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REQUEST FOR PROPOSAL

## **Request for Proposals for Hogadon Basin Ski Area Food & Beverage Operation**

### **Property Address**

2500 W. Hogadon Road  
Casper, WY 82601

### **Contact**

Christopher Smith  
Ski Area Superintendent  
[chsmith@casperwy.gov](mailto:chsmith@casperwy.gov)  
P: 307.235.8379



### **Project Summary**

The City of Casper, Wyoming, Public Services Department, Parks Division, is attempting to procure the services of a professional concessionaire, hereafter referred to as Company, to develop, improve, manage, and operate the food, beverages, restaurant, bar, lounge, and dining area concessions for the facilities at Hogadon Basin Ski Area located at 2500 W. Hogadon Road, Casper, Wyoming 82601. The Company supplying this service must operate and comply with all applicable local, county, state, and federal policies, procedures, rules, regulations, codes, and laws. The successful Company shall pay all associated local, county, state, and federal fees, registrations, and taxes. The successful Company will be fully insured to City established levels of coverage, name the City of Casper as a policy co-insured, and keep in effect all required coverage's during the term of the leased facility agreement. Proposals will be reviewed by the staff from the City of Casper, Public Services Department.

### **Facility Introduction**

Hogadon Basin is a municipally owned ski area located atop Casper Mountain. Originally founded in 1958, Hogadon Basin has grown to have 27 runs and 2 lifts. Our newly finished 17,000 square foot lodge facility includes a large industrial sized back of the house kitchen, a generous scramble area and beautiful bar room.

### **General Facility Information**

Hogadon Basin Ski Area is aware that the food and beverage experience at our facility is extremely important to the overall success of the lodge. The facility is seeking an organization or individual to create a comfortable, inviting and fun environment for our customers to enjoy. The food and beverage concessionaire must ensure Hogadon Basin that patrons will receive outstanding customer service whether at the counter, on the slopes or attending the facility for an event. Our customers are looking for a wide variety of fare in addition to the traditional snack bar and grill selections.

### **Description of Service Operation**

The ski area's food and beverage operation is a stand-alone operation at Hogadon Basin Ski Area. Located inside the lodge: Industrial sized back-of-house kitchen with all new appliances, scramble area, full bar with pour room, grand dining area and 2 outdoor decks. The incoming vendor will be expected to provide food & beverage services during the enlisted ski area operating hours 5 days a week during the ski season to patrons and the general public. These services should include breakfast, lunch, beverage, snack and dinner related items geared toward a skier.

### **Hogadon Basin Ski Area Mission Statement:**

Our mission is to create an exceptional experience that connects family and friends to nature in a unique mountain setting.

### **Proposal Requirements**

Food service vendors ready for a successful business opportunity at Hogadon Basin Ski Area are required to submit a proposal to the Ski Area Manager with the following elements. Please keep in mind the demographics of our ski area customers, event patrons and Hogadon's goals to provide a first-rate food and beverage service.

#### 1. Business Plan

- a. Please describe your customer service philosophy.
- b. Give a brief description of your creative ideas to provide first-rate concessions. What will draw patrons to your services? What will keep them coming back? What will be your specialty?
- c. Staffing plan and training of bar staff including TIPS certification for all bartenders and servers.
- d. Provide a proposed menu with prices for all items and services.
- e. Provide a beverage plan for the bar.
- f. How will you monitor customer satisfaction?
- g. Provide a detailed schedule of the maintenance of premise and equipment.
- h. How will you anticipate promoting and marketing of the facility?

#### 2. Qualifications and Experience

- a. Minimum of 2-5 years' experience of restaurant operation.
- b. Provide information about your experience and current relationships with food and beverage suppliers.
- c. Provide 3 references, preferably others with whom you have contracted in the last 5-10 years.

- d. Explain what experience you and your team have provided in concession services at ski areas or similar venues. Please be specific in terms in length of experience (years, seasons) and roles (owner, supervisor, cook, etc.)
- e. Have you ever failed to complete any work awarded to you or defaulted on a contract? If so, please explain.

3. Background Information

- a. Name and address of legal entity submitting the proposal.
- b. Name and address of principal officers and all owners of proposing organization.
- c. Legal status of proposing organization (i.e. corporation, partnership, sole proprietorship)
- d. Please describe the proposing organization in terms of size, longevity, areas of specialization, and any other information that Hogadon can use to come to an opinion about the stability and fiscal strength of the organization.
- e. Will you upon request be able to fill out a detailed financial statement and furnish any other information that may be required by Hogadon Basin Ski Area?

4. Contract Information

- a. The successful Company must be able to enter into a facility lease agreement with the City of Casper, abide-by all lease conditions, and procure all pertinent insurance requirements. The City will provide the facility in an as is condition, unless otherwise specified, along with existing fixtures and furnishings, cooking space, serving space, dry goods storage space, and frozen goods storage space, dining tables, dining seats, and dining chairs. The Lessee shall pay the Lessor a fee of 10% of net profit from all sales of food, beverages, alcohol, and other products which sum shall be due and payable to the Lessor on or before the 5th day of each month. A late fee of an additional 1.5% of the gross receipts (11.5% in total) shall be due to the Lessor if the monthly fee payment is not paid to the Lessor by the 10th day of each month.

5. Insurance Provisions

- a. The successful Company must be able to procure and maintain, during the course of this project agreement, and any subsequent renewals; public liability insurance and property damage insurance in the amount of Two Hundred Fifty Thousand Dollars (\$250,000) for each claimant for any number of claims arising out of a single transaction or occurrence; and in the sum of Five Hundred Thousand Dollars (\$500,000) for all claims arising out of a single

transaction or occurrence; and property damage insurance in the amount of Fifty Thousand Dollars (\$50,000) per occurrence. Company agrees to also furnish comprehensive general liability coverage providing bodily injury, personal injury, property damage insurance; including products, liability, and complete operations coverage against any and all claims and losses arising out of any operations of the Company, including the occupancy of the premises, sale, gift, serving, handling, or dispensing of any product including malt and alcoholic beverages.

Company shall provide the City with certificates evidencing such insurance as outlined above prior to beginning any work under this project. Such certificates shall provide the thirty (30) days advance written notice to City of cancellation, material change, reduction of coverage, or non-renewal. Insurance certificates shall name the City as additional insured.

### **Important Details**

1. Required Site Visit
  - a. Prior to submitting a proposal, all potential vendors must schedule a site visit/walkthrough of concession area. To schedule a site visit, please contact Chris Smith, Ski Area Manager at 307.235.8379.
2. RFP Submittal and Time Table
  - a. Proposal due date is Friday, October 6, 2017, at 4:00 p.m., at the City of Casper Parks Division, 1800 East “K” Street, Casper, Wyoming 82601. Proposal submittals should be directed to: Public Services Department, Attention: Dan Coryell, Parks manager, (307) 235-8283. The successful proposer should be prepared to begin services and maintenance operations on, or about, November 24, 2017. The proposal submittal will be the Company’s indication that they have no problem in keeping this schedule.
3. Request for Proposal Submittal and Preparation Costs
  - a. In making a proposal, the Company hereby certifies that they have reviewed this RFP and are familiar with all conditions contained therein. The City will not be responsible for nor incur any cost associated with the submittal or preparation of this Request for Proposal.
4. Contract of Lease Agreement Provisions
  - a. The contents of this proposal, for the successful Company, may become contractual obligations if the City of Casper wishes to execute a contract based on the submitted proposal. Failure of the successful Company proposer to accept these obligations, in a purchase agreement, purchase order, contract,

lease agreement or similar instrument may result in cancellation of the award and such Company may be removed from future solicitations.

**Special Provisions**

The City reserves the right to reject any and all proposals and to waive any informalities. The Company vendor(s) shall be responsible and responsive to the City in its requirements within the scope of this proposal, and shall confer with and be guided by the directive of the City through the office of the City Manager, or his designated representative. The Company shall attend any special meetings with the City Manager, or City Staff, relating to questions, performance or negotiations concerning this proposal.

In the event that it becomes necessary to revise any of this Request for Proposal, an addendum to this RFP will be provided to each professional concessionaire company. The City reserves the right to change submission date(s) for any reason, including an addendum or supplement to the RFP. Late proposals will not be accepted. It is the responsibility of the concessionaire company to ensure that the proposal arrives prior to 4:00 p.m., Friday, October 6, 2017. I have read, understand, and will comply with all of the conditions of this RFP, as it applies to my Concessionaire responsibilities, as noted and quoted in the above proposal information.

Authorized Individual Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ (Individual/Company Representative)

Individual/Company

\_\_\_\_\_

Name

\_\_\_\_\_

Address (Street and/or P.O. Box)

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City

State

ZIP

Telephone

**Site Location Map**



