

VeronaWalk Restaurant & Bar Proprietor Request For Proposal (RFP)

PROPOSAL COVER SHEET

BIDDER: _____

NAME OF CONTACT: _____

PHONE: _____

E-MAIL ADDRESS: _____

MAILING ADDRESS: _____

The bidder agrees that:

The Request for Proposal (RFP), including any information provided by, or on behalf of, VeronaWalk Homeowners Association, Inc. ("Association") in connection with it, is to be treated by the Bidder as the confidential and proprietary information of the Association. As a condition to the receipt of such information, the Bidder agrees that all provided information is to be used by the Bidder for the sole purpose of preparing its response. No access, use, or disclosure of the Association's confidential and proprietary information shall be made available to any other person or entity without the Association's prior written consent.

If the Bidder is not awarded a lease pursuant to the RFP, then the Bidder will return all Association provided information and documentation or verify as to the destruction of same.

All responses and materials submitted by the Bidder with the RFP become the property of the Association. If the Bidder is not awarded a lease, the Association may retain the same.

Agreed to by the authorized representative _____ Date _____

Printed name and title _____

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Greetings,

VeronaWalk of Naples is a gated community of 1,920 single family homes, with approximately 3,700 residents that offers multiple amenities, including a Town Center Clubhouse with meeting rooms, a library, and on-site property management services. The community has a fitness center; tennis courts; pickleball courts; bocce courts; a basketball court; a playground; a travel agency, a real estate office, a hair salon, a casual ice cream/sandwich/coffee shop; a gas station and a federally contracted post office. There are two pools – a resort-style pool and a lap pool. A full-service restaurant and bar is the centerpiece of the community amenity offerings. Please visit our website for additional information. <https://websites.kw-ic.com/veronawalk/>

The VeronaWalk Board of Directors is seeking proposals from qualified food service business owners with a demonstrated successful track record owning and operating a restaurant/bar, for the provision and management of our approximately 3,600 square foot full-service on-site restaurant and bar located within the Town Center complex. The restaurant/bar features an outdoor screened-in poolside patio for food and drinks. Our goal is to choose a tenant that can provide quality, resort-style, affordable dining, and support the community's desire to promote healthy lifestyles and sustainable practices.

Based on Point of Sale (POS) data reported to the HOA by the former proprietor, gross receipts for the VeronaWalk on-property RESTAURANT AND BAR SALES for full calendar year 2023 was approximately \$1,057,000, rounded (approximately 86% credit card transactions [\$909,000], 13% cash transactions [\$138,500] and 1% other [\$9,500]).

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RESTAURANT LOCATION	8090 Sorrento Lane, Suite #5, Naples, Florida 34114
DESCRIPTION OF COMMUNITY	VeronaWalk, Naples is a thriving, diverse, non-age restricted, family-oriented, modern lakefront community consisting of 1,920 housing units for approximately 3,700 residents. VeronaWalk attracts both the young and more mature families seeking an active, resort-style community.
CONTACT	Shannon Roughgarden, General Manager VeronaWalk Homeowners Association 8090 Sorrento Ln, Naples, FL 34114 shannonr@kwpmc.com 239-774-0026
GENERAL INFORMATION	The VeronaWalk Board of Directors is seeking a qualified restauranteur, with a demonstrated successful track record owning and operating a restaurant, to own and operate a full-service resort-style restaurant with a full bar to serve the residents of VeronaWalk. The primary customer base for the restaurant is expected to be the residents of VeronaWalk and their guests.
SINGLE POINT OF CONTACT	The Board of Directors has designated Shannon Roughgarden, General Manager, as the single point of contact for this proposal process.
LICENSES	The successful bidder is expected to obtain and maintain all necessary business and public health licenses and certifications to operate a full-service restaurant with a full bar, as well as any entertainment licenses if required.
INSURANCE	The successful bidder shall be responsible to secure and maintain at all times comprehensive insurance including liability coverage in an amount not less than \$1,000,000 per occurrence, any and all workers compensation insurance as required by law and shall name the Association and management company as additional insureds under the policy. The successful bidder shall provide property insurance on the contents of the property and against casualty loss for full replacement value.

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GENERAL DESCRIPTION OF SERVICES SOUGHT

This RFP is seeking an owner-operator for our full-service restaurant and bar. The proposal process is being overseen by the VeronaWalk Homeowners Association (HOA) management company (KWPMC) and the HOA Board of Directors, with anticipated assistance from a Restaurant Proprietor Ad Hoc Committee comprised of VeronaWalk homeowners. All final decisions, lease negotiations and agreements will be made and completed by the HOA Board of Directors and/or their designated representative(s).

The community restaurant should offer a variety of affordable menu items, healthy options, and a children's menu. Year-round take-out service is required.

VeronaWalk residents have expressed a desire for menu variety, menu changes and specials; Happy Hour specials with bar food options; a Sunday brunch option; home delivery service, and pool-side service during "Season." (The restaurant space is adjacent to the community resort pool.) Proposals offering these will be highly considered in the award process.

VeronaWalk's on-property restaurant hours have historically been 11 am – 9 pm; service seven (7) days a week during "Season," (December 1st through April 30th), and six (6) days a week during "Off Season" (May 1st through November 30th). Proposal respondents should feel free to offer expanded hours or other options for consideration in the lease award process.

The on-property restaurant is smoke-free indoors and outdoors.

Current indoor restaurant space is approximately 3,600 square feet; the current outdoor screened-in area is approximately 720 square feet. The successful bidder will own and operate the restaurant/bar business but will lease the space from the VeronaWalk Homeowner's Association (HOA). (Rent amount to be negotiated.)

The Successful Bidder will minimally be expected to and be responsible for:

- Providing restaurant and bar services for the mutually agreed upon days and hours of operation and service. The days and hours of operation and service will be negotiated between the HOA Board and the successful bidder.
- Providing year-round daily service to resort pool patrons through the pool window.
- Providing a quality, affordable resort-style type menu with a variety of menu options.
- Maintaining a very clean kitchen and environment throughout the entire facility (indoors and outdoors) in compliance with public health standards.
- Purchasing and maintaining a Point of Sale (POS) system with responsibility for all associated costs and ongoing fees. Utilization of cashless business operations is strongly encouraged and preferred.
- Providing and maintaining all restaurant small wares (dishes, glasses, pots, pans, cooking utensils, cutlery, silverware, tablecloths, etc.).
- Providing and maintaining fire extinguishers as required by law.
- Purchasing all propane for kitchen equipment (there is no natural gas service in VeronaWalk).
- Purchasing cable / internet / Wi-Fi service as needed for the restaurant facility.

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IMPORTANT NOTE:

The VeronaWalk HOA is currently in the process of finalizing design plans to remodel the restaurant facility dining and bar areas. The remodel plans include expanded outdoor seating during normal restaurant operating hours, and adding an outdoor patio bar which is expected to operate primarily during the restaurant's "Season" operating hours. While the schedule has not yet been finalized, construction is currently anticipated to begin in mid-2025 at which point the restaurant will need to close for several months, reopening later in the year. **The successful bidder will be the restaurant operator both before and after the restaurant remodel construction.**

The HOA Board of Directors fully understands that this situation is somewhat unique and may concern potential candidates about responding. It may be daunting to consider opening a restaurant and then close for a remodel several months later, the exact timing of which is unknown at this time. The HOA Board of Directors does not want this issue to deter any potential candidates from responding. The HOA Board is open and willing to work with the successful candidate to ensure that the restaurant and bar succeeds in VeronaWalk.

PROPOSAL CONSIDERATIONS

The Association currently owns and will provide certain equipment, utilities and services including but not limited to items noted below. (NOTE: All equipment and furnishings are in "AS IS" condition. A comprehensive equipment list can be provided upon request.)

- Dining Room / Kitchen Equipment including but not limited to:
 - Booths, tables, chairs and barstools in the indoor and outdoor dining and bar areas
 - Coffee Machine / Iced Tea Machine / Soda Fountain Service
 - Commercial Refrigeration / Freezer Units
 - Convection Oven / Burner Stove / Grill / Flat Top / Pizza Oven
 - Commercial Dishwasher
 - Ice Machine (leased by the HOA for the restaurant/bar)
- Electricity
- Water (potable) and sewer
- Refuse collection
- Fire Suppression Protection system

LEASE TERMS

To be negotiated by the HOA Board of Directors with the successful applicant.

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PROPOSAL CONTENTS

Bidders must submit, at a minimum, the following information:

COMPANY OVERVIEW

Provide an overview of company experience in the food service business, company mission, years in service, management plan and evidence of a successful business track record.

PROPOSED SERVICES

Provide a description of your proposed restaurant theme, proposed services, including sample menus and specialty items.

VENDORS

Provide a list of vendors, past or present, you have utilized including but not limited to food service and spirit distributors.

FOOD SAFETY

Describe in detail your food safety and compliance and procedures.
Describe in detail your staff hiring procedures and your staff training.

PROOF OF LICENSES AND INSURANCE

Provide a description of all necessary licenses required to operate a restaurant.
Provide proof of necessary insurance for operation.

ON-SITE VISIT

An on-site visit to VeronaWalk's Town Center complex and the restaurant premises is highly recommended and can be arranged Monday through Friday between the hours of 9:00am and 5:00pm. Please contact Shannon Roughgarden, General Manager to schedule.

QUESTIONS AND SINGLE POINT OF CONTACT:

Any questions or clarifications for the RFP must be directed to Shannon Roughgarden, General Manager. In addition, bidders must provide one single point of contact for the VeronaWalk Homeowners Association (i.e., the General Manager and/or the Board of Directors) to communicate with.

BID SUBMISSION & BID DUE DATE

Submit one (1) hard copy in a sealed envelope **and** one (1) electronic (.pdf) copy of your proposal no later than **5:00pm on Friday, August 30, 2024**, to:

VeronaWalk Homeowners Association
ATTENTION: Shannon Roughgarden, General Manager
8090 Sorrento Ln, Naples, FL 34114

Shannon Roughgarden, General Manager | shannonr@kwpmc.com | 239-774-0026

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BID AWARD CONSIDERATIONS

All bids will be evaluated on the following criteria:

- Bidder's demonstrated success in the restaurant / food and beverage service industry.
- Bidder's demonstrated financial strength and stability.
- Bidder's Management Plan.
- Bidder's proposed restaurant theme, menu options, variety, hours of service, etc.
- Bidder's proposed options to attract a variety of VeronaWalk residents to patronize the restaurant (for example: drink specials, menu specials options, theme options and week-end brunch, entertainment, etc.)
- Bidder's demonstrated willingness to consider and respond to resident's comments and suggestions.
- Bidder's proposed enticements to the HOA. **NOTE:** As part of your RFP bid response, please include your answer to this question: ***Would you be willing to entertain a profit-sharing plan with the HOA should sales from the restaurant/bar operations achieve certain negotiated thresholds? Please explain.***

PROCESS TIMELINE

All proposals are to be submitted directly to Shannon Roughgarden no later than 5:00pm on Friday, August 30, 2024. The proposals will be reviewed by the VeronaWalk HOA Management Company, the HOA Board of Directors and the Restaurant Proprietor Ad Hoc Committee. Interviews will be scheduled. (Please note that all submissions will be acknowledged; however, not all submitters may be granted an interview.) The anticipated timeline for these interviews to occur is the first half of September 2024.

The Ad Hoc Committee will present its recommendation(s) to the VeronaWalk Board of Directors for further consideration, discussion, interviews and eventual lease negotiations. The goal is for the HOA Board to initiate lease negotiations by the end of September 2024, complete negotiations and execute a lease by the end of October 2024.

The goal of this RFP is to solicit interest from potential restaurant proprietors and award a lease with an eye towards opening a new restaurant/bar by early January 2025.

—End of Request for Proposal Document—