REQUEST FOR PROPOSALS (RFP)
FOOD SERVICE CONCESSION
DOBISKY VISITOR CENTER

THE CITY OF OGDENSBURG IS SEEKING AN EXPERIENCED, RELIABLE FOOD SERVICE PURVEYOR TO OPERATE A FOOD CONCESSION WITHIN THE DOBISKY VISITOR CENTER

I. DOBISKY VISITOR CENTER BACKGROUND

The Dobisky Visitor Center is located in the City of Ogdensburg within its Greenbelt Park System on the St. Lawrence River. Public amenities and recreational facilities within Greenbelt Park include a marina with transient slips, boat launch, riverfront boardwalk, swimming pool, walking trail, horseshoe pits, lighted tennis courts, skateboard park, children's playground, volleyball courts and picnic areas. The Ogdensburg Public Library, Library Park, the Frederic Remington Art Museum and the Historic Downtown Business District are within easy walking distance of the Dobisky Center.

II. FACILITY SPECIFICATIONS

The designated site for the proposed service facility is a portion of the Dobisky Visitor Center, located on Riverside Avenue in Ogdensburg. The license consists of exclusive use of a small commercial kitchen, the non-exclusive use of an adjacent, semi-enclosed patio for outdoor dining, and exclusive use of specified lockable refrigerator/freezer located in the community kitchen (Additional storage/staging space is limited). See Exhibit "A" – Licensed Premises.

The licensee/purveyor is responsible for paying separately metered water, electric and natural gas bills, any communication service bills, and for trash and cooking grease removal (arranging and paying for) from the premises.

The kitchen (389 square feet) includes basic commercial kitchen equipment and major appliances necessary for a viable operation, yet allows for the addition of those specialty items that the individual licensee will/may require. See Exhibit "B" - Existing Equipment List.

The non-exclusive outdoor seating/serving area (1462 square feet) is sheltered from much of the weather. The licensee's use of the patio dining area shall at times be shared with other authorized users of the Dobisky Center. Adjacent public restrooms are shared by all users of the building with janitorial service provided by the City.

The licensee/purveyor shall also have non-exclusive use in common with the Licensor/Owner, other tenants, their guests and the public at large of the public parking spaces available to serve the Dobisky Center and the Park System.

III. SERVICE NEEDS

Food service in the Dobisky Center is an integral part of the Greenbelt Park activity. Traffic will be generated from local and transient boaters, cruise ships, walkers, and many other local, regional and visiting people using from the adjacent recreational facilities. Additionally, local businesses, and other traffic coming from the City's downtown use the food services at the Dobisky Center.

Previous operators indicate that the highest customer demands occur during the lunch hours with additional periods of increased business during the traditional business operator break times of midmorning and mid-afternoon. In late afternoon and evenings, previous operators have offered successful ice cream services during the summer months. Weekend demand ebbs and flows based on programming, with peak demand occurring during special events such as the Seaway Festival or during historic re-enactments on the adjacent Fort de la Presentation site.

The food service purveyor is encouraged to conduct careful analysis of the intended clientele in the development of an appropriate business plan, theme, menu, pricing and service level. It is to the discretion of the service purveyor to propose any additional offered services such as outside delivery or catering.

Advertising and promotion of the food concession/restaurant is the responsibility of the service purveyor, although the Licensor/Owner will act collaboratively where possible to support common promotional goals.

IV. REQUEST FOR PROPOSALS

Interested parties shall submit written proposals containing the following essential elements:

- A summary of the purveyor's understanding of the current market area and description of how the proposed service will attract and serve the anticipated clientele.
- Identification of the principal persons to be associated with the proposed operation and their respective qualifications and experience levels.
- The scope and extent of services to be offered, days and hours of operation, and anticipated staffing.
- The expected timetable for setup, occupancy, and startup of services, once approved to proceed.
- References related to the Service Purveyor's experience in other, similar food service locations.
- A proposed menu and sample pricing to be offered.
- Theme (if any), advertising and promotion plans.
- List any special terms and conditions that would be anticipated in a license agreement with the City, such as, but not limited to, length of license, initial and future revenue expectations, if any, (to operator and to the City), exceptions or variations in the scope of the operation, or any other pertinent information within this category.

Inquiries regarding the RFP may be addressed to Matthew Curatolo, Director of Parks & Recreation, at (315) 393-1980 or by email to mcuratolo@ogdensburg.org.

Inspections of the Licensed Premises arranged by contacting Jeremiah Evans, Facilities Manager, at (315) 323-8790 or by email at jevans@ogdensburg.org

V. SCHEDULE

Proposal deadline: 3:00 PM on Wednesday, March 4, 2020

Proposals Must Be Received At: **Ogdensburg Parks & Recreation Department**
Dobisky Visitors' Center
100 Riverside Ave.,
Ogdensburg, NY 13669
(315) 393-1980

Each proposal received will be reviewed by staff to assure completeness of the proposal package and compliance with the requested information. Staff will review the proposals and determine those which are eligible candidates. The City Manager will make a recommendation to the City Council for acceptance of the most viable proposal with negotiation of a license agreement to follow. Upon approval of a license agreement by the full City Council, the successful bidder may take possession of the subject premises and begin operation.

VI. SELECTION PROCESS

The City will evaluate the proposals submitted on the basis of:

1. The quality and thoroughness of the proposal response in relation to the factors listed in SECTION IV, above.
2. Demonstrated expertise and experience in the industry, and ability to set up and open the desired food service operation in a reasonable time frame.
3. Responsiveness of proposed weekly schedule, hours of operation and scope of service to be provided.
4. Responsiveness to the anticipated needs and expectations of the perceived customer base.
5. Reference validation.

The City Manager may appoint a Selection Committee to conduct oral interviews of top candidates and evaluate the quality and responsiveness of the comparative proposals. The City Manager or his designee will be chosen to further negotiate the points of a license agreement for recommendation to the City Council. Successful proposers should anticipate the request for additional information/documentation for the oral interview.

The City reserves the right to reject any or all proposals, and to negotiate modifications or acceptance of parts of a proposal. Other terms and conditions will be negotiated at the time of selection and will be subject to the approval of the City Attorney.

All Proposals and Statements of Qualifications submitted to the City in response to this RFP become the property of the City.

VII. LICENSE NEGOTIATION

The successful proposer will enter into a license agreement with the City. A sample license containing the standard required terms and conditions is available upon request.

Many of the specific elements of the license remain open for some negotiation, according to the mutual needs of the licensor and licensee. These elements include length of license, options for additional time extensions, and license fee structure. The license fee will be based on the local market for similar facilities, and while the annual escalation clause is standard, other adjustments may be considered.

At the time of license negotiations, the successful proposer will be required to submit both a business and financial plan to demonstrate the viability of the concession proposal.

For the purpose of generating a Business Plan, the Service Purveyor can assume:

- Base term of up to 5 years (depending on demonstrated need and strength of proposal)
- Options for license extension (subject to demonstrated performance)
- Estimated base fee of $2.00 per square foot annually applied to the total licensed area of 1851 sq. ft. (this is a rough estimate based on previous license terms provided to aid in the development of a business plan, but should not be construed to be the license actual amount).
- Tenant shall be responsible for securing all required permits, license and taxes to operate on the premises.
- The final draft of the license agreement, including all agreed upon deal points, are subject to approval of City Council, and legal review by the City Attorney.
- Upon approval and execution of the license, tenant may take possession of the premises and begin operation.

EXHIBIT 'A' Licensed Premises

The premises subject to this license consist of approximately 389 square feet of space in the Dobisky Visitor Center, commonly referred to as the "concession area". The licensee/service purveyor is also entitled to the non-exclusive use of the patio dining area being approximately 1,462 square feet in size. The Licensee's use of the patio dining area shall at all times be shared with other authorized users of the Dobisky Center as well as the members of the general public.

Dobisky Visitor Center

Waterfront View

Street-front View

Concession Area

Interior Service Windows

Commercial Kitchen

Patio Dining

Notes:

- Concession Area has service window to patio as well as inside service window
- City also has 6 plastic tables and 30 plastic chairs available for use on the patio area

EXHIBIT 'B' Restaurant Equipment List

The following equipment is provided in the kitchen area as part of this agreement. It is owned by the City, provided for the use of the food service purveyor and expected to remain – in good condition (reasonable wear and tear expected) – on the premises at the termination of this agreement. Equipment is expected to be maintained and cleaned on a routine basis and available for inspection by City staff.

Qty	Description
2	40-45 lb gas fryers
1	gas counter unit griddle
1	gas counter unit hotplate
1	Vulcan 6 burner gas range oven
5	48"x 30" equipment stands
1	36" sandwich top refrigerated counter
2	microwave ovens
1	35 cu ft merchandiser refrigerator unit
1	refrigerator/freezer unit
1	3-door freezer
1	pizza warmer
1	11 qt nacho cheese warmer
1	nacho chip/popcorn merchandiser
1	hotdog roller
1	3-bay stainless steel sink
1	ice maker
1	ice maker bin attachment
6	3'x5' rubber floor mats
1	pre-rinse unit
2	utility shelving units
2	48"x30" stainless steel worktables
1	scale
1	Ansel System

This is a comprehensive list of equipment as of the date of release of the RFP. Responsibility for routine/prescribed maintenance of all provided equipment rests solely on the service purveyor. All equipment is subject to inspection by the City, and/or assigns, at will, and will certainly be performed at inception and termination of license to operate concession as well as at regular intervals during operation. At no time will it be permissible to remove equipment from the Dobisky Visitors' Center Concession, with the possible exception of for repair and, in this instance, only upon prior consent of the Director of Parks & Recreation and/or the City Manager.