

Request for Proposal
for a
Restaurant Located in Lakeside Park
in
Fond du Lac, WI

Issued: March 29, 2021

Proposals Due: May 3, 2021



lakesideforward.com

fdl.wi.gov/lsp/



GENERAL INFORMATION

CONTACT:

Sadie Parafiniuk
Envision Greater Fond du Lac
Office: 920-602-6654
Email: sparafiniuk@envisiongreaterfdl.com

DEADLINE:

3:00 p.m., Monday, May 3, 2021
Only qualified, professional restaurateurs with an established record will be considered.

PROJECT OVERVIEW:

Lakeside Forward (LSF) is seeking to partner with a restaurateur that has successfully operated and managed a restaurant for at least three (3) consecutive years or comparable experience. Conceptually, the venue would offer a year-round full-service restaurant in a public setting. The restaurant will be located in a premier location, Lakeside Park, and over-looking Lake Winnebago. The restaurant will have indoor and outdoor seating as part of a planned multipurpose building.

HISTORY:

LSF currently has many items in place for the enhancements in this project. Please consider the following:

- LSF has obtained fund commitments from local businesses to guarantee 100% of the core and shell of the building restaurant and associated site improvements.
- LSF has identified many needed improvements within Lakeside Park; these improvements include: a restaurant, multipurpose space, new and updated walking paths, additional boat docks, amphitheater and a synthetic ice rink.
- The facility will include a public room with a capacity of 60 which may be used on a rental basis for the public or the restauranter.
- LSF has a ground lease for the property which expires in seven (7) years; however, the agreement includes that the restaurant operator is allowed to exist as per the terms of their lease agreement.
- The building shell is designed and construction is to begin in April 2021. The restaurant space has been identified, but interior design will not take place until the restaurant operator is in place.
- A preliminary layout for a restaurant includes indoor dining for 74 plus bar seating for an additional 26. The first-floor dining space can accommodate approximately 40 people for dining. There is additional outdoor seating on the balconies on the second floor and on the patio at the first-floor level.

City of Fond du Lac & Lakeside Park:

Fond du Lac is a bustling and active community with a diverse population of 43,263, nestled at the base of Lake Winnebago. The community has excellent healthcare, education- including three higher education institutions- parks, and many annual community events. At the north side in the City of Fond du Lac sits Lakeside Park, a 400-acre park featuring amenities for pedestrians, boaters, families and general recreation. The park is host to several annual events; the largest being Walleye Weekend which draws 70,000 people to the park in early June.

Lake Winnebago is a 132,000-acre lake and the largest inland lake in Wisconsin. An important fishery, Lake Winnebago is home to walleye, perch, bass, and sturgeon. Sturgeon spearing draws thousands of spearers and spectators and includes the annual Sturgeon Spectacular event in February. Boaters and water enthusiasts can launch from Fond du Lac to many surrounding communities within the Lake Winnebago system.

Why a restaurant in Lakeside Park?

The demand for a restaurant was identified by the Lakeside Park Exploratory Committee, a group of volunteers commissioned by the City Council in 2014. The demand was then confirmed by an independent study conducted by Johnson Consulting in 2020. Lakeside Forward was established to work in association with the City to help initiate and drive forward these enhancements in an expedited process while also funding and supporting various portions.

Who is Lakeside Forward (LSF) and what is the Alternative Master Plan (AMP)?

LSF is a not-for-profit entity in place to fully support the Lakeside Park enhancements and specifically the Multipurpose Building/restaurant, walking paths, and the synthetic ice rink. LSF efforts are in alignment with the City and other park improvement efforts including the amphitheater, boat docks, and other enhancements. The entity is funded by several major businesses throughout the Fond du Lac community.

The AMP is led by an “AMP TEAM” which includes seven community business leaders and seven City of Fond du Lac employees.

REQUIRED CONTENTS OF PROPOSAL

Each respondent must provide, at a minimum, the following information via email.

1. Name, address, email address and telephone number of the respondent;
2. Name, address, email address and phone number of a designated contact person for all notices and communications regarding the submitted proposal;

3. Statement signed by the respondent/s or authorized representative certifying that:
 - a. All of the information contained in the proposal is true and correct;
 - b. Respondent agrees to all terms and conditions, reservations and stipulations contained in this RFP document, including but not limited to those specified in Section 6.0 hereof; and
 - c. Signatory is authorized to make the commitments and representations contained in the proposal on behalf of the respondent.
4. Identify the owner and operating team and describe team members' qualifications and experience, with particular attention to the experience and qualifications related to the proponent's proposal for a full-service restaurant. Also, include name and contact information;
5. Provide a resume of successful operations similar to what you are proposing along with any other information deemed relevant to the committee's evaluation of how your proposal addresses this criterion. Include date of opening and, if applicable, date operation was closed for any operations examples submitted;
6. Provide a description of the proposed ownership and management/marketing structure for the proposed operation. Include information on any significant restaurant projects completed in the past ten (10) years involving such ownership and management/marketing;
7. Provide at least three restaurant references and three trade references including name, address, email address, phone number, contact person, and description of relationship with proposed business;
8. Provide current financial statements for all entities and individuals comprising the proposed ownership entity (including members, if LLC, and general partners, if partnership);
9. Provide a narrative summary describing why Respondent is qualified to undertake the proposed operation; This should include a proposed menu and item pricing along with hours of operation;
10. Provide a narrative description of the proposed operation;
11. Provide a brief business plan and project budget including individual line items for each major expense. The business plan should include an operating budget, market analysis and projections, management structure, and proposed financing arrangements. The budget should also include a three (3) year income and expense projection—this projection should identify sources of working capital to cover initial operating deficits and start-up costs that would cover all costs of

opening the facility, addressing repairs, clean-up, and any new equipment the respondent believes needed. The business plan should address daily operations, planning, security, special events, promotion and marketing, reporting and operations to achieve the greatest benefits and enhance the overall experience for the community. The business plan should also include a description of the types of workers expected to be involved in the facility's operation and the number of each type of worker proposed to be involved;

12. Provide a detailed operating proforma for the first year, including all anticipated income and expenses for the completed project. This is to include a proposed lease rate to be paid. Also, provide a statement of sources and uses of funds for financing the project;
13. Provide a copy of any financial commitment letters from any lenders and/or equity partners or contributors—if respondent identifies any funds other than respondent's own funds as "sources", commitment letters from all such other sources are required as a part of the RFP response;
14. Provide a narrative description of how the project will be managed and by whom once completed;
15. Provide a narrative description and annotated timetable outlining milestones for opening the facility and a proposed date of when the facility will be open for business based on a construction completion date of winter 2021;
16. Provide a detailed description of any event, fact, circumstance, or agreement, upon which all or any part of the proposed development is conditioned.

It is required that proposals follow the above format and include all requested information. The provision of supplemental and additional information to illustrate or clarify responses is encouraged. The review committee reserves the right to request additional information from respondents and to consider such additional information provided in selecting an operator.

Proposals are to be emailed to the following address:

Lakeside Forward C/O
Sadie Parafiniuk
Office: 920-602-6654
Email: sparafiniuk@envisiongreaterfdl.com

Additional information and documentation may be required once a proposal is accepted. After Monday, May 3, 2021, submitted proposals will be reviewed. Proposals submitted by individuals with less than three (3) consecutive years' experience successfully operating and managing a full-service restaurant WILL NOT be accepted.

Participants will be contacted no later than Monday, May 24, 2021 as to whether or not the submitted proposal has been accepted.

Selection Process and Criteria

Responses will be reviewed by a selection committee. The committee shall evaluate the proposals and vote to move forward with a selection. The committee shall use the following criteria in its selection process:

1. Experience and qualifications of individuals proposing to be involved in the operation of the full-service restaurant;
2. Evidence of financial strength and capacity to operate a said facility;
3. Evaluation of the proposed business plan for the operation and management of full-service restaurant;
4. Ability and commitment to complete all necessary work to commence operations expeditiously, including sufficient staffing to open facility. This includes the ability to secure all necessary permits and licenses, including a liquor license;
5. Schedule for opening the facility;
6. Amount of investment in facility proposed and proposed lease rate structure for the building shell component;
7. Understanding of the Fond du Lac community and Lakeside Park Alternative Master Plan; and
8. Possible interviews for a final selection.

The Committee may add other selection criteria during the selection process.

QUESTIONS REGARDING THIS RFP

Any and all questions or requests for clarification with respect to this RFP or the site must be submitted in writing or via e-mail to:

Sadie Parafiniuk
Envision Greater Fond du Lac
Office: 920-602-6654
Email: sparafiniuk@envisiongreaterfdl.com

Questions must be received no later than 3:00 p.m., Monday, May 3, 2021, in order for the Committee to issue a timely response. The Committee shall not be obligated to

respond to any question. Any responses to questions will be sent electronically to the questioner.

GENERAL CONDITIONS FOR SUBMISSION OF PROPOSAL

The Review Committee reserves the right to accept or reject any or all proposals; to select one or more respondents; to void this RFP and the review process and/or terminate negotiations at any time; to revise any conditions and stipulations contained herein, as convenient or necessary; to further negotiate fees, rates and financial arrangements, etc.; to establish further criteria for selection; to ask respondents to submit additional information or evidence of their qualifications and experience; to waive informalities in the proposals and in the proposal process; and to negotiate with successful respondents; to reject any and/or all proposals for any reason, in Committee's sole discretion.

All proposers are to have zero communication with members of the media, AMP team members (excluding Sadie Parafiniuk to whom proposals are sent) or City of Fond du Lac representatives.