

City of Shawano: Request for Proposals (RFP)

Property Use at 804 S Main St.
(Formerly Known as Home Plate Café)



PURPOSE: The City of Shawano is soliciting proposals from all interested and qualified parties to operate, manage, and maintain the city owned building located at 804 S Main Street, Shawano, WI.

VISION/GOAL: It is the City's desire to find a tenant to operate a business that compliments the many uses and activities that take place at Memorial Park, specifically one that would provide food or concessionary services either year-round or seasonally. Some examples of the preferred uses include a full-service restaurant, ice cream shop, sub sandwich/deli, or business that offers walk up window type items and/or others. Other uses that could be considered include retail service businesses such as a bike shop, watercraft rentals, sports shop, etc. The terms of the lease are flexible and will be negotiated as part of the RFP process. Interested parties are encouraged to reach out to the city contact below prior to an RFP submittal to discuss business plans, schedule tours of the facility and to determine if the proposed use is in line with the city's vision for the space.

FACILITY: The facility has been used for breakfast and lunch food services since the 1950's. The building and business were each privately owned but located on public land at Memorial Park. The city has recently purchased the building so the property and building are solely owned by the city. The city will maintain responsibility for all necessary building maintenance including repairs to the structure, HVAC system, plumbing, electrical, roof and other primary facility needs. The tenant will be responsible for equipment specific to their operations and décor or other cosmetic improvements that are particular to the way they wish to operate. Which includes city owned appliances that are used by the tenant. As currently used, the restaurant area can seat approximately 60 customers and has a fully operating commercial kitchen.

The tenant would be responsible for applying for an obtaining any and all beer, wine, food and restaurant/health department licenses required to commence operations of this facility.

TIMELINE: This RFP is due to City Hall, 127 S. Sawyer St. by 10:00 am on Friday, April 21st. Proposals will then be reviewed by City Staff. The recommended proposal will go through the following committees for approval. All of which are open to the public.

Parks & Recreation Commission	Wednesday, April 26 th 5:30 pm
Finance Committee	Thursday, May 4 th 7:30 am
City Council	Wednesday, May 10 th 6:00 pm

The chosen proposal will be notified Thursday, May 11th. Occupancy of the building can take place directly after the lease is signed. It is desired that the business would be up and serving customers by June 15th, however this is negotiable depending on any facility changes that may need to take place.

PREMISES DESCRIPTION: Located at 804 S Main St., the premise will include indoor and outdoor areas. As the non-exclusive outdoor space is currently within Memorial Park, the tenant will be required to keep this area open to the public. Exhibit A (“Premises”) outlines the included spaces with approximate square footages as well as photos of the interior and exterior of the facility.

Any modifications to the premises will be at the sole cost of the tenant and will require written approval of the City of Shawano. All equipment listed on Exhibit B (“Shawano Equipment”) will be provided in “as is where is” to the tenant at no cost and the tenant will have sole responsibility for the maintenance and upkeep of the Shawano equipment, normal wear and tear expected.

REQUIREMENTS OF THE PROPOSAL

MEETING AND BUSINESS PLAN: Prior to submitting a proposal, interested parties are **required** to contact city staff to schedule a tour of the facility and to share initial business plan with city staff. This will allow for a more detailed proposal to be submitted on the due date.

To set up the meeting, please contact Matt Hendricks – Director of Parks, Recreation and Special Projects. Phone: 715-526-6171 or via email: mhendricks@cityofshawano.com.

PROPOSAL CONTENTS: To respond to this RFP, please create a document that has the following components.

1. Cover Letter introducing yourself and the proposed business. Please be sure to include all appropriate contact information.
2. Description of proposed services.
 - a. Elaborate on what services you will be providing. Include anticipated days and hours of operation. Will your business be seasonal or operate year-round?
 - b. Give examples of your experiences running similar businesses. If appropriate, provide references of people that you have worked with in these businesses.
3. Do you anticipate significant modifications to the facility. If so, please describe.
4. There is some desire to reduce the parking lot size, while then creating an outdoor seating area. Some parking stalls would remain, and parking on the opposite side of Elizabeth St. could be utilized. Would this work with your proposal? Share comments or concerns related to this. The tenant would be included in the design and layout of this outdoor seating area.
5. While hard alcohol will not be permitted for sale at this premise, it is possible that beer and/or wine could be. Do you anticipate the sale of either?
6. Utilities including Water, Sewer, Electrical and Gas will be the responsibility of the tenant. Tenant will be responsible for garbage service and snow removal.

SELECTION CRITERIA & PROCESS: Proposals will be evaluated on the following and are listed in random order with no individual point being of any greater or less value.

- Synergy of the proposed services with activities occurring in Memorial Park.
- Hours and season of operation.
- Does it fill a unique or unfilled niche in services for the Shawano Community?
- Experience of similar operations by those managing the business.
- Given examples of product line/menu and services provided.

Contact Information: For additional questions please contact Matt Hendricks, Director of Parks, Recreation & Special Projects at mhendricks@cityofshawano.com or at 715-526-6171.

GENERAL INFORMATION

The city will base its selection on an analysis of above criteria and its opinion of overall best fit for this project. The city may reject any or all the submissions as it deems in its best interest. The successful business must enter a lease with the City, which specifies requirements for indemnification, insurance, and other applicable policies.

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