

Request for Proposal Qualified Management Partner for Como Park Lakeside Pavilion

1360 Lexington Parkway North, Saint Paul, Minnesota 55103



December 11, 2017



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Summary

The City of Saint Paul, Minnesota, through its Department of Parks and Recreation, is seeking a qualified management partner for the Como Park Lakeside Pavilion. The Partner may be an individual, a team, a firm, or a combination thereof.

The Como Park Lakeside Pavilion (Lakeside) is a 20,000+ square foot, four level facility located beside Como Lake. The Lakeside is beloved by community members and visitors alike, and expectations for its use are as high as they are varied. The Lakeside currently houses several points of sale and amenities which include; a full service restaurant and adjoining kitchen, an outdoor promenade, a performance stage and an outdoor service bar, a new prep kitchen, a seasonal concessions stand, a recreational rental facility and dock, several multi-purpose rooms, and a banquet hall. The Lakeside is host to "Music in the Parks" which traditionally offers over 100 concerts in peak season.

A successful response to this RFP should center on creating a vibrant, activated community-focused facility. It should include offerings such as food service, recreation, music programming, seasonal fare, and maintenance services all as indicated in the RFP.

Potential management partners should review the results of the Open St. Paul Survey from 2014 (Exhibit A) and subsequent Comments from a 2017 Community Meeting (Exhibit B), as well as the 2014 Como Lakeside Pavilion: A Community Vision and Market Analysis report produced by BWBR (Exhibit C). The community survey results and report from BWBR should be addressed in a potential management partner's response to the RFP.

Como Lakeside Pavilion

The Como Lakeside Pavilion is the only commercial facility offering dining, meeting, and event space on the lake.

The pavilion features three floors, a promenade with a stage for concerts and shows, and lower-level meeting space (SEE Como Regional Park Lakeside Pavilion and Floor Plans in Exhibit D). Based on current programming, the square footage of the facility is allocated accordingly:

- The Como Park Lakeside Pavilion is a 20,050-square-foot facility.
- Two parking lots also serve the lake side of the park, providing 215 spots on the north and south ends of the pavilion.
- First-floor restaurant: 1,206 square feet.
- Second-floor mezzanine: 1,040 square feet.
- Third-floor banquet/dining area: 2,296 square feet with a maximum capacity of 142 people with tables, or 305 people with chairs only.
- Outdoor promenade: 16,015 square feet with bench seating.
- Two Lower-level meeting rooms.
- Lower-level patio concession window facing Como Lake.
- Lower-level Prep Kitchen.

Criteria, Evaluation and Selection

The proposal must contain the following information and tabbed in the order shown.

The City will evaluate Proposals against the evaluation criteria to the degree to which each Proposal meets the following criteria:

Tab 1: **Operator Experience** (include financial capacity).
(Value 100)

Tab 2: **Business Plan and Vision** including, but not limited to:

- Description for integration of each business center, e.g. catering, restaurant, outside land and lake operations.
- Description and examples of year-round and seasonal offerings and services with hours, menus and pricing.
- Description for integration of the Lake, Park, and Pavilion experience for the community.

NOTE: Partnerships are highly encouraged. Proposals may include Third Parties to provide land and lake operations, e.g. bicycle and boat rentals.

(Value 250)

Tab 3: **Proposed Investments** including, but not limited to:

- Description management partner's facility investments (inside and outside).
- Describe management partner's equipment investments (breakout in detail both capital and operating investments).

(Value 150)

Tab 4: **Community Engagement Process**

- Proposed and access for the community to the Como Lakeside Pavilion.

(Value 100)

Tab 5: **Proposal Terms** must include:

- A proposal that includes description of Point of Sales management.
- Income to the City of Saint Paul noted in Exhibit M – Revenues Forecast Template.
 - Propose the revenue sharing breakdown.
 - Terms of a percentage of gross income. Gross income shall be defined as all revenue received from all business centers managed at the Como Park Lakeside Pavilion, less general sales taxes.
 - Guaranteed annual minimum to be paid to the City for years 1 to 5, (proportionate to similar venues in the Twin Cities metro region).

(Value 200)

Interview: (Value 200)

Total possible points after Interview: 1,000

Pre-Proposal Conference/Site Visit

There will be a Pre-Proposal Conference and Site Visit scheduled on Tuesday, December 19, 2017 at 10:00 AM at the Como Park Lakeside Pavilion located at 1360 Lexington Parkway North, Saint Paul, Minnesota 55103. The Conference and Site Visit is not mandatory.

Questions – Project Information Contact

City personnel, elected officials, and/or members of the proposal evaluation committee are not authorized to discuss this Project or Request for Proposals with interested Respondents outside of the Pre-Proposal Conference.

All questions related to the project requirements and requests for clarification must be submitted in writing on the Supplier Portal, www.stpaulbids.com

HREEO will respond to all written questions by issuing a written addendum that will be posted at www.stpaulbids.com. All Respondents will have access to all questions and answers submitted in writing which will be public information.

Oral questions related to the project outside the Pre-Proposal Conference are prohibited. Phone call questions and/or clarifications are not allowed.

Respondents shall rely only on the provisions of this Request for Proposals and written addenda in preparing their proposals.

Amendments/Clarifications to RFP

The City reserves the right to amend all or any portion of this RFP and its requirements and RFP Documents. If the City modifies the RFP or clarifies anything in the RFP, the City will issue an addendum. Any addenda to this RFP will be posted online with the RFP Documents. Respondents will be responsible for meeting the requirements of all addenda and will be required to acknowledge receipt of all addenda.

Valid Proposal

In order to be considered valid, the proposal shall be submitted on time and in accordance with the instructions. Negligence of the Respondent in preparing this proposal confers no right to withdraw the proposal after the proposal due date. If the intent of the Respondent is not clearly identifiable, the interpretation most advantageous to the City will prevail. Once submitted a proposal becomes the City's property.

The City will not accept Proposals received after the submission deadline.

Additional Rights Reserved by the City

The City reserves the right to:

- Reject any and all Proposals received in response to this RFP.
- Select for Contract negotiation and award the Contract to the Respondent whose Proposal is the most advantageous to the City, as determined by the City in the exercise of its sole discretion whether or not the Proposal is the highest guaranteed fee Proposal.
- Waive any non-material irregularities or inconsistencies.
- Disapprove of any subcontractor proposed to be used by a Respondent based upon a determination by the City that the subcontractor is non-responsible.
- Negotiate with more than one Respondent at the same time.
- Terminate negotiations and prepare and release a new RFP, or take such other action as the City deems appropriate if negotiations fail to result in a Contract within a time

- acceptable to the City in its sole discretion.
- Clarify or seek from Respondents additional information on any Proposal.
- Re-scope the Project.

In order to be considered responsive, each Respondent must complete and submit all required documents.

The Proposal Evaluation Committee will evaluate and score each responsive Proposal. The proposals will be evaluated based upon criteria items 1-5 above for a maximum possible score of 800. Then, finalists will be selected for an interview and be given a score on the remaining 200 points. The Respondent selected for an award will be the one whose Proposal is responsive, responsible, and is the most advantageous to the City, as determined by the City in its sole discretion.

Submission of a Proposal indicates the Respondent's acceptance of the evaluation criteria.

1. The City reserves the right to waive any minor irregularities in the proposal request process.
2. The City reserves the right to interview any or all Respondents at its discretion.
3. The Proposal Evaluation Committee staff will evaluate the proposals.
4. The Proposal Evaluation Committee will evaluate proposals based on the criteria as laid out in the RFP.
5. The City will make the final decision, using recommendations by the Proposal Evaluation committee.

Interviews

The City of Saint Paul will shortlist the top rated Respondents. The shortlisted Respondents will be required to participate in an interview. The City may interview all critical team members of the respondent's team.

The City Of Saint Paul may also request to interview additional personnel. The City of Saint Paul may request additional information prior to interviews.

All proposed team members must be available in person for interviews on the date specified in this RFP. At the City of Saint Paul's discretion, substitutes, proxies, phone interviews, or electronic interviews may be allowed.

The interview phase may include a Respondent presentation. The interview itself will follow a question and answer format.

Proposal Evaluation Committee

Proposals will be evaluated by representatives from the following:

- City Council Wards 1, 4, and 5

- District 10 Como Community Council
- Parks & Recreation Commission
- Metropolitan Council
- City of Saint Paul (Parks, Finance, & Human Rights and Equal Economic Opportunity)

Timeline

RFP RELEASED	Monday, December 11, 2017
PRE-PROPOSAL MEETING AND SITE VISIT	Tuesday, December 19, 2017
QUESTIONS DUE via the Supplier Portal, www.stpaulbids.com	Wednesday, December 20, 2017
ADDENDA POSTED via the Supplier Portal, www.stpaulbids.com	Wednesday, December 27, 2017
PROPOSALS DUE	Thursday, January 4, 2018
FINALISTS CALLED FOR INTERVIEWS	Friday, January 12, 2018
INTERVIEWS	Wednesday, January, 17 2018
EXECUTED CONTRACT WITH NEW MANAGEMENT PARTNER	Wednesday, January 31, 2018
NEW MANAGEMENT PARTNER AT COMO PARK LAKESIDE PAVILION	Mid-February

Exhibits Available on www.stpaulbids.com

Exhibit A: Open St. Paul Survey Results

Exhibit B: 2017 Community Meeting Comments

Exhibit C: Como Lakeside Pavilion: A Community Vision and Market Analysis

Exhibit D: Como Regional Park Lakeside Pavilion and Floor Plans

Exhibit E: Utility Energy Expenses

Exhibit F: Terms and Conditions

Exhibit G: Vendor Outreach Program Form

Exhibit H: Certified Women, Minority, and Small Businesses - See Exhibit F for more details

Exhibit I: Photographs

Exhibit J: Revenues

Exhibit K: Record of Events

Exhibit L – Como Park Lakeside Pavilion Management Agreement January 6 2015

Exhibit M - Revenues Forecast Template

