



HYLAND HILLS
Park & Recreation District



REQUEST FOR PROPOSAL

Restaurant/Banquet/Bar Opportunity/Concessionaire

Greg Mastriona Golf Courses at Hyland Hills

A facility of the Hyland Hills Park and Recreation District

Issue Date: 9/7/2022

Proposals Due: 10/10/2022

REQUEST FOR PROPOSAL

Restaurant, Banquet and Bar Concession The Greg Mastriona Golf Courses at Hyland Hills

Hyland Hills Park and Recreation District is soliciting proposals from vendors/concessionaires desiring to provide restaurant, banquet, and bar concession operations at the Greg Mastriona Golf Courses at Hyland Hills, located at 9650 Sheridan Boulevard in Westminster, Colorado.

The Facility

The Greg Mastriona Golf Courses at Hyland Hills is a nationally recognized, publicly owned golf course which has served the golfing community in the north metro Denver area since 1963. The facility is owned by the Hyland Hills Park and Recreation District (Hyland Hills), one of the first park and recreation districts established by the State of Colorado in 1955. The facility includes a championship 18-hole regulation course, a 9-hole regulation course, two par-3 courses, a lighted practice facility with four target greens, an 18,000 square foot practice putting green, a golf shop, and a full-service restaurant and bar with dividable banquet space. The golf course served over 130,000 golfers in 2021. Also on the property is Adventure Golf and Raceway, a family entertainment center which includes 54 holes of heavily themed miniature golf, electric go-karts, bumper cars, and a ropes challenge course. The facility attracts approximately 150,000 - 200,000 guests per year.

Goals/Objective

The goals/objective of the Request for Proposals (RFP) is to award an operating agreement and long-term lease to a concessionaire who will accomplish the following:

- Provide a restaurant, bar and banquet operation with a distinctive menu and experience that will cater to visitors of the facility and draw people to the area for a memorable experience;
- Maximize attendance through featured menu items, service, ambiance, and special events marketing;
- Assess, provide, and install all necessary furnishings and equipment over and above current existing inventory in order to create an attractive and inviting destination;
- Implement quality marketing and advertising campaign; and
- Work in unison with Hyland Hills during the normal course of business to ensure an optimum experience for those frequenting the restaurant, bar, banquet facilities and surrounding community.

Furthermore, the proposed restaurant and bar will promote public enjoyment, provide job opportunities for residents, and complement the facility.

Scope of Services

Concessionaire will be responsible for:

1. Providing food and beverage services at the restaurant and bar. Food requirements will include breakfast, lunch, dinner, and light snacks with emphasis on those guests utilizing the golf course and adjacent facilities.
2. Providing all food and beverage services for banquets, tournaments, meetings, special events, and group activities at the facility.
3. Employing, training, staffing, and managing all personnel required to properly operate and maintain the facility.
4. Providing repair and maintenance services for the facility and equipment thereon.
5. Obtaining all licenses, permits, and certificated required to own and operate the facility.
6. Operating the restaurant facility during the hours and in a quality manner as agreed upon with the District.
7. Promoting and marketing the restaurant facility to the golfers and the general public so as to maximize the usage and revenues.
8. Providing any and all equipment, furnishings, and capital improvements in addition to those already in place as are necessary to provide a high level of service.
9. Providing quarterly income statement and balance sheet information and any other information required

Selection Criteria

The following criteria shall be utilized to select the concessionaire (not in priority order):

1. Qualifications of bidder and Experience in restaurant, food, bar and banquet services or operation.
2. Proposed theme, menu, and service concepts.
3. Proposed staffing levels for both on and off season, including descriptions of key positions
4. Terms and conditions, including proposed lease rate of proposed lease agreement.
5. Demonstrated ability to deliver and maintain quality service.
6. Demonstrated financial stability.
7. Willingness to support the Hyland Hills mission.
8. Hyland Hills reserves the right to use other criteria deemed necessary for decision which may include past experience with Hyland Hills.
 - a. References may be required upon request.

Proposal

Each proposal shall be made in strict accordance with the specifications set forth below. Any proposal failing to comply with these specifications shall be subject to rejection by Hyland Hills. Hyland Hills, in its sole discretion, may allow additional time to remedy any defects in a proposal.

1. Cover letter setting forth concessionaire's official business name, address, and telephone number and name(s) of principal officer(s)/employees. Also include name, address and telephone number of representative authorized to act on behalf of the concessionaire.
2. Table of Contents with reference by page number to each section of proposal.
3. Resume/history of concessionaire and the proposed manager(s) of the facility.
4. Summary of Proposal including a brief statement of the most significant features of the Proposal.
5. Description of the operation and service concepts for the concession.
6. Sample menu for breakfast, lunch, and dinner (both restaurant and bar if different) including proposed pricing. All prices shall be subject to approval by Lessor.
7. Sample menu for banquets/group events including proposed pricing. Any additional non-food/beverage charges should also be included.
8. Description of proposed marketing efforts to maximize usage of the facility.
9. Description of additional equipment, furniture, and fixtures to be provided by concessionaire. All such items shall be subject to approval of Hyland Hills.
10. Description of custodial/cleaning services to be provided by concessionaire.
11. Description of staffing levels for peak and non-peak hours and seasons.
12. Description of method and amount of financial compensation to Hyland Hills.
13. Projected annual gross revenues (by year) for restaurant, bar, and banquet/catering operation for a four-year period.
14. Proof of (or ability to obtain) the following insurance:
 - a. Comprehensive General Liability Insurance with combined single limit of \$1,500,000 per occurrence. This policy must include the following coverages:
 - i. Contractual liability
 - ii. Products liability
 - iii. Broad form property damage
 - iv. Personal injury
 - b. Owned, hired, and non-owned automobile liability coverage with a \$1,000,000 limit
 - c. Statutory worker's compensation coverage for all workers. No workers may be deemed independent contractors.
 - d. All risk insurance for all insurable equipment, furnishings, and fixtures owned or leased by concessionaire for the full insurable replacement value and personal property insurance for replacement value.
 - e. "Hyland Hills Park and Recreation District, its elected officials, employees, and others working on its behalf" shall be included as additional insureds, by endorsement, to the General Liability and Automobile Liability policies.
15. Original term and renewal term recommendations.
16. Bidder must notify Hyland Hills of any potential conflict of interest.
17. Any other relevant information you desire to include.

Form of Proposal

1. Typewritten of 8 ½ "x 11" white paper in bound or secured manner.
2. Material and data not specifically requested by which concessionaire wishes to submit shall be included in an "Additional Data" section.
3. If presented by an individual, it must be signed with the full name of the individual.
4. If presented by a Limited Liability Corporation, it must be signed by the managing partner and the full name and address of all members provided.
5. If presented by a partnership, it shall be signed with the partnership name and by an authorized general partner and the full name and address of each general partner shall be set forth.
6. If presented by a joint venture, it shall be signed with the full name and address of each member thereof.
7. If presented by a corporation, it shall be signed by the president and secretary of the corporation.
8. An original and one copy of the proposal shall be submitted in a sealed envelope, plainly marked with the name, address and telephone number of the concessionaire and bearing the words: "Proposal for Food and Beverage concession at the Greg Mastriona Golf Courses at Hyland Hills".
9. It is the sole responsibility of the concessionaire to ensure that the Proposal is delivered to the Hyland Hills Park and Recreation District Administrative Offices, 8801 Pecos St., Federal Heights, CO 80260 by no later than 5:00 pm on 10/10/2022.

Proposal Review

1. Hyland Hills may, at its sole option, hold information discussions and interviews with qualified concessionaires who have submitted a proper proposal for the purpose of evaluating Proposals.
2. Hyland Hills reserves the right to reject any and all bids submitted or direct its staff to enter into negotiations with one or more concessionaires who have submitted proposals if it is determined to be in the best interests of Hyland Hills to do so.
3. By submitting a Proposal, the concessionaire represents and warrants that all information set forth therein is true and correct as of the date of the Proposal is submitted to Hyland Hills.
4. Questions and Answers: Any questions regarding this RFP must be submitted by e-mail to Allen Brown at abrown@hylandhills.org no later than 10/03/ 2022 at 5:00 p.m. Answers will be posted as an Addendum to the RFP by 10/5/2022 at 5:00 p.m.
5. All materials submitted in response to this RFP will become property of the Hyland Hills and will become public record after the evaluation process is completed and an award decision made.
6. There will be an optional site visit for interested bidders on 9/26/2022 at 10:00 a.m. at the facility. No other site visit times will be offered.

Concession Agreement

A formal written lease agreement containing customary terms and conditions will be entered into between the selected concessionaire and Hyland Hills.

