Simmons Island Beach House Beer Garden & Concession Stand Request for Proposals
Date of Issuance: Friday, February 21, 2020

Proposals will be accepted by the Department of City Development, City of Kenosha Municipal Office Building, 625 52nd Street, Room 308, Kenosha, Wisconsin 53140 until:

Monday, March 16, 2020 by 4:30 pm

The City of Kenosha is soliciting proposals from qualified individuals/groups to lease and operate a beer garden and concession stand/ beach activities/ equipment rentals/ restrooms inside/ outside the Simmons Island Beach House located at 5001 Simmons Island Road, Kenosha, WI. The proposer may partner with a different operator for beach equipment rentals.

A required pre-proposal meeting will be held Monday, March 2, 2020 at 10:00 am at the Simmons Beach House, 5001 Simmons Island Road, Kenosha, WI. 53140, for all interested proposers.

Cost estimates must be sealed and submitted in a separate envelope. Proposal narratives and all required documentation received after the deadline will not be considered. No faxed or other electronically communicated proposal submission will be considered.

The City of Kenosha reserves the right to accept or to reject any or all proposals or to accept any proposal deemed the most advantageous for the City.

The City of Kenosha is not liable for any costs incurred in the preparation, submission or negotiation of this proposal. All proposals become the property of the City of Kenosha and will not be returned.

Questions and requests for further information should be forwarded to Mike Maki, Community Development Specialist, City Development at 262-653-4030 or mmaki@kenosha.org.
1.0 **Purpose:**

1.1 The City of Kenosha is requesting proposals from qualified individuals/groups to lease and operate a beer garden/ concession stand and beach equipment rental stand inside and outside Simmons Island Beach House located at 5001 Simmons Island Road, Kenosha, WI. The operator is also expected to organize beach activities, offer beach rentals and maintain interior restrooms. The proposer may partner with a different operator for the beach equipment rental stand, which shall be clearly stated so in the proposal.

1.2 The building is currently being renovated. These renovations included the installation of new electrical, plumbing and fixtures to the interior restrooms, renovation of the historical concession stand including doors, walls, plumbing and electrical. Exterior improvements to enhance the building’s historic character including windows, lighting, tuckpointing and stucco were also completed.

1.3 The successful proposer will receive a fully improved space and will be responsible for installing all necessary equipment and furniture in order to operate a beer garden, concession stand and beach rental stand (See Simmons Beach House Floor Plan in Appendix).

1.4 The proposer will ultimately enter into a Lease Agreement with the City of Kenosha and will accomplish the following:
   - Provide microbrew beer, soft drinks, water, coffee and food concession services
   - Provide beach rentals that may include beach chairs, umbrellas, volleyball equipment, stand up paddle boards, etc. (The operator may be different from the beer garden/ concession stand operator.)
   - Reach out to the community to maximize use of the beer garden/ concession stand and beach rental stand.
   - Be responsible for maintaining a *Mobimat* Beach Roll-out Access pathway from the beach house to water’s edge (See Appendix for more information).

2.0 **Background:**

2.1 Simmons Island Beach House is located 5001 Simmons Island Road adjacent to Lake Michigan, within Simmons Island Park.

2.2 The building is also located within convenient walking distance of the Southport Light Station Museum, Kenosha History Center, Kenosha Sailing Club, Kenosha Yacht Club and lakefront parks.
3.0 **Site History & Building Condition:**

3.1 Simmons Island Beach House was built in 1934-35 as a FERA project, a federal government works program that provided jobs for unemployed persons in the Great Depression. The beach house featured open air dressing rooms, a clothing check room, showers, a life guard station and first aid room, restrooms and a concession stand. In later years, only the exterior restrooms and concession stand were utilized.

3.2 Simmons Island Beach House was listed as a Kenosha landmark in 1979. It was listed on the State of Wisconsin Register of Historic Places on October 25, 2002 and on the National Register on February 23, 2003.

3.3 In August 2018, the City of Kenosha began renovating the building, to bring amenities up to code, and improve its overall appearance and use, with the objective to have it occupied for a concession stand. Additional renovations are being completed through March, 2020.

3.4 The Simmons Beach house building is divided into multiple spaces as shown on the Floor Plan in the Appendix:
   - The beer garden/ concession stand space is approximately 126 square feet, with 164 square feet of service area and an additional 96 square feet for storage.
   - The beach rental area is approximately 198 square feet of usable space. A grinder pump for the sanitary sewer is also included in this space, but is excluded from the calculated space.
   - The existing hall area (middle of building) is approximately 374 square feet. The proposer could include tables and chairs in this area.
   - Two interior bathrooms each provide approximately 80 square feet.
   - An outdoor courtyard on the north side of the building provides approximately 806 square feet that could be used for beach rental storage.
   - The outdoor courtyard on the south side of the building provides another approximate 713 square feet of space that can be used for outdoor grilling for the concession stand. A new door is being installed within the concession stand service area to provide access to this space.
   - A loggia also provides an additional 176 square feet of covered outdoor space on the east side of the building.
   - An office space, staircases and second floor spaces are restricted from public use.

3.5 The leasehold improvements installed in the concession stand area include a four compartment sink, a hand sink, new entry and utility doors, a new electric water heater, uniform finishes and materials, and new lighting. The improvements in the interior bathrooms include new plumbing fixtures, soap and toilet paper dispensers and trash cans.
3.6 Each proposer will determine the equipment and furniture that is required to be installed in order to operate the beach rental and beer garden/concession stand areas. Such additional equipment and furniture shall be at proposer’s/ operator’s expense. Where the beach equipment stand is through a different operator, the equipment required shall be determined by that operator.

4.0 **Required Operating and Contractual Provisions**

4.1 **Operating Responsibilities**: The following operating responsibilities shall be required of the successful proposer.

- **Cleanliness**: The proposer shall, at its own expense, keep the premises (including bathrooms) and the surrounding area clean and sanitary at all times during operation of the beer garden/concession stand and beach rental stand.
- **Rent/ Utilities**: A negotiated rental fee may include a lease fee and utility costs to be paid by the proposer/operators.
- **Alteration of Building and Equipment Maintenance**: The proposer/operators shall not make any alterations to the building without consent of the City. Equipment and/or fixtures provided by the City of Kenosha shall be the responsibility of the City. Equipment and/or fixtures provided by the proposer/operators shall be at the expense of the proposer/operators.
- **Obligations of the Beer Garden/Concession Stand and Beach Rental Stand Operator**: Beverages, concession food and beach rental equipment shall meet or exceed the expectations of the City of Kenosha including:
  - All local health codes are met, including required permits have been obtained;
  - All necessary permits and licenses are obtained for operation of a beer garden/concession and beach rental stand, including occupancy permits;
  - All equipment necessary for the operation of the beer garden, as well as the beach rental stand, shall be provided by the proposer/operators;
  - All equipment shall be properly maintained/ repaired to ensure cleanliness and safety for users and employees;
  - Trash and litter shall be cleaned up and properly disposed continuously during operation of the beer garden/concession and beach rental stand operating hours within the building and in the surrounding area, including the adjacent beach;
  - Musical entertainment and other activities;
  - City Staff may inspect the premises at all times; and,
  - The Mobimat provided by the City of Kenosha shall be properly cleaned/maintained by the proposer/operator.
- **Beer Garden and Concession Stand items:**
  - Local microbrew beer (minimum of three beer selections)
  - Food including snacks, ice cream, prepacked items and hot food
  - Soft drinks, water, coffee

- **Beach Rental Stand items:**
  - Volleyball nets and volleyballs
  - Beach chairs, umbrellas
  - Stand up paddle boards and/or kayaks (desired)

- **Operating Restrictions:** The beer garden/ concession stand and beach rental stand shall not be permitted to operate during the following events:
  - Tribute Island Music Festival, July 17 through 19, 2020
  - Pike River Rendezvous Event, July 31 through August 2, 2020

- **Fourth of July** (no vehicular traffic permitted on Simmons Island, but proposer/ operator may open for business.

### 4.2 Contractual Provisions:
Specific contractual provisions to be negotiated may include:

- **Hours of Operation:** The desired hours of operation are daily from 7 am to a maximum closing time of 9 pm. The City would prefer that coffee and pastries be available for morning hours.

- **Operating Season:** The desired operating season is Memorial day weekend through Labor Day weekend (May 22 – September 7, 2020). The proposer may extend the season into the Fall, if desired.

- **Public Access:** The proposer understands that the building and surrounding area is a public facility that is required to be available for use by the public at all times during operating hours, with the exception of the concession stand and beach rental stand spaces and the two open-air courtyards or any other restricted area.

- **Insurance:** The proposer shall acquire and maintain the required insurance and liability limits with the City as an additional insured.

- **Naming Rights:** The proposer shall agree to collaborate with the City of Kenosha to create a mutually agreed name for the beer garden.

### 5.0 Project Description & Submittal Requirements:

5.1 The City of Kenosha is seeking a qualified individual/group to prepare a concept plan, business plan, and time line for the lease and operation of the beer garden/ concession stand, beach rental stand and restrooms.

5.1.1 All proposals shall contain the following:

5.1.1.1 **Cover Letter**
(a) Provide the name, address, telephone and e-mail address of the project contact person.
(b) Describe the key features of the proposal.
(c) Describe current and previous experience on similar projects.
(d) Identify operator of beer garden/concession stand and for beach equipment rental stand, if different.
(e) Provide key references from similar projects including name, address and telephone number.

5.1.1.2 Concept Plan
(a) Provide a design concept that illustrates the functional layout of the beer garden/concession stand, the beach rental stand and the equipment/furniture included in the proposal.
(b) Describe the equipment needed for the operation. Provide a cost estimate of the equipment.
(c) Identify beer garden/concession stand menu items and cost.

5.1.1.3 Business Plan:
(a) Identify the business objectives, the business owners, investors and ownership structure, product description, implementation strategy, number of employees, and management strategy.
(b) Provide a market analysis as well as a financial plan that covers start-up and operating costs, and evidence of the capability to secure financing.

5.1.1.4 Timetable
(a) Provide a schedule through the various phases of the project, including start up and occupancy.

5.1.1.5 Lease Agreement will be negotiated after the selection of a preferred proposer. Such lease agreement shall include references to a partner operator for the beach equipment rental stand, if different than the beer garden/concession stand operator. A rent for the first year of the lease will be negotiated and will be reviewed after the end of the first year. The proposer/operator will be responsible to pay all utility costs during the operating season that are calculated above the 2019 average monthly utility cost for the building.

6.0 Submission Data:

6.1 Ten (10) bound copies and one (1) unbound original of the proposal should be submitted, along with a digital copy. The proposals shall be in a standard 8 ½” x 11” format with drawings no larger than 11” x 17”.

6 | Page
6.2 A required pre-proposal meeting will be held **Monday, March 2, 2020 at 10:00 am** at the Simmons Beach House, 5001 Simmons Island Road, Kenosha, WI. 53140, for all interested proposers. The purpose of the pre-proposal meeting will be to answer any questions on the RFP and allow interested proposers to view the space.

7.0 **Evaluation Criteria:**

7.1 The City of Kenosha will use the following criteria to evaluate each proposal:

- Compliance with the stated project purpose.

- Quality of the proposed beer garden/concession stand and beach rental stand, including total investment contemplated by the proposer. Technical competence as evidenced by current and previous performance on similar projects and responses from key references.

- Identification of operators for the beer garden/concession stand and the beach equipment rental stand, if a different operator.

- Financial qualifications, including a proven ability to obtain financing for similar projects.

- Project completion schedule.

8.0 **Selection Process:**

8.1 The review and selection process for the Simmons Island Beach House Beer Garden project is as follows:

- Proposals are due by **4:30 pm, Monday March 16, 2020**, Department of City Development, 625 52nd Street, Room 308, Kenosha, WI. 53140.

- The City of Kenosha will review and evaluate all proposals in accordance with the evaluation criteria.

- Based on the evaluation of the proposals, a “short-list” of proposers may be interviewed by the City of Kenosha.

- Negotiations will commence with the preferred proposer after the interviews to refine the proposal and prepare the lease agreement. During this step, the preferred proposer may be asked to prepare more detailed information.
Following the completion of negotiations, a lease will be executed between the City of Kenosha and the proposer, including the operator of the beach equipment rental stand, if different than the beer garden/concession stand operator.

8.2 The tentative timetable for the selection process is as follows:

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<tr>
<th>Item</th>
<th>Date</th>
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<tbody>
<tr>
<td>Pre-proposal Meeting (required)</td>
<td>Monday March 2, 2020, 10:00 am</td>
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<tr>
<td>Proposal Deadline</td>
<td>Monday March 16, 2020, 4:30 pm</td>
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<tr>
<td>Select Short List of Developers Interviews (if required)</td>
<td>Thursday March 19, 2020</td>
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<td>Complete Negotiations</td>
<td>Monday March 23, 2020</td>
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<td>Approval of Lease (tentative)</td>
<td>Monday April 6, 2020</td>
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APPENDIX
Simmons Beach House
Floor Plan

- Beach Rental Stand
- Renovated Bathrooms
- Seating Areas
- Beer Garden/Concession Stand
Mobi-Mat® RecPath™ is a portable and removable rollout access pathway for pedestrians, wheelchair users, strollers, bicycles and ATVs.

**ADA/ABA/AODA - Compliant**
Firm, safe and stable, easy for any type of wheelchair, stroller or walker to maneuver on – providing a smooth continuous surface without gaps.

**Environmentally Friendly**
Made of 100% recycled polyester, Mobi-Mat® RecPath™ contributes to the environment by utilizing recycled plastics. RecPath™ channels traffic along designated areas to protect sensitive dunes.

**User friendly Cool and smooth surface**
The blue AFX Mobi-Mat® RecPath™ permeable structure remains cool when exposed to very high temperature up to 80°C (176°F), for the benefit of barefoot beachgoers and disabled people.

**Lightweight and Easy Installation**
Mobi-Mat® is only 0.27 lbs/sqft, facilitating installation and retrieval of a 50’ long section by two persons in ten minutes. Installation and retrieval can be performed by one person when using our Mobi-Roller™.

**Color: Blue Jay**
Easely provides dedicated traffic lanes. It is great for visually impaired persons.

**Low Maintenance:**
The Mobi-Mat® permeable structure allows sand to filter through, without sinking into the sand. Mobi-Mat® RecPath™ is easily maintained by sweeping any excess sand build up with a broom or with a leaf blower.
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<th>Part Number</th>
<th>Roll Dimensions*</th>
<th>Roll weight</th>
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<td>100' - 30.4m</td>
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* For any customized length, please contact us.

The installation sheet can be downloaded on [www.mobi-mat-chair-beach-access-dms.com](http://www.mobi-mat-chair-beach-access-dms.com)

Each kit is equipped with end connectors and eyelets to insert the staples provided in the kit.

- The installation sheet can be downloaded on [www.mobi-mat-chair-beach-access-dms.com](http://www.mobi-mat-chair-beach-access-dms.com)

- Discover our complete range on [www.mobi-mat-chair-beach-access-dms.com](http://www.mobi-mat-chair-beach-access-dms.com)

- Anchorage included in the kit:
  - X connection
  - Staples

- 5' & 6.5' wide RecPath™
- RecPath™ Sign
- Mobi-Roll’N Stow™
- 6.5' & 10' wide VMM™

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