



REQUEST FOR PROPOSALS

for

EATERY CONCESSION OPERATOR



Minneapolis
Park & Recreation Board

RFP Release Date: **June 19, 2017**

Site Walk Through: **July 10, 2017 1:00 p.m.**

Proposals Due: **July 24, 2017 4:30 p.m.**

Submit to: **Bert Jackson**

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THE OPPORTUNITY

Minneapolis enjoys the number one urban park system in America. People love the parks and they love eating in the parks. It's part of what makes Minneapolis special. The Trailhead represents a new opportunity to run an eatery in the Minneapolis Park & Recreation system. What makes this opportunity unique? A new 14,000 square foot facility - designed from the start to have food service. Indoor and outdoor seating. Year-round activity built into the project - including cross country skiing, golf, mountain biking, trail running, hiking, bike paths, snowboarding, tubing, and more. Plus catering opportunities for large events like weddings as well as smaller events like mountain bike, tubing, and snowboard birthday parties.

The Loppet Foundation is seeking a visionary operator for the food concession in The Trailhead who can create and operate an eatery that is in keeping with the Loppet's focus on an outdoor active lifestyle.

Project Background.

The [Minneapolis Park & Recreation Board](#) (MPRB) and the Loppet Foundation, (hereafter, "the project partners") are partnering on the construction of an Adventure & Welcome Center (The Trailhead) in Theodore Wirth Regional Park. [The Loppet Foundation](#) is a 501(c)3 organization with a mission to create a shared passion for year-round outdoor adventure in the Minneapolis area, focusing on underserved youth and families. Started in 2002, the Loppet Foundation bases its work out of Theodore Wirth Regional Park.

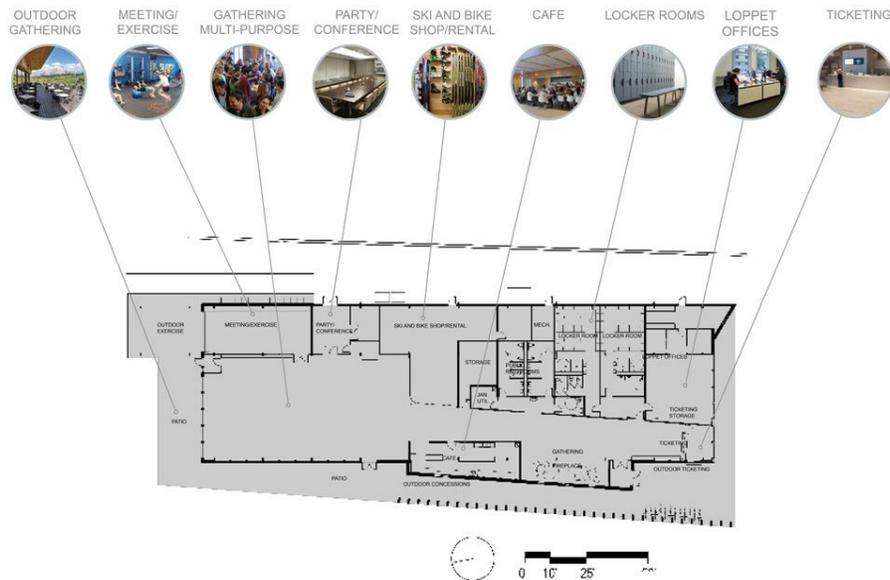
[The Trailhead](#) is an area devoted to outdoor activities like cross country skiing, mountain biking, cyclocross, fat tire biking, trail running, golf, disc golf, snow tubing, snowboarding, and hiking. The Trailhead area includes cross country ski trails, bike trails, mountain bike event trails, hiking trails, a par-3 golf course, learning and staging areas for mountain biking and skiing, a winter terrain park, and a building that will act as the jumping off point for outdoor activities in the park.

The building includes an approximately 3,500 sq. ft. gathering space with tables for seating, a bike and ski shop space, locker room facilities, offices for the Loppet Foundation, public restrooms, and outdoor patio space with tables. The Trailhead has two parking lots: a smaller 25-car lot with a bus turnaround area, and a larger 95-car lot. In the winter (non-golf) months the larger Chalet parking lot will also be available.

The building includes a 625 sq. ft. kitchen facility with service windows to the inside and the outside and an approximately 325 sq. ft. storage/staging area for the eatery space. The kitchen space is located immediately adjacent to a large gathering space with tables and seating (approximately 3,500 square feet), and a smaller cafe seating area (approx. 400 square feet). The indoor facility also includes a bike and ski retail and rental space, an exercise/yoga studio space, locker room facilities, offices for the Loppet Foundation, a wellness kiosk, ticket sales booth, and public restrooms. Outdoor

patio space includes seating that will overlook the event staging areas, mountain bike learning area, and surrounding parkland. The Trailhead includes two parking lots: A 25-car lot with a bus turn-around area adjacent to the building, and a 95-car lot across Wirth Parkway. In the winter, the large Golf Clubhouse/Chalet parking lot will also be available.

The eatery space is expected to be open throughout the year and service all the various user groups as well as the general public.



The Loppet Foundation is seeking proposals for managing and operating the eatery concession in The Trailhead. The Trailhead concessionaire will create the eatery concept, equip the cafe kitchen/sales/staging/storage space, and operate the food service concession. Services to include: daily preparation and sales of food and beverages, maintenance of indoor and outdoor seating areas, and on-site catering. The best proposals will include ideas for service and catering, as well as how to handle events like weddings, golf outings, or mountain bike, ski or tubing birthday parties, and daily crowds. The project partners are interested in reviewing proposals related to operating The Trailhead eatery space beginning in approximately January of 2018.

THEODORE WIRTH PARK & TRAILHEAD VISITOR PROJECTIONS

The Minneapolis park system earned its first-in-the-nation ranking with 21.5 million visitors annually. Theodore Wirth Regional Park is one of the crown jewels of the MPRB system, with an estimated 570,000 visitors annually. At 750 acres it is about the same size as Central Park in New York City.

Theodore Wirth Park attracts an estimated 100,000+ biker and mountain biker visits, 50,000+ hiker visits and 50,000+ cross country skier visits, 30,000+ golf visits, and 5,000+ tubing and snowboard visits. The park also hosts events like the [City of Lakes Loppet Festival](#), [City Trails Loppet](#), the [Tri-Loppet](#) and the [Trail Loppet](#), the [Midwest](#)

[Junior Championships](#), the [Pre-Loppet](#), and the [Mayor's Challenge](#), among others. The park hosts Park Board, Loppet Foundation and other-organization-run programs like [Adventures programming](#) aimed at involving North Minneapolis youth and families, [Loppet Nordic Racing](#) training, the Foundation's competitive club for people of all ages, and Loppet Ski Club, Run Club and Bike Club. Finally, The Trailhead will play host to [high school ski](#) and [mountain bike teams](#), as well as middle school and other school programming. On any given day The Trailhead will likely have multiple scheduled activities beyond ordinary individual use.

Projections based on past history include 380,000+ annual visitors to The Trailhead. Traffic Projections by Season:

- Winter (14 weeks) 8,875 Visitors Per Week
- Spring Shoulder (3 weeks) 2,760 Visitors Per Week
- Spring (9 weeks) 6,140 Visitors Per Week
- Summer (13 weeks) 7,400 Visitors Per Week
- Fall (9.5 weeks) 7,490 Visitors Per Week
- Fall Shoulder (3.5 weeks) 3,160 Visitors Per Week
- Annual Special Events 20,550 Visitors

See "Adventure Center Annual Traffic Totals" tab in [attached document](#) for summary and other tabs for details of these projections.

PHYSICAL SPACE

The Trailhead building will be the hub of activity for year-round outdoor endurance-based activities in the Minneapolis area. The building will include:

- approximately 3,500 square foot common space,
- 840 square foot exercise room with doors opening to an outside covered area that will be used for strength and conditioning and/or activities like yoga,
- approximately 1,200 square feet bike and ski shop, with 190 square feet of additional storage and a covered area for storage/display of rental bikes,
- a 60 sq. ft. health care kiosk adjoining to a 300 square foot party/conference/exam room,
- an eatery space with a 625 square foot kitchen and 325 square foot storage/staging space,
- locker room facilities for virtual health club "members",
- office space for Loppet employees,
- patio space with tables surrounding the building and overlooking the activities,

See [Trailhead documents](#) for more information.

REVENUE STREAMS

Expected revenue streams for an eatery concessionaire would include:

- Beer and wine sales (pending concessionaire obtaining a liquor license from the City of Golden Valley)
- Food sales to everyday users and to event-goers
- Food sales/packages for birthday party type events
- Catering of weddings and other big events

WHAT WE WOULD LIKE TO SEE

The key concepts we would like to see outlined in a proposal to operate The Trailhead concession are:

1.) General

- a. Plan for hours of operation - preference for plans that include at least 350 days of operations with hours of operation that would span from 7 a.m. - 9 p.m.
- b. Plan for employing North Minneapolis residents, and especially North Minneapolis youth (might think about making a plan with an organization like Appetite for Change who could potentially provide employees with prior experience at their restaurant (michelle@afcmn.org))
- c. Plan for providing reliable service to the public with extensive hours and minimal closings
- d. Plan for a unique venue tailored to The Trailhead experience, and oriented to the neighborhood and visitor demographics
- e. An environmentally friendly business approach
- f. An operator with integrity and commitment to the park system, this partnership, and to park patrons generally
- g. In order to encourage responsible transportation and to avoid parking problems, plan for providing a discount or similar for people who do not use the parking lots or who bike or bus to The Trailhead
- h. Plan for table clean-up/bussing
- i. Plan to establish the venue as a destination site for food service
- j. Responsible for meeting all required health code, food operators requirements and obtaining and retaining all proper licenses for operation of concession eatery
- k. Responsible for paying appropriate business taxes

2.) Menu

- a. An eatery with a theme. What kind of theme? We don't know - we're not the food experts. But we think we'll know it when we see it. What we do know is the theme should complement The Trailhead -

meaning that people feel good about the food choices because the eatery feels sustainable, healthy, real, and/or local in nature.

- b. An emphasis on food and drink catering to real/healthy/sustainable food conscious consumers, hopefully with a connection to the outdoor-active community.
- c. Ability to serve diverse customer base, including people of different ethnic and racial backgrounds.
- d. Options for breakfast, lunch, dinner and snacks
- e. Preference for vendors with coffee and tea and coffee-based drinks
- f. Preference for menu involving craft brews
- g. Liquor license plan
- h. Plan to create a destination eatery - that people will bike, ski and drive to throughout the year.

3.) Plan for working with the Loppet Foundation and MPRB

- a. Plan for providing liquor license, for beer and wine, for Loppet events
- b. Plan for providing discounted catering costs for Loppet-hosted events (or ability for Loppet to go to outside vendor or bring in own food and beverage)
- c. Plan for providing a discount to Loppet members - e.g., 10% off, or free cup of coffee for Loppet members
- d. Plan for operating a cohesive space that integrates all activities to maximize park use, minimize park use conflicts, and invigorates activities in the park

4.) Financial Proposal Format. The expectation is that the eatery concessionaire will play a significant role in the long-term financial success of The Trailhead. In that regard, proposals will address evidence of resources and a plan for the build-out of the eatery space, and a business plan and proposal for revenue sharing.

- a. Plan for building out and outfitting kitchen and storage/staging spaces (eatery vendor expected to pay for cost of build out and outfitting kitchen and storage/staging spaces.
- b. Proposal for lease/concession payments, based on percentage of eatery concession revenues, including for daily sales, special events, catering, etc.
- c. Proposal for Common Area Maintenance charges and property taxes, if applicable, for eatery space.

5.) Event Plans

- a. Proposal for how to handle special events like weddings
- b. Proposal for smaller events like mountain bike/skiing/tubing birthday parties (e.g., providing lunch options for party-goers)
- c. Plan for sponsoring Loppet events (for example, by providing complimentary item(s) to volunteers (e.g., free coffee or danish for volunteers))

- d. Plans for scaling up operation for big events like the Loppet (we envision possibility of bringing in food trucks, etc., to help satisfy needs during the largest events)

PROPOSALS

The proposals should clearly outline the type of venue, income estimates, payment to the Loppet Foundation, investments in equipment and facilities, business plan, terms, hours and sample menu pricing. The operator must also include their experience in the restaurant or concession business. A template for the proposal format is included as Attachment A – please use this format in your submission.

EVALUATION OF THE PROPOSALS

A committee comprised of Loppet Foundation staff and volunteers and MPRB staff will evaluate all of the proposals and will provide their recommendation on a preferred operator to the Loppet Foundation Board of Directors. The recommendation by the committee is advisory. The Loppet Foundation Board of Directors will make the actual selection and the agreement shall be between the selected operator and the Loppet Foundation.

Because evaluations will be based upon the written proposals, submitted bidders should ensure proposals are as complete and accurate as possible. Proposals will be ranked by numeric score. The Loppet Foundation may also contact the references provided. Contract negotiations will commence with the highest ranked bidder(s) for the purpose of contract award. Failure to conclude successful negotiations with the highest ranked bidder will forfeit that bidder from further consideration. Negotiations may then commence with the next highest ranked bidder. The Loppet Foundation may award the contract to more than one bidder. Proposals will be evaluated using a pre-determined method to ascertain which bidder(s) best meet the needs of this project. The criteria to be considered during the evaluation and associated points are as follows:

1) Bidder Qualifications – Bidder experience with running food service operations – including plan and budgets. Demonstrated prior success and inclusion of references with contact names and phone numbers. The Loppet Foundation strives to encourage responses from and do business with Minority, Women and Disadvantaged Business Enterprises (MBE/WBE/DBE). Please indicate if your entity is a MBE/WBE/DBE in your response.

Maximum: 20 Points

2) Menu - Bidder's plans for a menu that matches the goals of The Trailhead.

Maximum: 20 Points

3) Partnership Plan - Bidder's plans for partnering with the Loppet Foundation in making The Trailhead successful. This includes things like provisions for Loppet events and banquets, a plan for including North Minneapolis residents, plans for sponsoring Loppet events like the Loppet, City Trails Loppet, Tri-Loppet, Trail Loppet, etc.

Maximum: 20 Points

4) Monetary Plan - Bidder's plans for build-out, and proposal for lease payments (which should be based on a percentage of gross revenue), along with overall quality of business plan. Points for proposals that include an initial contribution to overall project development. Demonstrating an ability to follow through on monetary commitments is also an important factor here.

Maximum: 30 points

5) Small Event Plan - Bidder's plans for how to handle small events or parties.

Maximum: 5 points.

6) Quality of Application – Includes clarity and readability of written proposal.

Maximum: 10 points

SCHEDULE

Listed below are the dates and times by which stated actions must be taken or completed. If the Loppet Foundation determines, in its sole discretion, that it is necessary to change any of these dates and times it will issue an Addendum to this RFP. All listed times are local Minneapolis, MN Time.

Date/Time	Action
June 19, 2017	Request for Proposal Released
July 10, 2017 1:00 p.m.	Walk through of the location and plans Meet at Wirth Chalet
July 14, 2017	Questions from Responders due
July 18, 2017	Response to questions posted on website
July 24, 2017 4:30 p.m.	Proposals Due
July 25 - Aug 8, 2017	Evaluation by Committee
Aug 10, 2017	Recommendations Presented to the Loppet Foundation Board. Loppet Foundation Board Decision.
Aug 11 - Aug 18, 2017	Contract negotiations
Aug 18, 2017	Contract Executed

Foundation Rights

The Foundation may reject any or all proposals or parts of proposals, accept part or all of and to create a project of lesser or greater scope than described in this Request for Proposal, or the respondent's reply based on the financial components submitted. The Foundation also reserves the right to cancel the contract without penalty, if circumstances arise which prevent the Foundation from completing the project.

Proposer Background Checks

The Foundation will require full criminal history background checks and credit history checks for all proposers.

Proposal Validity Period

Any submitted proposal, shall in its entirety, remain a valid proposal for twelve (12) months after the proposal submission date.

Disposition of Proposals

All proposals become the property of the Foundation and the Foundation shall have the right to use all ideas, and/or adaptations of those ideas, contained in any proposal received in response to this RFP. Any parts of the proposal or any other material(s) submitted to the Foundation with the proposal that are copyrighted or expressly marked as "confidential," "proprietary," or "trade secret," will be exempted from the "open records disclosure requirements." The Foundation's selection or rejection of a proposal will not affect this exemption.

Independent Parties

Except as expressly provided otherwise in the contract resulting from this RFP, if any, the Foundation and the Proposer shall remain independent parties and neither shall be an officer, employee, agent, representative or co-partner of, or a joint venture with, the other.

Performance Investigations

As part of its evaluation process, the Foundation may make investigations to determine the ability of the Proposer to perform under this RFP. The Foundation reserves the right to REJECT any proposal if the Proposer fails to satisfy the Foundation that it is properly qualified to carry out the obligations under this RFP.

Interest of the Foundation

The Proposer agrees that no officer, employee or agent of the Loppet Foundation shall have any interest, financial or otherwise, direct or indirect, in the contract.

Employee Involvement/ Covenant Against Contingent Fees

Proposer hereby certifies that, to the best of its knowledge and belief, no individual employed by the Proposer or subcontracted by the Proposer has an immediate relationship to any employee of the Minneapolis Park & Recreation Board or the Loppet Foundation who was directly or indirectly involved in any way in the procurement of the contract, if any, resulting from this RFP or goods or services thereunder. Violation of this section by Proposer shall be grounds for cancellation of such contract. The Proposer also warrants that no person or selling agency has been employed, engaged or retained to solicit or secure any contract resulting from this RFP or any advantage hereunder upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, or in exchange for any substantial consideration bargained for, excepting that which is provided to the Proposer's bona fide employees or to bona fide professional commercial or selling agencies or in the exercise of reasonable diligence should have been known by the Foundation to be maintained by the Proposer for the purpose of securing business for Proposer. In the event of the Proposer's breach or violation of this warranty, the Foundation shall, subject to Proposer's rights, have the right, at their option, to annul any contract resulting from this RFP without liability, to deduct from the charges otherwise payable by the Foundation under such contract the full amount of such commission, percentage, brokerage, or contingent fee, and to pursue any other remedy available to the Foundation under such contract, at law or in equity.

Data Practices

The Proposer agrees to comply with the Minnesota Government Data Practices Act and all other applicable state and federal laws relating to data privacy or confidentiality. The Proposer shall immediately report to the contract monitor any requests from third parties for information relating to this agreement. The Foundation agrees to promptly respond to inquiries from the Proposer concerning data requests. The Proposer agrees to hold the Foundation, their officers, department heads and employees harmless from any claims resulting from the Proposer's unlawful disclosure or use of data protected under state and federal laws.

ATTACHMENT A - PROPOSAL FORMAT

Brief Cover Letter, including recitation of proposal's principal strengths, and name(s) of person(s) who will be authorized to make representations on your behalf, including their contact information.
Business Plan
Description of Venue, Menu, Season, Hours and Pricing, including how the eatery would work with The Trailhead more broadly
Description of investments to the facility, equipment investments
Partnership Plan
Proposal Terms (income to the Loppet Foundation, term of agreement, other)
Estimated Income – Years 1 to 5
Operator Experience
References
Other information