete Ditch, Electrical, Earthwork, Asphalt Paving, Asphalt Milling, Fence, Landscape, Handrail, Mechanical, Plumbing, Canopies, Site Furnishings, Masonry, Painting, Land Survey, Quality Control Testing, SWPPP, BMP Materials, Clear and Grub, Bridge Demolition, Aggregate Materials, Rip Rap, Reinforcing Steel, Ready-mix Concrete, Structural Steel, Precast Girders, Steel Piling, CIDH Piling, Waterproofing, Joint Seal Assembly, Bearing Pads, Cellular Concrete, Ground Improvement (Deep Soil Mix), Metal Decking, Miscellaneous Metals, MSE Wall Panels, Articulated Concrete Block, RCP, CMP, HDPE, Waterline Pipe and related.

Assistance: Skanska will assist qualified subcontractors, vendors, & suppliers in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. If you are a DBE Company, please provide your certification letter with your proposal. If you are a non-DBE, please indicate all lower-tier participation on your quotation as it will be evaluated with your price. In order to assist DBE subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities & establish delivery & construction schedules which will permit maximum participation when feasible. We will also review breaking out scope packages and adjusting schedules to assist permit maximum participation.

Plans and Specifications are available for view at our main office in Riverside (Please call or email for appointment). In order to view the documents for this project you must sign a **Sensitive Security Information (SSI) form must be signed and returned by Email: bids.social@skanska.com prior to being granted access to the plans and specifications.**

Once your signed SSI form is returned, you will receive a bid invitation via Building Connected.

Subcontracting Requirements: Skanska's insurance requirements are Commercial General Liability (GL): \$1M ea. occ., \$1M personal injury, \$2M products & completed operations agg. & general agg; \$1M Auto Liability; \$5M Excess/Umbrella and \$1M Workers Comp. Endorsements and waivers required are the Additional Insured Endorsement, Primary Wording Endorsement, & a Waiver of Subrogation (GL & WC). **Other insurance requirements may be necessary per scope or RFP requirement.** Subcontractors may be required to furnish performance & payment bonds in the full amount of their subcontract by an admitted surety & subject to approval by Skanska. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to the Operating Engineers, Laborers, Cement Masons, & Carpenters Unions. Subcontractors must provide weekly, one original and one copy of all certified payrolls, including non-performance and fringe benefit statements if required by law or by the Prime Contract.

**Skanska is an Equal Opportunity/Affirmative Action Employer
EEO/AA/Vet/Disability Employer
Estimating Department - 1995 Agua Mansa Rd, Riverside, CA 92509
Phone (951) 684-5360, Fax: (951) 788-2449
Email: bids.social@skanska.com • Estimating Contact: Joe Sidor**



O.C. Jones & Sons, Inc.

1520 Fourth Street • Berkeley, CA 94710

Phone: 510-526-3424 • FAX: 510-526-0990 • Contact: Greg Souder

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

Replace Slabs, Resurface Shoulder & Ramps and Construct MBGR & Barrier

Hwy 580 Oakland/Alameda County • Caltrans #04-270104 • BID DATE: November 15, 2018 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Sweeping, Treated Wood Waste, Noise Monitoring, Temporary High Visibility Fence, Clearing & Grubbing, Roadway Excavation (Type Z-2 Aerially Deposited Lead), Irrigation, Compost, Lean Concrete Base Rapid Setting, AC Dike, Tack Coat, Cold Plane AC, Individual Slab Replacement (RSC), Channelizers, Crash Cushions, Fiber Rolls, Pedestrian Barricade, Underground, Concrete Grinding, Detectable Warning Surface, Minor Concrete, Pre/Post Construction Surveys, Drain Inlets, Misc. Iron & Steel, Signal & Lighting, Emergency Vehicle Detection System, Fencing, Pavement Marker, Object Marker, Roadside Signs, Midwest Guardrail System, Vegetation Control (Minor Concrete), Transition Railing, Concrete Barrier, Striping & Marking, Electrical and Construction Materials

An Equal Opportunity Employer

100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php.



Graniterock

5225 Hellyer Avenue, Suite #220
San Jose, CA 95138

Phone (408) 574-1400 Fax (408) 365-9548

Contact: Randy Bonino

Email: estimating@graniterock.com

**REQUESTING SUB-QUOTES
FROM QUALIFIED SBE Firms
SUBCONTRACTORS/SUPPLIERS/
TRUCKERS FOR:**

**Mathilda Ave Improvements at US 101
and SR 237 Project
Contract C18219**

**Owner: Santa Clara Valley
Transportation Authority**

Engineers' Estimate: \$25,000,000.

BID DATE: November 7, 2018 @ 2:00 PM

Items of work include but are not limited to: Lead Compliance Plan, Construction Area Signs, Traffic Control, Channelizer, PCMS, K-Rail, SWPPP, Temporary Fencing, Street Sweeping, Clearing & Grubbing, Structure Excavation & Backfill, Adjust Utilities, Erosion Control, Hydroseed, Slurry Seal, AC Dike, CIDH, Structural Concrete, Rebar, Minor Concrete, Misc. Iron & Steel, Signs, Alternative Pipe Culvert, Reinforced Concrete Pipe, Rock Slope Protection, Survey Monument, Anti-Graffiti Coating, Fencing, Object Markers, Guard Railing Delineator, Midwest Guardrail System, Crash Cushion, Electrical, Concrete Barrier, Striping, Trucking, Schedule, Dust Palliative, Geo Textile Fabric, Landscape & Irrigation, Lean Concrete Backfill / Cellular Backfill, Tack Coat, Masonry Sound Wall, Sign Structures, Remove Sound Wall, Underground, Surveying and Guardrail.

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, DIR number, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project.

We are an Equal Opportunity Employer



California Sub-Bid Request Ads

DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909
Dublin, CA 94568-2909
(925) 829-9220 / FAX (925) 803-4263
Estimator: **JACK SHEWMAKER**
Website: www.desilvagates.com
An Equal Opportunity Employer

DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

**CALTRANS ROUTE 101 –
CONSTRUCTION ON STATE HIGHWAY IN
MONTEREY COUNTY IN SALINAS FROM EAST
MARKET STREET UNDERCROSSING TO
0.3 MILE SOUTH OF ESPINOSA ROAD**

Contract No. 05-1C8904,
Federal Aid Project No. ACSB1NH-Q101(342)E
Disadvantaged Business Enterprise Goal
Assigned is 16%
OWNER

STATE OF CALIFORNIA -
DEPARTMENT OF TRANSPORTATION
1727 30th Street, Bidder's Exchange, MS 26,
Sacramento, CA 95816

BID DATE: NOVEMBER 15, 2018 @ 2:00 P.M.

DGC is soliciting quotations from certified Disadvantaged Business Enterprises, for the following types of work and supplies/materials including but not limited to:

AC DIKE, CLEARING AND GRUBBING/DEMOLITION, COLD PLANE, CONCRETE BARRIER, CONSTRUCTION AREA SIGNS, CRASH CUSHION, ELECTRICAL, EROSION CONTROL, FABRIC/GEO-SYNTHETIC PAVEMENT INTERLAYER, FENCING, LANDSCAPING, LEAD COMPLIANCE PLAN, METAL BEAM GUARDRAIL, MINOR CONCRETE, MINOR CONCRETE STRUCTURE, PAVING FABRIC, PCC PAVING, PIPE LINING, ROADSIDE SIGNS, RUMBLE STRIP, STRIPING, SWPPP/WATER POLLUTION CONTROL PLAN PREPARATION, TEMPORARY EROSION CONTROL, TRAFFIC CONTROL SYSTEMS, UNDERGROUND, VEGETATION CONTROL, TRUCKING, WATER TRUCKS, STREET SWEEPING, CLASS 2 AGGREGATE BASE MATERIAL, HOT MIX ASPHALT (TYPE A) MATERIAL, RUBBERIZED HMA (GAP GRADE) MATERIAL.

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is [ftp@desilvagates.com](ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com) and password is [f7pa55wd](ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com)) or from the Owner's site at www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php

Fax your bid to (925) 803-4263 to the attention of Estimator Jack Shewmaker. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: www.dir.ca.gov/Public-Works/PublicWorks.html

If you need DBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center (www.transportation.gov/osdbu/SBTRCs). DGC is willing to breakout portions of work to increase the expectation of meeting the DBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an equal opportunity employer.

DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909
Dublin, CA 94568-2909
(925) 829-9220 / FAX (925) 803-4263
Estimator: **VICTOR LE**
Website: www.desilvagates.com
An Equal Opportunity Employer

DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

**CALTRANS ROUTE 101 –
CONSTRUCTION ON STATE HIGHWAY IN
MONTEREY COUNTY IN AND NEAR KING CITY
FROM 0.4 MILE SOUTH OF WILD HORSE ROAD
OVERCROSSING TO TEAGUE AVENUE**

Contract No. 05-1F75U4,
Federal Aid Project No. ACSB1NHG-Q101(338)E
Disadvantaged Business Enterprise Goal
Assigned is 19%

OWNER

STATE OF CALIFORNIA -
DEPARTMENT OF TRANSPORTATION
1727 30th Street, Bidder's Exchange, MS 26,
Sacramento, CA 95816

BID DATE: NOVEMBER 8, 2018 @ 2:00 P.M.

DGC is soliciting quotations from certified Disadvantaged Business Enterprises, for the following types of work and supplies/materials including but not limited to:

AC DIKE, BRIDGE DECK RESURFACING, BRIDGE, CLEARING AND GRUBBING/DEMOLITION, COLD PLANE, CONCRETE BARRIER, CONSTRUCTION AREA SIGNS & DELINEATORS, CRASH CUSHION, ELECTRICAL, EROSION CONTROL (PERMANENT), EROSION CONTROL (TEMPORARY), LANDSCAPING, LEAD COMPLIANCE PLAN, METAL BEAM GUARDRAIL, MINOR CONCRETE, MINOR CONCRETE STRUCTURE, PCC PAVING, ROADSIDE SIGNS, RUMBLE STRIP, STRIPING, SWPPP/WATER POLLUTION CONTROL PLAN PREPARATION, TRAFFIC CONTROL SYSTEMS, UNDERGROUND, VEGETATION CONTROL, TRUCKING, WATER TRUCKS, STREET SWEEPING, CLASS 1 AGGREGATE SUBBASE MATERIAL, CLASS 2 AGGREGATE BASE MATERIAL, HOT MIX ASPHALT (TYPE A) MATERIAL, RUBBERIZED HMA (GAP GRADE) MATERIAL.

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is [ftp@desilvagates.com](ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com) and password is [f7pa55wd](ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com)) or from the Owner's site at www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php

Fax your bid to (925) 803-4263 to the attention of Estimator Victor Le. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: www.dir.ca.gov/Public-Works/PublicWorks.html

If you need DBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center (www.transportation.gov/osdbu/SBTRCs). DGC is willing to breakout portions of work to increase the expectation of meeting the DBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an equal opportunity employer.

The Difference Between Licensed, Bonded and Insured Contractors



Continued from page 4

Consumers are able to search for contractors by name or license number to ensure that the contractor's license is up to date. When an unlicensed contractor takes off after receiving a deposit there is little protection offered to the consumer this is one of the drawbacks of hiring any unlicensed contractors to do work for you. An unlicensed contractor may cost less initially but there is no recourse if work is not done in specification to the contract.

Bonded: Bonds are purchased by contractors looking to prove their stability to consumers. There are a variety of bonds that contractors can purchase to ensure they are trust worthy. A bond is a contract between the contractor, the property owner and the bonding company. It ensures that the contractor has financial backing in case the project is not completed as stated in the contract. Common bonds that many contractors have are bid bonds, performance bonds and payment bonds. All of which cover consumers from contractor negligence.

Insured: Contractors are required to have insurance to cover their business. General liability insurance is purchased by contractors to insure that any damage to the property or people is covered financially if anything should happen while completing work at your location.

There are a few more things to consider when hiring a contractor. Make sure that the contract is comprehensive and that no detail has been left out. The contract should include the bid and scope of work expected to be performed. It needs to offer an estimate on the price of permit fees as well as the payment terms, warranties and procedures for changes in the contract. Often it pays to contact consumers that have recently used the contractor's services to discuss the contractor's ability to complete the job on time, within budget and so on.

SOURCE:

<http://www.articlesphere.com/Article/The-Difference-Between-Licensed--Bonded-and-Insured-Contractors/399715>

Learning & Development TRAINING COURSE

The New Headworks Facility Project is a multi-million dollar project, part of the San Francisco Public Utilities Commission's multi-billion dollar, 20-year Capital Improvement Program. These critical investments in our city's infrastructure are an investment in the local people and businesses that make our region so special.

Sundt/Walsh, the joint venture CM/GC on Headworks, is providing this course so that local, small businesses can learn about contracting opportunities on the project and technical elements of the construction industry so that firms can better participate, compete and succeed.

FREE 6 Week Course

November 8 - December 20, 2018

(no class on November 22, 2018)

This course will cover the major aspects of:

- **Contracts** – Thursday 11/8
- **Estimating** – Thursday 11/15
- **Project Management** – Thursday 11/29
- **Financial Management** – Thursday 12/6
- **Software** – Thursday 12/13
- **Business Intangibles** – Thursday 12/20

Learn More & Register:

headworksclass.eventbrite.com



SUNDT

WALSH

A Joint Venture



Services of the San Francisco
Public Utilities Commission

**SEWER
SYSTEM**
IMPROVEMENT PROGRAM
Grey. Green. Clean.



California Sub-Bid Request Ad

Project: State Route 60 East of Moreno Valley, Riverside County
 Project # RCTC 18-31-146-00
 OWNER: RCTC – DBE GOAL 14%
 BID DATE: NOVEMBER 29th, 2018 • BID TIME: 2:00 P.M.
 Please respond by 5:00 p.m., NOVEMBER 28TH, 2018

Coffman Specialties, Inc. (CSI) is requesting quotes from all qualified subcontractors and suppliers for the following items of work, including but not limited to:

- TRUCKING, BASES, ASPHALT
- EQUIPMENT RENTAL
- LEAD COMPLIANCE PLAN / ADL WORK
- SWPPP / WPC
- SURVEY / QC
- CONSTRUCTION AREA & ROADSIDE SIGNS
- PAVEMENT MARKING / STRIPING
- TRAFFIC CONTROL
- WATER TRUCK
- EARTHWORK / GRADING / ROADWAY EXCAVATION
- EROSION CONTROL
- METAL BEAM GUARD RAIL (MBGR) / FENCING
- CONCRETE SAWCUT & SEALING
- STREET SWEEPING
- DISPOSAL OF SOILS, PAVEMENTS & DEBRIS
- CONCRETE / MINOR CONCRETE
- ASPHALT / ASPHALT PAVING / ASPHALT DIKE
- COLD PLANING / PULVERIZING
- CLEAR & GRUB
- ELECTRICAL
- LANDSCAPING
- AGGREGATE SUPPLY / AGGREGATE BASE
- CONCRETE BARRIER
- REBAR
- DRAINAGE / PIPE SUPPLY

Coffman Specialties, Inc. is signatory to Operating Engineers, Laborers, Teamsters, Cement Masons and Carpenters unions. Quotations must be valid for the same duration as specified by the Owner for contract award. Insurance and 100% Payment & Performance Bonds will be required, and will pay up to 1.5% for the cost of the bond. Waiver of Subrogation will be required. We will provide assistance/advice with obtaining Bonds/Insurance/Credit/Equipment/Materials and/or supplies. ****Subcontractors must provide a current contractor's license number and Department of Industrial Relations (DIR) current registration number with their quote.**

Plans and specs are available at no cost to interested firms. Please contact our office @ (858) 536-3100, email us: estimating@coffmanspecialties.com or you can visit our San Diego Office. We are an EOE & seriously intend to negotiate with qualified firms.

**Please send quotes via email to estimating@coffmanspecialties.com or via fax to (858) 586-0164

If you have any questions or need further information, please contact Gus Rios or Marty Keane @ (858) 536-3100



9685 Via Excelencia, Ste 200 • San Diego, CA 92126
 Phone: (858) 536-3100 • Bid Fax: (858) 586-0164
 e-mail inquiries to: estimating@coffmanspecialties.com



O.C. Jones & Sons, Inc.
 1520 Fourth Street • Berkeley, CA 94710
 Phone: 510-526-3424 • FAX: 510-526-0990
 Contact: Jason Martin

REQUEST FOR DVBE & SBE
 SUBCONTRACTORS AND SUPPLIERS FOR:

**Polyurethane Foam Injection to
 Raise Settled Pavement
 Hwy 37 Novato
 Caltrans #04-2J5004**

BID DATE: November 28, 2018 @ 2:00 PM

We are soliciting quotes for (including but not limited to):

Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Water Pollution Control Program, Sweeping, Treated Wood Waste, Temporary High-Visibility Fence, Clearing & Grubbing, Imported Borrow, Settlement Repair (Polyurethane Foam), Hydromulch, Hydroseed, Compost, Geosynthetic Pavement Interlayer (Paving Grid), AC Dike, Tack Coat, Cold Plane AC, Structural Concrete – Drainage Inlet, Bridge Removal, Underground, Misc. Iron & Steel, Pavement Marker, Object Marker, Midwest Guardrail System, Vegetation Control (Minor Concrete), Transition Railing, Concrete Barrier, Striping & Marking, and Construction Materials

An Equal Opportunity Employer

100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DVBE & SBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php.



11555 Dublin Boulevard • P.O. Box 2909
 Dublin, CA 94568-2909
 (925) 829-9220 / FAX (925) 803-4263
 Estimator: **VICTOR LE**
 Website: www.desilvagates.com
 An Equal Opportunity Employer

DeSilva Gates Construction (DGC) is preparing a bid as a Prime Contractor for the project listed below:

**CALTRANS ROUTE 580 ON
 STATE HIGHWAY IN ALAMEDA COUNTY FROM
 ROUTE 580/ROUTE 238 SEPARATION TO
 BOSTON AVENUE UNDERCROSSING**

CONTRACT NO. 04-270104

**Federal Aid Project No. ACSB11M-580-1(076)E
 Disadvantaged Business Enterprise Goal
 Assigned is 18%**

OWNER

**STATE OF CALIFORNIA -
 DEPARTMENT OF TRANSPORTATION
 1727 30th Street, Bidder's Exchange, MS 26,
 Sacramento, CA 95816**

BID DATE: NOVEMBER 15TH, 2018 @ 2:00 P.M.

DGC is soliciting quotations from certified Disadvantaged Business Enterprises, for the following types of work and supplies/materials including but not limited to: **AC Dike, Clearing and Grubbing/Demolition, Cold Plane, Concrete Barrier, Construction Area Signs, Electrical, Erosion Control, Fencing, Hazardous Material, Landscaping / Irrigation, Lead Compliance Plan, Metal Beam Guardrail, Minor Concrete, Minor Concrete Structure, PCC Grinding, LCB, RSC Paving, Roadside Signs, Rumble Strip, Sign Structure, Striping, Survey/Staking, SWPPP Prep/Water Pollution Control Plan Prepare, Temporary Erosion Control, Traffic Control System, Underground, Vegetation Control, Trucking, Water Trucks, Street Sweeping, Class 2 Aggregate Base Material, Hot Mix Asphalt (Type A) Material, Rubberized HMA (Gap Grade) Material.**

Plans and specifications may be reviewed at our offices located at 11555 Dublin Boulevard, Dublin, CA or 7700 College Town Drive, Sacramento, CA, or at your local Builders Exchange, or reviewed and downloaded from the ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is ftp@desilvagates.com and password is f7pa55wd) or from the Owner's site at www.dot.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php

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Public Legal Notices

UNIVERSITY OF CALIFORNIA, IRVINE MEDICAL CENTER

NOTICE INVITING GENERAL CONTRACTOR PREQUALIFICATION

Prequalification Questionnaires will be received by the University of California, Irvine Medical Center (UCIMC) from general contractors wishing to submit bids for a lump sum contract for the:

B1, DH44, Increase Douglas Hospital Inpatient Capacity, Project No. 994651

PREQUALIFICATION: The University has determined that bidders must be prequalified for this project.

DESCRIPTION OF WORK: This project will convert the overflow Neonatal Intensive Care Unit (DH44 Unit) into a new Medical-Surgical and/or Telemetry bed unit on the 4th Floor of the Douglas Hospital. Scope of works include renovate approximately 11,300 square feet of space on the 4th Floor of Douglas Hospital to provide 16 additional inpatient beds, two ADA staff restrooms/locker rooms (1 for each gender), clean and soiled utility rooms, equipment storage, three offices and support space, lounge and an EVS closet. Additional work includes new paint, flooring, finishes, case-work, lighting, MEP, structural framing, fire suppression, medical gas and equipment.

PROJECT COMPLETION TIME: 180 - 240 days.

ESTIMATED COST: \$8,000,000+

PROCEDURES: Prequalification Questionnaires available Tuesday, November 6, 2018, 2:00 PM. Contact Kim Kerwin, (714) 456-5735, khau@uci.edu

MANDATORY PREQUALIFICATION CONFERENCE: Tuesday, November 13, 2018 at UCIMC, Building 22A (Library Auditorium), Room 2107, 101 The City Drive South, Orange, CA 92868, beginning promptly at 10:00 AM.

QUESTIONNAIRE DUE DATE: Questionnaires must be received by Friday, November 23, 2018 at 4:00 PM only at UCIMC, Planning Administration, Building 27, Room 136, 101 The City Drive South, Orange, CA 92868.

BIDDER QUALIFICATIONS: Must meet license, insurance, bonding, safety, financial and claims history requirements. Must have completed a minimum of four projects in the last five years with a minimum construction cost of \$1,000,000 as follows: Two (2) projects requiring infection control constructed in a fully operational/occupied hospital or outpatient facility; and two (2) Interior renovation or facility expansion projects constructed in or adjacent to patient care areas of an OSHPD 1 facility. Bidders not meeting the requirements of the prequalification questionnaire will not be eligible to bid.

LICENSE REQUIREMENT: Current and active California CSLB "B" General Contractor's license.

Prequalification is solely for the purpose of determining bidders who are deemed capable of successful performance of the type of work included in this project. A contract will be awarded to the prequalified bidder submitting the lowest responsive bid.

The University reserves the right to reject any or all responses to this notice, to waive non-material irregularities, and to deem Contractors prequalified to submit proposals for the project. To prequalify,

Contractors must agree to comply with all bid conditions including state prevailing wages, 10% bid bond, 100% payment and performance bonds, and insurance requirements. All information submitted for prequalification evaluation will be considered official information acquired in confidence, and the University will maintain its confidentiality to the extent permitted by law.

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Proposer may be required to show evidence of its equal employment opportunity policy.

No contractor or subcontractor, regardless of tier, may be listed on a Bid for, or engage in the performance of, any portion of this project, unless registered with the Department of Industrial Relations pursuant to Labor Code section 1725.5 and 1771.1.

This project is subject to compliance monitoring and enforcement by the Department of Industrial Relations.

The successful Bidder shall pay all persons providing construction services and/or any labor on site, including any University location, no less than the UC Fair Wage (defined as \$13 per hour as of 10/1/15, \$14 per hour as of 10/1/16, and \$15 per hour as of 10/1/17) and shall comply with all applicable federal, state and local working condition requirements.

For other opportunities, please visit <http://www.ucirvinehealth.org/planning-administration>

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA
November 2, 2018

18 Ideas for Marketing a Seasonal Business in the Off-Season

Continued from page 1

13. Focus on local customers. If you're in a tourist town, hold a blowout sale for local residents to clear out last season's merchandise. They'll enjoy the savings without the in-season crowds.
14. Educate your customers. What can you teach customers to help them make the most of your products or services? If you hold sailing classes during the warmer months, for example, you could offer boat maintenance classes during the winter.
15. Find out what your customers want. Is there a product or service that your seasonal customers frequently ask for that you don't offer? If not, conduct a customer survey and see what other products or services customers are interested in, then do some market research on the feasibility of adding them.
16. Focus on low- or no-cost marketing methods. Your sales will be slower and your budget smaller in the off-season, so concentrate on marketing channels that require more time than money, such as social media, public relations and email marketing.
 - Use email to stay in touch with customers during your off-season. If you sell off-season products or services, customers won't know about them unless you keep in contact. Even if you essentially shut down in the off-season, you don't want to "go dark" until next season. Get customers' permission to send them emails; then create a regular cadence of marketing emails (say, once a month) to promote off-season specials or build anticipation for next season.
 - Use both social media and email marketing to provide useful content for customers and stay on their radar. What is your business really all about? A bed-and-breakfast is about providing a place for couples to connect. A summer camp is about creating lifetime memories. How can you help your customers achieve the same goals in the off-season? The summer camp could create content on how to keep the kids entertained on a rainy day or fun winter sports to try with your kids. The B&B could share tips for creative date night ideas.
 - For public relations, know that it takes a lot of time to get on the media's radar and develop relationships. Print media, in particular, work several months ahead. If you want to get publicity for your tax preparation service in February or March, for example, you should start making connections with appropriate media now.
17. Find out what your customers want. Is there a product or service that your seasonal customers frequently ask for that you don't offer? If not, conduct a customer survey and see what other products or services customers are interested in, then do some market research on the feasibility of adding them.
18. Create your marketing plan for the coming season. You'll have more downtime during the off-season. Use it to fine-tune your marketing plan for the next season and take care of marketing projects you don't have time for when you're busy, such as redesigning your business website or finding a freelancer to help with marketing.

SOURCE: www.sba.gov