

**City of North Tonawanda**  
**Deerwood Golf Course Concessionaire Agreement**  
**Request for Proposals**

Issued: March 16, 2022

Due: ~~April 16, 2022~~ **August 8, 2022**

1. Objective for the Request for Proposal

The City of North Tonawanda is issuing this Request for Proposal (RFP) to solicit interested parties for a concessionaire agreement with the City to operate a restaurant facility at Deerwood Golf Course. The goal of this RFP is to attract a commercial restauranter that can provide quick service of reasonably priced food and drink items for the golfing public during the course hours of operation. The concessionaire is also encouraged to operate for the public as well throughout the course of the calendar year; however specific services for the golfing community must be a priority above all else.

2. Background Summary:

- Deerwood Golf Course is open to the general demographic of golfers (men, women, seniors, youth, residents, non-residents, league play and tournament golfers)
- Deerwood generates on average 56,000 rounds of golf per year with a yearly anticipation of an April 1 opening and closing in mid-November (weather pending).
- The concessionaire is expected to provide services catering to the needs of the golfing community which include service of reasonably priced food and drinks including a breakfast, lunch and dinner menu, banquet services, full-time service of the snack bar serving as a fast-food service area between the nines and operation of a concession cart(s) to serve golfers on the course.
- Operation of the restaurant will be at minimum: seven (7) days per week, including Sundays and holidays during the hours that Deerwood Golf Course is open determined by the Director of Youth, Recreation & Parks. . (Note: Flexibility in required hours will be given due to the current worker shortages and complications due to the pandemic).
- Concessionaire will work closely with the Course Supervisor to help meet the needs of golfers, coordinating/communicating schedules for tournaments, leagues and open play.

## 2. Site Details

- Approximately 4,200 sq ft of interior space
- 40x42' dining area with bar and public access to outdoor patio seating.
- 38x20' banquet area
- Kitchen with walk in cooler
- "Halfway House" cooking & outdoor food distribution area
- Men's & Women's Bathrooms
- Office Space
- Storage areas
- Outdoor Patio and pavilion

### Equipment:

- The Proposer is responsible for providing all equipment/furniture in the facility.

## 3. Operating Fees & Terms

- The City is excited to support local business as well as provide a top of the line food and beverage service to our golfers and local community. To help assist in the transition of a new concessionaire, the City will waive operating fee payments for the first year of operation in good faith that the Concessionaire will invest in necessary equipment and facility improvements to provide a desirable product for community patrons.
- Proposers shall submit a proposed annual license fee payment to operate the restaurant. Final determination of operating fees will be considered during final negotiations.
- City is willing to entertain Proposer's investment in permanent facility upgrades which are mutually beneficial (bathroom, banquet area, etc) in lieu of annual license fee payments.
- Negotiable 5 year term with mutual option to extend.

## 4. Response Requirements

Proposers should carefully follow the format and instructions outlined herein. All documents and information must be fully completed and signed as required. The proposal shall be written in sufficient detail to permit the City to conduct a meaningful and accurate evaluation of the proposed services using Attachments A & B (page 6 & 7) as a guide in formatting your proposal submission.

## 5. Evaluation of Proposals

Each proposal will be reviewed to determine if the submission is responsive to the requirements outlined in the solicitation request. This includes all documentation, submitted in the format outlined, and has all required information requested. Failure to comply may result in the proposal being deemed non-responsive.

Proposals will be reviewed by a committee and scored based on the “Proposal Evaluation Criteria” chart on page 5. Top ranked proposals will be selected to provide a formal presentation following the committee’s initial review. Following the presentation, the committee’s selected proposal will enter agreement negotiations with the City. Unsuccessful negotiations will result in initiation of negotiations with the committee’s second proposal choice.

## 6. Proposal submission and deadline

Proposers must submit copies of their proposal as follows:

- One hard copy in a sealed envelope delivered to  
City of North Tonawanda (Attn Deerwood Golf Concessionaire Proposal)  
216 Payne Ave  
North Tonawanda, NY 14120
- One electronic version in PDF format to [alex@northtonawanda.org](mailto:alex@northtonawanda.org).

Questions/inquiries must be submitted in writing via email to [alex@northtonawanda.org](mailto:alex@northtonawanda.org).

Arrangements for a walkthrough of the facility can be made by contacting Alex Domaradzki @ 695-8520 x5500 or via email at [alex@northtonawanda.org](mailto:alex@northtonawanda.org).

Proposals shall be delivered to the City on or before: ~~April 16, 2022~~ **August 8, 2022** by 4:00PM

## 7. DISCLAIMER – CONFIDENTIALITY

The successful response will become part of the contract file and will become a matter of public record subject to public disclosure, as will all other responses received. If the response includes material that is considered by the bidder to be proprietary and confidential under 1 VSA, Chapter 5, the bidder shall clearly designate the material as such, explaining why such material should be considered confidential. The bidder must identify each page or section of the response that it believes is proprietary and confidential with sufficient grounds to justify each exemption from relicense, including the prospective harm to the competitive position of the bidder if the identified material were to be relicensed. Under no circumstances can the entire response or price information be marked confidential. Responses so marked may not be considered.

8. Right of Refusal

The City of North Tonawanda reserves the right to reject any, and all proposals, and to withdraw this solicitation at any time. All proposals will be valid for twelve (12) months after submission date.

## PROPOSAL EVALUATION CRITERIA

<b>CRITERIA</b> Each category is scored on a scale of 1-10 with each criteria weighted accordingly.	<b>WEIGHTED %</b>
<b>EXPERIENCE</b>	20%
<ol style="list-style-type: none"> <li>1. Demonstrates experience and qualifications related to the type of services requested in the proposal.</li> <li>2. Demonstrates related golf course experience or an understanding of the goals and operation as it relates to the golf course.</li> <li>3. Proposer has completed cover page and is reputable.</li> </ol>	
<b>MANAGEMENT</b>	15%
<ol style="list-style-type: none"> <li>1. Demonstrates a clear operational model for staffing and structure indicating an ability to properly staff as needed to meet the demands of required hours of operation.</li> </ol>	
<b>FINANCIAL STABILITY</b>	20%
<ol style="list-style-type: none"> <li>1. Provides adequate details to support the capacity to capitalize the operation.</li> <li>2. Demonstrates understanding of the investment necessary to start up and operate the facility.</li> <li>3. Demonstrates an ability/plan to fund capital improvements, upgrades etc.</li> </ol>	
<b>MARKETING</b>	5%
<ol style="list-style-type: none"> <li>1. Demonstrates a clear understanding and ability to market the restaurant, expand services/events and provide community engagement, specifically as it relates to golfers.</li> </ol>	
<b>OPERATIONAL PLAN</b>	30%
<ol style="list-style-type: none"> <li>1. Demonstrates clear plan and vision for the restaurant including               <ul style="list-style-type: none"> <li>○ Restaurant atmosphere</li> <li>○ Sample menu with pricing</li> <li>○ Plans for facility upgrades/remodel</li> <li>○ Description of how service will be tailored to meet needs of golfers</li> <li>○ Indication of anticipated opening date &amp; service (seasonal/year round)</li> <li>○ Clear and concise outline of a 5-year plan</li> </ul> </li> </ol>	
<b>PROPOSED OPERATING FEE PAYMENT</b>	10%
<ol style="list-style-type: none"> <li>1. Degree to which the proposed annual payment figures to the City for utilizing the operating space meets the expectation of the City.</li> </ol>	

**ATTACHMENT A: COVER PAGE**

**Business name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Business's current legal status: (Select one)**

\_\_\_\_ Corporation    \_\_\_\_ Partnership    \_\_\_\_ Sole proprietor

\_\_\_\_ Other (Describe) \_\_\_\_\_

**Business Federal Tax-ID number:** \_\_\_\_\_

**Contact person's name:** \_\_\_\_\_

**Title** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

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I \_\_\_\_\_ acknowledge that the details and information in  
(Name)  
this proposal are accurate and I accept the terms and conditions set forth herein.

\_\_\_\_\_  
**Signature of authorized corporate officer**

\_\_\_\_\_  
**Date**

## ATTACHMENT B: BUSINESS PLAN

1. EXPERIENCE- Describe the level of experience in the operation of a restaurant, bar and banquet operation. Highlight/define any related golf course experience if applicable.
2. MANAGEMENT: Provide the names of the management person or team who will operate the restaurant including the management model you will utilize to operate the restaurant. (i.e. chain of command, organizational chart, whose responsible for the day to day operations, etc.). Also include how you are prepared to operate under the current workforce shortages that have been experienced in the restaurant industry.
3. FINANCIAL SUSTAINABILITY- Provide details of financial support for your operation.
  - a. Ability to Finance: Amount of investment required/anticipated, sources of funding, any supporting documentation (credit reports, loan commitment letters, bank statements, etc).
4. MARKETING- Describe your perceived role in marketing your proposed restaurant operation.
5. OPERATIONAL PLAN- Detail your vision and plan for establishing your business and meeting the needs of the golfers and community. Include the following:
  - a. Description of the atmosphere/environment you intend to establish for the restaurant.
  - b. Description of the types of food and drink that will be available (consider including a sample menu with prices).
  - c. Describe how you intend to tailor service to the golfing community.
  - d. Do you plan on being open seasonally or year-round?
  - e. Are there any remodeling/upgrade plans, or is the intent to use the facility as is?
  - f. Do you anticipate being open the beginning of the 2022 golfing season? If not, when is your anticipated open date?
  - g. Outline your 5-year plan
6. PROPOSED OPERATING FEE PAYMENT- Proposed payment type to the city for utilizing the operating space. Sample options (included below)
  - Option 1: Annual License Fee of \$\_\_\_\_\_ paid in monthly installments
  - Option 2: Proposed percentage-based payments based on \_\_\_\_ % of gross income to include a minimum guaranteed payment of \$\_\_\_\_\_ not to exceed \$\_\_\_\_\_
  - Option 3: Other proposed fee payment (describe below).