



**Request for Proposal  
City of Altoona  
River Prairie Center  
Bar Operations**

**Proposals due May 27, 2022**

**Mandatory meetings for interested vendors are required to view facilities the week of May 16, 2022, or at another time if that does not work- call 715-839-6092 or email [michaelg@ci.altoona.wi.us](mailto:michaelg@ci.altoona.wi.us) to set up a meeting.**

**BACKGROUND**

The City of Altoona (the City) is seeking proposals from qualified bar service professionals to operate the bar at River Prairie Center (RPC) in support of events booked at RPC.

Event bookings at River Prairie have surpassed expectations, and River Prairie has become one of the premier event venues in the region. The City currently contracts with King Pin Management for event coordination and bar operations at RPC and in River Prairie Park. King Pin has committed to continued operations through the end of 2022 to assure consistent, high-quality customer service, but will discontinue operations at the end of the year.

City staff will take over facility booking/rentals, event setup, tear down and monitoring beginning in 2023. The City recently issued a request for applications from caterers to partner with to provide food service at RPC beginning January 1, 2023.

The City is now seeking a professional bar operator (Operator) to operate the bar in support of events booked at RPC and is also open to entertaining ideas from the selected Operator for activating the space when the building is not otherwise rented.

Included below are the actual bookings for calendar year 2019. While the 2020 and 2021 bookings were higher, many of the events did not occur due to COVID.

**January:**

16 Events  
1,400 People

**February:**

10 Events  
878 People

**March:**

17 Events  
1,775 People

**April:**

18 Events  
1,745 People

**May:**

16 Events  
2,145 People

**June:**

19 Events  
2,815 People

**July:**

13 Events  
1,740 People

**August:**

23 Events  
2,975 People

**September:**

25 Events  
4,480 People

**October:**

22 Events  
2,900 People

**November:**

17 Events  
1,550 People

**December:**

14 Events  
1,375 People

Gross bar sales for 2019-2021 years were as follows:

2019	\$160,187
2020	\$65,642 (COVID year)
2021	\$118,281 (COVID year)

**DESCRIPTION OF FACILITIES**

- RPC has approximately 4,400 square feet of inside event space and 1,500 square feet of outside patio space. The event space is rented for a variety of events from weddings and wedding receptions to corporate events to private parties; RPC accommodates parties of up to 250 people with round table seating, and up to 350 for an assembly or standing-reception-type event.

- The building includes approximately 450 square feet of bar space, with bars serving the inside and outside of the building. The bar space includes a walk-in cooler for keg storage as well as a beverage dispensing system.

The City also hosts a variety of events in the outside park space, consisting of the following amenities available for rent:

- 7 outdoor event spaces of various sizes capable of hosting events from between 25 and 4,000 people.
- A large tent with a seating capacity of 80 – 100

### **SCOPE OF WORK**

The City is seeking an Operator to manage bar operations in support of all events at RPC and special events within the park. The City is also eager to hear ideas from Operators on how the River Prairie Center could be activated when events are not scheduled as a means to generate additional bar and facility rental revenue. This may include the Operator hosting popup events, having set hours on some days of the week, or partnering with others to activate the space.

The City is interested in partnering with creative Operators that will take an ownership stake in RPC with the following goals in mind.

- Continuing to build on the success of River Prairie Park and River Prairie Center as one of the premier event destinations in the Chippewa Valley.
- Providing excellent customer service to all users of RPC and River Prairie Park.

In order to meet the stated goals, the City is looking for Operators that embody the following character traits:

- **Commitment to exceptional customer service**
- **Vision**
- **Integrity**
- **Creativity**
- **Detail Oriented**
- **Enthusiasm**
- **Tough-mindedness/grit**
- **Team oriented**
- **Charismatic**
- **Stable**
- **Fiscally responsible**

The current bar operator, King Pin, pays \$1,250 per month to rent bar; the new Operator would be expected to pay the same for the first year, with rent negotiated in subsequent years. All revenues from bar sales are retained by the bar operator. The selected Operator will be required to procure an Airport/Public Facility liquor license (\$600 for 2 years) as well as a beer license from the City (\$100 per year). The selected Operator will also be responsible for providing their own point of sale system.

## Coordination

The selected bar operator would be required to commit to working closely with city staff, catering staff, and, in some cases, facility renters to assure the bar products requested for an event are available on the day of the event and that adequate staffing is available to provide outstanding service.

## PROPOSAL FORMAT

### 1. Cover Letter (max 1 pages)

Please provide a cover letter that reflects your understanding of the project and why your firm is qualified to complete the project.

### 2. Experience (max 2 pages)

- Please provide a list of your experience that you feel qualifies you to complete the scope of work. Also please include the names of any past or current bar businesses you have operated.

### 3. Ideas for Further Activating River Prairie Center (max 2 pages)

- This section is not mandatory. However, if you have ideas regarding how you might use the bar and rental facilities to further activate River Prairie Center, please include those ideas here.

### 4. Personnel (max 2 pages)

- Identify the key individuals that will be part of your team along with a brief summary of their experience. State their educational background, years of experience, and specific relevant experience. Also, please note the number of personnel your company has access to working at RPC.

### 5. Mandatory Meeting

- **A mandatory meeting to view the facilities is required for any contractor interested in submitting a proposal. Meetings may be scheduled the week of May 16, 2022, or at another time if that does not work. Please call or email Mike Golat, City Administrator at 715-839-6092 or [michaelg@ci.altoona.wi.us](mailto:michaelg@ci.altoona.wi.us) to arrange a meeting.**

## MISCELLANEOUS

### 1. RFP Postponement or Cancellation

The City may, at its sole and absolute discretion, reject any and all, or parts of any and all proposals, re-advertise this RFP, postpone or cancel at any time this RFP process, or waive any irregularities in this RFP and to award a contract in the best interest of the City of Altoona.

## 2. Intellectual Property

All items pertaining to this project shall become the intellectual property of the City of Altoona and shall be provided to the City in electronic format upon request. This includes all marketing materials, social media sites, phone numbers etc.

## 3. Required Insurance

The selected Operator shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees.

### A. Minimum Scope of Insurance

**The Consultant shall obtain insurance of the types described below:**

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be written on Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
2. Commercial General Liability insurance shall be written on ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, independent contractors and personal injury and advertising injury. The City shall be named as an insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City.
3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Wisconsin.
4. Professional Liability insurance appropriate to the Consultant's profession.

### B. Minimum Amounts of Insurance

**The Consultant shall maintain the following insurance limits:**

1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.
3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

### **C. Other Insurance Provisions**

The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability, Professional Liability and Commercial General Liability insurance:

1. The Consultant's insurance coverage shall be primary insurance with respect to the work being completed for the City. Any insurance, self-insurance, or insurance pool coverage maintained by the City shall be in excess of the Consultant's insurance and shall not contribute with it.
2. The Consultant's insurance shall be endorsed to state that coverage shall not be cancelled by either party, except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.

### **D. Acceptability of Insurers**

Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

### **E. Verification of Coverage**

Consultant shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance requirements of the Consultant **before** commencement of work.

## **SELECTION**

The City of Altoona will assemble a team to evaluate the proposals and will invite a short list of firms for interviews if necessary. Once the most qualified Operator is selected they will be invited to enter into a lease agreement with the City.

All questions or requests should be directed to Mike Golat, City Administrator, at (715) 839-6092. Proposals are due and must be received by May 27th at 2 PM. Please refer to requirements for a mandatory meeting the week of May 16th, above. Staff intends to make a recommendation to Council regarding selection of a vendor at the June 23, 2022 City Council meeting. Proposals may be emailed (pdf) to [michaelg@ci.altoona.wi.us](mailto:michaelg@ci.altoona.wi.us) or may be mailed or dropped off at:

City of Altoona  
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