

April 14, 2020

**TOWN OF HAMBURG, NEW YORK
REQUEST FOR PROPOSALS
HAMBURG TOWN PARK CONCESSION OPERATION
FOR SUMMER SEASONS OF 2020, 2021, and 2022 WITH AN
OPTION FOR 2023**

Your firm is hereby invited to submit a proposal for operation of the Town of Hamburg's snack bar and water sports rental concessions located at Hamburg Town Park , 4420 Lakeshore Road, Hamburg, NY 14075

General

The Town of Hamburg is seeking proposals from experienced business operators in the areas of snack bar service, water sport rentals and community event planning/implementing during the beach season (Memorial Day to Labor Day) at Hamburg Town Park. This Request For Proposal (RFP) neither commits the Town of Hamburg to select an operator nor reimburse any costs associated with the preparation or submittal of proposals in this regard. The Town reserves the right to reject any and all proposals, should it be deemed to be in the best interests of the Town of Hamburg.

Scope of Work/Time Frame

Seasonal Concessions at the Hamburg Town Park located at 4420 Lakeshore Road, Hamburg, NY 14075

Operator to be responsible for Seasonal Concessions (food/snack/beverage, water sports, event planning) between Memorial Day and Labor Day. General hours of operation would be 11:00 a.m. - 7:00 p.m., unless weather concerns dictate closing.

The Town of Hamburg desires a three-season contract (2020, 2021, 2022) with the option for a fourth season (2023).

Specific Operator Responsibilities

- Creation of menu w/ market pricing
- Staff servers
- Cash register
- Purchase of food, beverage, condiments, etc. to be sold
- Purchase of paper, napkins, straws, etc. to be used for serving
- Acquisition of Health Department permit
- All cleaning within snack bar rental space
- Signage (pricing, etc.)
- Insurance (requirements attached)
- Security bond
- References (3)
- Phone service (if desired) * The Town will require a phone number of a manager (reachable at all hours) be made available in case of emergency.
- Safety Plan re: utilities, etc.
- Water Sport Rental Items (Kayaks, Paddle Boards, Water Bikes, etc.)
- Storage Unit for Water Sport Equipment
- An outline for planning - implementing and sponsoring of at least 2 community events in each of the months of operation (June, July, August).
Examples include but are not limited to Movie Nights, Concerts, Volleyball Tournaments, etc.)
- A list of any other ideas you would like us to consider for your operation

Town of Hamburg Support

- Providing parking access for snack bar employees
- Keys for entry/lock up of snack bar space
- Cooking/refrigeration appliances currently in place
- Maintenance/replacement of said appliances as required
- Electric, gas and water utilities

Form of Proposal

Two (2) copies of your proposal are to be submitted. Proposals are to be concise and specific, directed toward describing your firm's:

- (1) A. Proposed menu with pricing
B. Proposed watersport rental pricing
C. Proposed special events
- (2) Related experience, qualifications and capabilities in providing a service of this nature
- (3) Qualified available management staff to oversee the operation
- (4) Commitment to set up and begin service within the listed time frame(to begin as soon as winning proposal is approved by the Town Board).
- (5) Specific plans to address all operator responsibilities on previous page
- (6) Proposed monthly rental fee to be paid to the Town of Hamburg.

If there are any suggested optional items which the potential operator feels would be beneficial and appropriate to include in the scope of work, they should be presented as part of the proposal.

The names, addresses and phone numbers of at least three (3) client references for similar types of projects performed by the firm, preferably in the Western New York area, are also to be furnished.

Evaluation Procedure

Submissions will not only be evaluated based on overall proposal, but with emphasis on creativity of menu, proposed related services, and ability to capitalize on the beach atmosphere.

Proposals are to be received by the Town of Hamburg Recreation Department by no later than 4:00 PM EST on Friday, May 12, 2020. Late submittals will not be accepted and will be returned unopened.

Request for Further Information

All questions and inquiries should be directed to:

Martin Denecke
Town of Hamburg Recreation Department
4540 Southwestern Blvd.
Hamburg, NY 14075
Phone: 716-646-5145

Proposals are to be submitted to Mr. Denecke at the address listed above.

DUE DATE: 5/12/20, 4:00 PM EST

Thank you for your time and effort in reviewing and submitting a proposal for the Hamburg Town Park Beach Concession operation.

Sincerely,

MARTIN DENECKE
Director of Recreation