

Request for Proposals  
**Lakeside Park Pavilion Concessionaire**  
City of Fond du Lac  
December 15, 2014

The City of Fond du Lac ("City") is soliciting proposals to equip and operate a food and non-alcoholic drink concession within its Pavilion in Lakeside Park. Tens of thousands of residents and visitors use this 140-acre Park every year, which does not have any other food or drink concessionaire.

The following terms are anticipated:

1. A contract between the City and company ("Concessionaire") will be negotiated based on the terms of the selected proposal.
2. The contract is intended to be for a term of two years, 2015 and 2016, followed by automatic annual renewals unless or until one of the parties chooses to terminate it.
3. At a minimum, the concession should be open from Memorial Day weekend to Labor Day weekend annually.
4. Hours of operation, fall/winter hours, staffing, and products offered are at the discretion of the Concessionaire. However, these factors will be considered in the review of proposals.
5. It is intended that the Concessionaire shall pay the City a negotiated percentage of all gross sales each year.
6. The Concessionaire shall have free use of the concessions area of the Pavilion. This 325 sf area includes a sink, counters, range hood with fire protection, reach-in refrigerator, fire suppression system, and 156 sf store room.
7. Some of the equipment owned by the former concessionaire may be available from him for purchase or rental. Such arrangements shall be made without involvement by the City.
8. An unfurnished outdoor seating area and delivery access are available for use by the Concessionaire.
9. Utilities and a serviced six-yard Dumpster are provided by the City at no charge to the Concessionaire.
10. One satellite site with a concrete pad and electrical service will be available for the Concessionaire's use near the playground on N. Main St. The Concessionaire is responsible to provide the trailer or equipment to use this site. This trailer shall be removed over the winter months.
11. The Concessionaire's Pavilion site may operate during Walleye Weekend (the second weekend every June), but the satellite site may not due to conflicts with other vendors.
12. The Concessionaire may not operate any mobile operations (i.e. ice cream trucks) in the Park without explicit permission from the Park Superintendent regarding the location and schedule for such sales.
13. Any building upgrades needed for Concessionaire operations shall be at its own expense.

14. The Concessionaire may advertise its name and services on the Pavilion and trailer at the satellite site, but not in other Park locations. The City may place the name of the Concessionaire on the City website and Lakeside Park maps, if requested.
15. The Pavilion parking lot and on-street parking will be available for Concessionaire customers, but will not be designated or reserved for them.

Proposals shall include background information on the company, biographies and qualifications of key personnel, and a general business plan. Contact information for three references—who are not relatives of the applicant—shall be provided. Selection will be based in part on the qualifications and experience of the company and team, terms of the business plan, services and hours to the public, name recognition, compatibility with other park services, and anticipated profit to the City.

Proposals may include assumptions, ideas, or other options for the City to consider during its review.

The City reserves the right to reject any and all proposals and to select the company that, in its opinion, would best serve the needs of Lakeside Park and the citizens of Fond du Lac.

Proposals shall be submitted to the following person and address **no later than the close of business, Friday, January 16, 2015.**

John Kiefer  
Parks Superintendent  
P.O. Box 150  
Fond du Lac, WI 54936-0150

Mr. Kiefer is available to answer questions or make the concession area available for inspection. He can be reached at 920-322-3592 or [jkiefer@fdl.wi.gov](mailto:jkiefer@fdl.wi.gov). The City may conduct interviews with selected companies before making a final decision. It is anticipated that the concession space will be available to the successful company no later than February 2, 2015, for any necessary modifications or equipment installation.