

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

Posted: October 14, 2021

Submission Due Date: November 15, 2021 @ 4pm

1. Summary

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.

**In consideration of your proposal submission, please keep in mind the following points:**

- 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. Concessionaire has the option to open up-to twenty-four (24) hours a day and twelve (12) months of the year if desired.
- We view our success and the success of the Deerwood Restaurant as mutually beneficial, as such, we include the restaurant in any marketing opportunities made available to our Golf Course.
- The prior concessionaire is willing to negotiate the sale of all removal items including and not limited to (tables, chairs, shelving, refrigerators, coolers, tv's, concession carts, security cameras, etc) to provide an accessible turnkey opportunity if you so choose that option.

## 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
- Men's & Women's Bathrooms
- Office Space
- Storage areas

## 3. Price and Term

The City of North Tonawanda intends to make the space available for an annual license fee. For the first year, the license fee is \$36,000 paid in six equal monthly installments of \$ 6,000.00 on May 31, June 30, July 31, August 31, September 30, October 31. The following four years of the five-year term the license fee is \$54,000 paid in six equal monthly installments of \$9,000. The concessionaire can renew for a 5-year term under terms and conditions with any increase in license fee being negotiated in good faith by the City.

## 4. Agreement Details

- Concessionaire agrees to assume and pay for all utilities (gas & electric).
- Concessionaire is responsible for maintaining the inside of the building.
- Concessionaire shall maintain and keep in good repair all buildings interior space and equipment
- Concessionaire must receive written consent from the Director of Youth, Recreation & Parks prior to making any improvements to the building.
- Concessionaire must obtain and comply with all necessary permits and licenses to run the restaurant (NYS Liquor License, Health Permit, etc).
- City shall be responsible for all major capital repairs including roof, heating/cooling system and structure.
- City is responsible for all exterior maintenance outside the facility
- City is responsible for snow removal in the parking lot area.
- Upon award of the bid, the City and Concessionaire will execute a fully detailed agreement which will be legally binding.

## 5. Submission Requirements

Proposals must include the following information:

- A cover page including the following:
  - Business name and mailing address
  - Business's current legal status: corporation, partnership, sole proprietor, etc.
  - Business Federal Tax-ID number
  - Contact person's name, title, phone number, fax number, and e-mail address

- Signature of authorized corporate officer
- Business Plan
  - 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.
  - 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, 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.
  - FINANCIAL SUSTAINABILITY- Provide details of financial support for your operation.
  - MARKETING- Describe your perceived role in marketing your proposed restaurant operation.
  - VISION- Describe your operational plan. Include the following:
    - Description of the atmosphere/environment you intend to establish for the restaurant.
    - Description of the types of food and drink that will be available (consider including a sample menu with prices).
    - Describe how you intend to tailor service to the golfing community.
    - Do you plan on being open seasonally or year-round?
    - Are there any remodeling plans, or is the intent to use the facility as is?
    - Do you anticipate being open the beginning of the 2022 golfing season? If not, when is your anticipated open date?

## 6. Proposal submission and deadline

Proposers must submit copies of their proposal as follows: One hard copy and one electronic version in PDF format to [alex@northtonawanda.org](mailto:alex@northtonawanda.org). Proposals must be in a sealed envelope labeled “Deerwood Golf Course Concessionaire Agreement”. Proposers may choose to provide additional sets if and when invited to do so for presentation purposes. Submissions will not be returned.

Proposals shall be delivered to the City on or before: November 15, 2021 by 4:00PM

To:  
 Attn: Alex Domaradzki (Parks & Recreation)  
 City Hall  
 216 Payne Avenue  
 North Tonawanda, NY 14120

Proposals received after the deadline may not be accepted.

### RFP Inquiries

Prospective responders may only direct questions in writing to the following contact person:

Alex Domaradzki  
North Tonawanda Parks & Recreation Director  
[alex@northtonawanda.org](mailto:alex@northtonawanda.org)

A walkthrough of the facility is scheduled for any interested parties on October 27 at 2:00pm. At this time the the concessionaire as well as City representatives will be on hand to answer any questions pertaining to the property. Additional questions must be submitted in writing and are due no later than November 3, 2021 The above contact person is the only individual who can be contacted about the project by proposers before the proposal deadline. The contact person cannot alter the terms of this RFP.

#### 7. Evaluation Criteria and Selection Process

Proposals will be reviewed by our committee consisting of the Director of Youth, Parks & Recreation, Deerwood Course Operations Supervisor, Deerwood Golf Superintendent, office of the Mayor, and City Attorney. In reviewing submitted proposals, the following criteria are among those that will be considered:

- Completeness of the proposal, the extent to which the proposal meets all the required criteria outlined above.
- The experience and capacity of the company and/or owner in operating the proposed restaurant
- Alignment of the vision of operations with that of the golf course needs.
- Overall quality of the submission.

The City reserves the right to schedule a formal presentation of your proposal serving to answer and questions and further elaborate on your vision for the restaurant.

#### 8. Timing

The following represents the City's anticipated timeline for reviewing and selecting a qualified proposal. This timing is subject to change.

Facility walk through:	October 27, 2021
Proposal questions due:	November 3, 2021
Submission deadline:	November 15, 2021
Complete evaluation/review process:	December 1, 2021
Final selection by City Council:	December 7, 2021

#### 9. 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.

#### 10. Right of Refusal

All proposals must be received on time and in full compliance with the instructions contained in the RFP. The City of North Tonawanda reserves the right to reject any, and all proposals, and to withdraw this solicitation at any time.