



**METROPARKS
TOLEDO**

REQUEST FOR PROPOSALS

Proposals will be received via email to Mike.Keedy@metroparkstoledo.com until 2:00 P.M. EST, **January 31, 2025**.

FOOD AND BEVERAGE CONCESSION THE WHEELHOUSE AT OAK OPENINGS PRESERVE METROPARK

SUBMIT: Proposal limited to ten (10) 8 ½" x 11" single sided pages utilizing a 12 point font in regular, common use with normal margins; One (1) digital PDF copy of the proposal shall be submitted by 2:00 PM EST by Friday, January 31, 2025. No paper copies will be accepted.

DIRECTED TO: Metroparks Toledo
Attention: Mike Keedy

E-MAIL DIGITAL COPY TO: Mike.Keedy@MetroparksToledo.com

OUR MISSION & VISION

Mission

The mission of Metroparks Toledo is to conserve the region's natural resources by creating, developing, improving, protecting, and promoting clean, safe, and natural parks and open spaces for the benefit, enjoyment, education, and general welfare of the public.

Vision

Metroparks Toledo will be, in its culture and community engagements, the beacon for conservation of natural resources; diversity, equity, and inclusion; and the activation and promotion of spaces that enhance physical and mental health. The communal pursuit of these aspirations will elevate our region and transform its identity.

PROJECT OVERVIEW

Through innovative programming, sustainable park design, and thoughtfully curated experiences, Metroparks Toledo seeks to bridge the gap between nature and everyday life, creating opportunities for all visitors to explore, relax, and be inspired by the beauty of the outdoors.

Metroparks Toledo is requesting proposals for the furnishing of all staffing and equipment necessary to provide year-round food and beverage concessions on a competitive level at a park site located at the Beach Ridge Area of Oak Openings Preserve Metropark in the Village of Swanton.

Metroparks Toledo values diverse perspectives and experiences. Proposals are welcome from small and emerging businesses, especially those owned by underrepresented groups, even if they have not operated in the park or hospitality sectors previously.

The Role of The Wheelhouse in Fulfilling Our Mission

The Wheelhouse at Oak Openings Preserve Metropark represents our commitment to delivering unique and memorable experiences that enhance the connection between people and nature. Positioned near the popular **Beach Ridge Singletrack** and **Cannaley Treehouse Village**, The Wheelhouse is more than a concession space—it is an invitation to visitors to immerse themselves in the rich natural surroundings while enjoying a unique, social atmosphere. The coffee shop and taproom concept at The Wheelhouse supports Metroparks’ mission in the following ways:

- **Encouraging Connection:** The warm, welcoming environment creates a space for friends, families, and individuals to gather and share in the joy of being outdoors.
- **Enhancing Park Experiences:** Convenient, high-quality food and beverage offerings provide an added layer of comfort and enjoyment for park visitors, making their time in nature more memorable.
- **Supporting Active Lifestyles:** With its proximity to the mountain biking trails, hiking paths, and Treehouse Village, The Wheelhouse is a hub for active park users to relax, refuel, and reconnect.
- **Creating Community:** By offering local food, coffee and brewed products and hosting community events, The Wheelhouse becomes a gathering place that fosters a sense of belonging and shared purpose among visitors.
- **Driving Sustainability:** The project aligns with Metroparks’ sustainability goals by prioritizing environmentally friendly practices in its operation.

Projects like The Wheelhouse coffee shop and taproom help advance our vision of creating a dynamic, engaging park system that attracts diverse visitors and meets their evolving needs. By blending nature with thoughtfully designed experiences, Metroparks Toledo ensures that every visit is not only enjoyable but also inspires a deeper connection to the environment.

In essence, The Wheelhouse is more than a place to grab a coffee or enjoy a beer—it is an experience. It serves as a gateway for visitors to connect with our parks, our mission, and each other, making every visit a celebration of the outdoors and the vibrant community that Metroparks Toledo nurtures.

TIMELINE GOALS

The following timeline outlines the key target dates for the proposal process and the reopening of The Wheelhouse:

- **Proposal / Bid Period:** January 15, 2025, through January 31, 2025
- **Evaluation Period:** February 3, 2025, through February 13, 2025
- **Notify Short-Listed Finalists:** By February 10, 2025 (if further review is necessary)
- **Notify All Applicants of a Decision:** By February 17, 2025
- **Announce Winning Bidder:** By February 20, 2025
- **Transition and Setup Period:** Late February – Early May 2025
- **Target Reopening Date:** May 2025 (or sooner, if applicable)

Metroparks Toledo reserves the right to modify this timeline as necessary and will communicate any changes to proposers.

FOOD & BEVERAGE CONCESSIONAIRE GOALS

The selected concessionaire will:

- Provide high-quality food and beverage options that enhance the Metroparks experience.
- Propose innovative uses for the space, potentially including interior and exterior improvements to deliver a unique, approachable, and locally-focused dining experience.
- Operate in alignment with Metroparks' mission, vision, and brand, including sustainable and eco-friendly practices.
- Offer services that cater to a variety of visitors, including Treehouse Village guests, mountain bikers, families, and casual park-goers.

SCOPE OF SERVICES

The selected concessionaire will:

- Manage and operate the food and beverage service independently of Metroparks, with no financial risk to Metroparks.
- Concessionaire will provide at its sole expense a point-of-sale system.
- Propose percentages of gross sales to Metroparks for various revenue streams (see financial terms section below).
- Propose and execute capital improvements to the interior and exterior, aligned with the vision for The Wheelhouse and surrounding areas.
- Maintain a clean, welcoming environment and provide excellent customer service.
- Utilize sustainable materials and minimize waste.

Metroparks will maintain the building's core structure, including major systems like HVAC and plumbing, while the concessionaire will be responsible for day-to-day maintenance and operations.

LICENSING

The selected concessionaire shall be solely responsible for securing and maintaining all required permits, licenses, and other documents necessary for the operation of The Wheelhouse. This includes, but is not limited to:

- Licenses to serve alcoholic beverages, if applicable.
- Licenses for the preparation and sale of food and beverages.

In addition, the concessionaire shall:

1. Operate in compliance with all applicable federal, state, and local laws, ordinances, rules, and regulations.
2. Maintain the facility in a clean, sanitary, and orderly fashion.
3. Provide complete and proper arrangements for the sanitary handling of all trash, garbage, and other refuse resulting from operations.

The concessionaire's adherence to these licensing and operational standards is essential to maintaining the integrity and reputation of The Wheelhouse and Metroparks Toledo.

NAMING

The facility will be officially named and promoted as “**The Wheelhouse.**” Metroparks Toledo will exclusively use this name in all marketing, communication, and branding efforts to ensure consistency and reinforce the identity of the venue.

The selected concessionaire’s partnership will be acknowledged through the general promotion and communication of The Wheelhouse. This acknowledgment may include phrases such as:

“**The Wheelhouse, by [Concessionaire Name]**”
“**The Wheelhouse, operated by [Concessionaire Name]**”

Metroparks Toledo will collaborate with the selected concessionaire to ensure that all acknowledgments align with the venue’s branding guidelines. The partner’s role will be clearly communicated in a way that enhances the reputation and visibility of both The Wheelhouse and the concessionaire.

FINANCIAL TERMS

Metroparks Toledo will earn a **minimum base fee of \$600 per month**, which will be the first revenue received from the Concessionaire each month. In addition, Metroparks will earn **a percentage of the total gross sales from all operations at The Wheelhouse.**

The funds paid to Metroparks will be reinvested into the parks to contribute to the ongoing perpetual care and maintenance of critical park amenities, including the Treehouse Village, trails, and other park facilities. This reinvestment supports Metroparks’ commitment to providing clean, safe, and well-maintained spaces for the community while enhancing visitor experiences.

Concessionaire Terms:

- Concessionaire will manage a separate Concession Bank Account to collect all Gross Receipts and deposit them into a separate checking account (cash and check receipts) and merchant services account (credit card receipts) in the name of the Concessionaire. All revenue and expenses for The Wheelhouse operation will run through this account.
- Concessionaire can immediately withdraw sales taxes and gratuities from Concession Account.
- By the 15th of each month, Concessionaire will provide Metroparks with a report detailing Gross Receipts, sales taxes, gratuities, and the calculated monthly "Concession Fee."
- Concessionaire is responsible for providing the necessary working capital and inventory to manage operations. Metroparks will never make deposits into Concession Bank Account.
- Concessionaire will collect and remit all applicable taxes and comply with federal, state, and local requirements.
- Concessionaire will be responsible for paying a proportionate share of building utilities, calculated based on historical data of utility usage and the operational needs of the facility, including any shared use with other park activities.

PROPOSAL SUBMITTALS

- **Required Content**

Failure by any proposer to respond to a specific requirement may result in disqualification. Metroparks Toledo reserves the right to accept or reject any or all proposals. Proposers are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from the proposers at the discretion of Metroparks. Proposals not compliant with the provisions of the RFP and applicable laws and/or regulations will not be processed.

All costs incurred by the proposer associated with RFP preparations and subsequent interviews and/or negotiations, which may or may not lead to the execution of an agreement, shall be borne entirely and exclusively by the proposer.

The information provided by the contractor selected for contract award will form the basis for negotiation of a contract. Metroparks Toledo reserves the right to issue a contract without further negotiation using the information contained in the RFP. Failure of a prospective contractor to accept this method of contract development will result in cancellation of the award.

- **Proposal Format**

The proposal format requirements are designed to aid proposers in their development and to provide a structured format for reviewers to systematically evaluate multiple proposals.

Proposals shall be limited to ten (10) 8½" x 11" single-sided pages. Utilize a 12-point font in regular, common use with normal margins. One (1) digital PDF copy of the respondent's Proposal shall be submitted by January 31, 2025 to: Mike.Keedy@metroparkstoledo.com. No paper copies will be accepted.

Submitted proposals must contain the following items, presented in this order:

1. **Transmittal Letter**

- Include the RFP subject "Operation of The Wheelhouse Food and Beverage Concession."
- Provide the company name, mailing address, email address, phone number, and name of the primary contact.
- Include the name and signature of the representative authorized to bind the firm into a contract.

- **Key Requirements for Proposals**

2. **Management Team: Qualifications and Experience**

- A brief description of the company, organizational structure, principal office location, and number of professional personnel.
- A qualification summary detailing the company's experience in similar operations.
- The name and relevant experience of the principal in charge.
- A maximum of three (3) examples of past projects similar in size and scope. Include details such as services provided, outcomes, and any unique challenges addressed.
- Present a plan to hire a diverse staff and engage underrepresented groups.
Metroparks welcomes proposals from diverse businesses, including small, emerging, and underrepresented groups, regardless of prior hospitality experience.

3. **Business Concept**

- Describe the proposed operating model and how it supports Metroparks' mission.
- Include a sample menu with pricing.

4. **Additional Services & Innovation**

- Highlight additional capabilities such as catering services or servicing Treehouse Village guests.

- Unique approaches to overcoming challenges that have been successful elsewhere.
- Propose ideas for partnerships with local vendors or artisans.
- Outline how operations will align with Metroparks' sustainability goals, including waste reduction and eco-friendly practices.

5. Community Engagement, Vendor Management & Marketing Plan

- Events and activities that enhance visitor experiences.
- Strategies for promotion and co-branded initiatives.
- Strategies for promotion and outreach to mountain biking community, to Treehouse Village renters, and general park visitors.
- Strategies for creating welcoming experiences for diverse park visitors.
- Include strategies for targeted outreach to minority-owned, women-owned, veteran-owned and locally-owned vendors and collaborative engagement partners.

6. Capital Investment

- Specify whether capital is available for improvements to the facility and surrounding areas.
- Provide a vision for these enhancements and how they align with Metroparks' goals.
Metroparks will explore creative opportunities with businesses that demonstrate a strong alignment with our mission, even if capital investments are not immediately available.

7. Proforma

- Submit a detailed proforma for a year of operations based on your proposed operating plan.

8. Concession Fee

- Propose percentage of gross sales to be paid to Metroparks for:
 - Food & Beverage Sales (Coffee, Beer, Non-Alcoholic Beverages, Grab-and-Go Food Products).
 - Food trucks/external vendors.
 - Merchandise and Metroparks-branded apparel.
 - Event catering and rentals.
 - Additional revenue-generating concepts (list and describe).

SELECTION CRITERIA

Proposals will be evaluated on the following criteria:

1. Management Experience (30%)

- Qualifications and proven expertise in similar operations.
- Hiring practices.
Metroparks welcomes proposals from diverse businesses that demonstrates a strong alignment with our mission, regardless of prior hospitality experience.

2. Business Concept (30%)

- Alignment with Metroparks' mission and vision, including proposed menu and service model.
- Additional Services and Innovation
- Community Engagement & Marketing Plan
- Supplier Diversity

3. Financial Terms (15%)

- Projected revenue-sharing percentages and financial structure.

4. Sustainability Practices (15%)

- Commitment to environmentally friendly and sustainable operations.

5. Capital Investment (10%)

- Feasibility and alignment of proposed improvements with Metroparks' goals.
Metroparks welcomes proposals from diverse businesses that demonstrates a strong alignment with our mission, even if capital investments are not immediately available.

PROPOSAL EVALUATION DESCRIPTION

Metroparks Toledo will directly select a vendor based on the Proposal. Proposals will be evaluated based on the factors outlined within this section, which shall be applied to all eligible, responsive proposals in selecting the successful Proposer. The evaluation criteria will be based on a point system associated with the following factors:

- **Management Experience (Maximum of 30 points – Up to 10 Points for each item)**
 1. Description of the company, organizational structure, principal office location, and number of professional personnel and hiring practices.
 2. Qualification summary detailing the company's experience in similar operations; Past experience with projects of similar size and scope.
 3. Relevant experience of the principal in charge; Qualifications, knowledge, and experience of the Company and staff assigned to the operation.
Metroparks will consider creative approaches from diverse businesses that demonstrates a strong alignment with our mission, regardless of prior hospitality experience.
- **Business Concept (Maximum of 30 points – Up to 10 Points for each item)**
 1. Alignment with Metroparks' mission and vision, including proposed menu and service model.
 2. Additional Services and Innovation
 3. Community Engagement, Vendor/Supplier Diversity & Marketing Plan
- **Financial Terms (Maximum of 15 points – Up to 5 Points for each item)**
 1. Financial viability of proposed business model through proforma review.
 2. Projected revenue sharing percentages and financial structure.
 3. Clarity and feasibility of the financial plan, adherence to the required financial terms.
- **Sustainability Practices (Maximum of 15 points – Up to 5 Points for each item)**
 1. Commitment to environmentally friendly and sustainable operations.
 2. Proposed practices for minimizing waste, using eco-friendly materials, and conserving energy and water.
 3. Examples of successful sustainability initiatives from previous operations.
- **Capital Investment (Maximum of 10 points – Up to 5 Points for each item)**
 1. Extent of proposed capital investment in the facility and surrounding areas.
 2. Innovation and creativity in proposed enhancements that differentiate The Wheelhouse as a unique destination.
Metroparks will consider creative approaches from diverse businesses that demonstrates a strong alignment with our mission, regardless of prior hospitality experience.

QUESTIONS AND COMMUNICATION

This Request for Proposal is being issued by Metroparks Toledo. Please direct all questions or requests for clarification of this RFP via email only to mike.keedy@metroparkstoledo.com

SELECTION PROCESS

A selection team will review and evaluate the proposals. The selection team members will complete evaluation forms, scoring each item with consideration to the information provided in the proposals. The selection team may elect to interview short-listed firms but reserves the right to award a contract based solely upon Metroparks' review and ranking of proposals.

Metroparks Toledo reserves the right to reject any or all proposals, or any parts thereof, waive informalities, negotiate terms and conditions, and select a proposer that best meets the needs of Metroparks Toledo.

GENERAL TERMS AND CONDITIONS

- **Public Record**
After an award is made, copies of the proposals can be made available for public inspection under the supervision of the Metroparks Planning Department from 9:00 a.m. to 3:00 p.m., Monday through Friday, at 6101 Fallen Timbers Lane, Maumee, Ohio.
- **Proprietary Information**
Proposers may include restrictions on the use of proprietary data within their responses. Proprietary information will be handled in accordance with applicable laws and regulations. All proprietary information must be clearly labeled in the proposal.
- **Acceptance of Proposal Content**
Before submitting an offer, each proposer shall make all necessary investigations and examinations to ascertain site conditions and requirements affecting contract performance. Any representations made by Metroparks must be verified by the proposer before submitting a proposal.
- Failure to investigate will not relieve the proposer of its obligation to comply with all provisions and requirements of the contract.
- Ignorance of site conditions or other requirements will not be accepted as a basis for claims of additional compensation.