



REQUEST FOR PROPOSALS

RFP # 16-17-001

For

Restaurant/Bar Opportunity

At the

Sierra Del Rio Golf Course

Issued: April 4, 2017

Proposals Due: April 14, 2017 by 3:00pm



CITY OF ELEPHANT BUTTE, NEW MEXICO

1. GOALS/OBJECTIVE

The goals/objective of this Request for proposals (RFP) is to award an operating agreement and long term lease to an operation who will accomplish the following:

- Provide a restaurant, bar and/or eating and entertainment related operation with a distinctive menu/experience that will cater to visitors of Sierra Del Rio & City of Elephant Butte and draw people to the area for a memorable experience;
- Maximize attendance through featured menu items, service, ambiance, and special events marketing;
- Assess, provide, and install all necessary furnishings and equipment over and above current existing inventory in order to create an attractive and inviting destination;
- Implement quality marketing and advertising campaign; and
- Work in unison with the City during the normal course of business to ensure an optimum experience for those frequenting the Restaurant, Bar and surrounding community.

Furthermore, the proposed restaurant & bar will promote public enjoyment, provide job opportunities for local residents, and complement the City of Elephant Butte. The proposed restaurant proposal is consistent with the City Council vision for the City’s roadmap to enhancing the community’s quality of life, fueling intelligent growth, encouraging innovation, positioning the City of Elephant Butte as the location of choice for diverse and dynamic people, and attracting desirable businesses and jobs to the region.

2. SIERRA DEL RIO, CITY OF ELEPHANT BUTTE DESCRIPTION/DEMOGRAPHICS/STATISTICS

Sierra Del Rio is in a Planned Unit Development and is a part of the City of Elephant Butte with frequent visitation of local residents, residents from adjacent Truth or Consequences, Williamsburg, and Sierra County, as well as tourism from around the State and Nationwide.

RADIUS	CITY LIMITS	3 MILE	SIERRA COUNTY
2010 Census Population:	1431	1770	11,988

A Signature 18 hole golf course is co-located to the restaurant and bar which is a significant asset to the business.

3. INVITATION TO PROPOSE

The City is pleased to offer an exciting opportunity for a well-qualified business entity to operate a restaurant and bar to serve as a key attraction within the City of Elephant Butte.

Qualified competitive sealed proposals must have demonstrated experience and knowledge of restaurant/bar operations – including financing, marketing, design, leasing, management and oversight. It is further expected that proposals will be based on a thorough understanding of existing and future restaurant market conditions and trends and that final proposals will contain financial projections.

4. INSTRUCTIONS AND SCHEDULE FOR SUBMITTAL OF PROPOSALS

The City shall not be liable for any expenses incurred by any proposer in relation to the preparation or submittal of Proposals. Expenses include, but are not limited to: expenses by proposer in preparing a Proposal or related information in response to RFP; negotiations with City on any matter related to this RFP; and costs associated with interviews, meetings, travel or presentations. Additionally, City shall not be liable for expenses incurred as a result of City's rejection of any Proposals made in response to this RFP.

Competitive sealed proposals are due before **3:00pm on April 14, 2017**. This time and date is fixed and extensions will not be granted. The City does not recognize the US Postal Service, its postmarks or any other organization as its agent for purposes of dating the Proposal. All Proposals received after the deadline shown will be rejected, returned unopened, and will not receive further consideration. Furthermore, the City reserves the right to reject any and all Proposals and to waive information and minor irregularities in any Proposal received.

IMPORTANT:

The words "SEALED PROPOSAL" along with the RFP NUMBER AND THE OFFEROR'S NAME AND ADDRESS MUST appear clearly on the outside sealed envelope or package of all proposals.

IF THERE IS ANY PROBLEM REGARDING THE FOLLOWING PROPOSAL SPECIFICATIONS OR CONDITIONS THAT WOULD PREVENT YOU FROM SUBMITTING A PROPOSAL, CONTACT THE PROCUREMENT OFFICER IMMEDIATELY FOR CLARIFICATION.

Proposals may be mailed to: ATTN: Karen Rieth, CPO
 City of Elephant Butte
 PO Box 1080
 Elephant Butte, NM 87935

Or hand/courier-delivered to: ATTN: Karen Rieth, CPO
 City of Elephant Butte
 103 Water Street
 Elephant Butte, NM 87935

Questions and Inquiries: Karen Rieth, CPO
 575-744-4892 Ext. 100
 cityclerk@cityofelephantbutte.com

5. PUBLIC RECORDS

All Proposals submitted in response to this RFP become the property of the City of Elephant Butte and under the Public Records Act (NMSA 1978, Chapter 14, Article 2) are public records, and as such may be subject to public inspection.

If a proposer claims a privilege against public disclosure for trade secret or other proprietary information, such information must be clearly identified in the Proposal.

6. EVALUATION PROCESS AND SELECTION CRITERIA

The City will conduct the selection process. The City is the final decision-maker regarding this selection, and it reserves the right to reject any or all responses or to terminate development negotiations at any time. The City reserves the right to request clarification or additional information from individual respondents and to request some or all respondents to make presentations to City Council.

As part of the evaluation process, the City expects to interview some, but not necessarily all of the parties submitting proposals.

The intent of the RFP step of this selection process is to identify qualified parties interested in operating and maintaining a full-service restaurant/bar and related amenities within Sierra Del Rio. The selection of a qualified proposer will be based generally upon his/her experience in the restaurant industry and ability to demonstrate progressive quality restaurant management, including the quality of the proposed restaurant and capacity to carry out the restaurant in a carefully and coordinated manner with the full collaboration of the City.

The primary basis for the City's consideration of responses to this RFP will be the contents of the party's proposal, as outlined in this RFP, and the results of the City's due diligence and reference checks.

The restaurant operator will be selected based upon the following:

- A. Strength of restaurant team and management approach;
- B. Demonstration of relevant project experience;
- C. Financial strength and capability with further consideration given to proposals with none or minimal financial contributions required from the City;
- D. Understanding of the proposed restaurant goals;
- E. Quality of the proposed restaurant;
- F. Benefit that the restaurant provided the City and its constituents; and
- G. Financial feasibility of the restaurant proposal.

7. FORM OF PROPOSALS

To facilitate comparison and evaluation, Offerors must follow the format outlined in this section. Failure of an Offeror to follow the required format may, at the sole discretion of the evaluation committee, result in the rejection of the submittal.

- A. Number of copies. Each Offeror will submit one original with 4 copies.
- B. The proposal must be limited in format and length. All proposals will be typewritten on standard 8 ½" X 11" paper and bound or stapled on left.
- C. All proposals should include at a minimum, the following:

- Cover Letter
- Business Plan (Include hours of operation)
- Sample menu (include price range)
- Summary of experience and qualifications
- Proposed amount of lease for liquor license (must meet state required minimums)
- Proposed amount of percentage of gross sales to City OR proposed lease amount of facility

8. EVALUATION

A 3-4 person Evaluation Committee will evaluate all proposals. Proposals will not be opened publicly. The Evaluation Committee will make recommendation to Council for final award.

	Possible Points
1. APPROACH TO SCOPE OF WORK AND CAPABILITY OF PROPOSER The proposer shall show how the Proposer intends to perform the services requested and to provide specific experience and expertise in providing required services.	10
2. PAST EXPERIENCE The Proposer shall provide specific methods and the proposer's approach to working with local or like agencies. The Proposer shall provide a detailed record of successful related business ventures and include contact name and telephone numbers of at least three (3) references.	20
3. QUALIFICATIONS The Proposer shall provide background and history that make the Proposer uniquely qualified.	25
4. MARKETING PLAN The Proposer shall provide Specific information on how marketing will target increasing visitors and business to the restaurant, bar, golf course and community.	25
5. MENU The Proposer shall provide A sample menu offering and price ranges.	20
TOTAL POINTS	100