

SPORTS BAR & RESTAURANT

Request for Proposal (RFP) AUGUST 2010

The Waterbury Development Corporation
City of Waterbury, Connecticut

1.0 GENERAL INFORMATION

FOR: Sports Bar & Restaurant to be located in Waterbury, CT, preferably in downtown Waterbury area or within the Central Business District (see attached map).

BY: Waterbury Development Corporation (WDC)
24 Leavenworth Street
Waterbury, Connecticut 06702

CONTACT: Mr. Avery Gaddis
Business Development Manager
Office: (203) 346-2607 x102
Cell: (203) 982-4956
Fax: (203) 346-3910
Email: gaddis@wdconline.org

DEADLINE: 3:00p.m., Monday, November 1st, 2010
Only qualified, professional restaurateurs with an established record will be considered.

OVERVIEW:

The Waterbury Development Corporation is exploring the possibility of attracting a sports bar in downtown Waterbury and is seeking to partner with a restaurateur that has successfully operated and managed a sports bar for at least three (3) consecutive years. Conceptually, the venue would offer a variety games, billiards, darts, genuine sports memorabilia, etc. The objective is to provide a sports-oriented theme and atmosphere complete with flat screen televisions that can be easily viewed from any seating arrangement within the establishment coupled with food items customarily associated with sports bars.

Sports Bar & Restaurant Characteristics at a glance

- Sports orientation
- Variety of games, billiards, darts, etc.
- Sports memorabilia
- Food, beverages, etc

FINANCIAL ASSISTANCE:

Financial assistance may be available up to \$350,000.00 and may include a combination of:

- Low-interest loan with flexible terms – a low interest loan may be available at an interest rate of 4% fixed, depending on credit worthiness.
- Forgivable loan – a forgivable loan is a portion of the loan that may not require repayment if certain conditions are satisfied.
- Tax abatement – tax abatement may help defray an increase in taxes over a defined period of time, typically over seven (7) years depending on the scope of renovation, build-out and/or constructions.

Financial assistance will be commensurate with the quality and scope of the accepted proposal. All are terms negotiable.

AVAILABLE SPACE

Contact the Waterbury Development Corporation for information regarding possible, suitable locations.

DOWNTOWN WATERBURY, CT:

Downtown Waterbury is bustling with a diverse population as well as an assortment of professional offices. Within the downtown area, there are four (4) court houses, including a regional Superior Court, a hospital, retail shops and an assortment of eateries and restaurants that helps to build critical mass. Furthermore, downtown is home to the University of Connecticut's beautiful, branch-campus where more than 1,200 students attend in addition to Post University's downtown satellite dormitory that houses 80 to 100 students.

Situated directly across the street from the UConn is the famous and elegant Palace Theater which underwent a \$33 million renovation in 2005. During show nights at the Palace (approximately 180 days of the year), there are very few seats available at any of the downtown restaurants. Moreover, downtown patrons take comfort knowing the City of Waterbury's 400 member Police Department, one of the best Police Departments in the State, is located downtown. Currently the City's Historic City Hall, which houses more than 220 city employees including the Fire Department's headquarters, is receiving a \$36 million dollar renovation and restoration. The project is scheduled for completion January 2011.

WHY A SPORTS BAR & RESTAURANT?

The demand for a Sports Bar & Restaurant has been determined by input received from key stakeholders and constituents. Notably, students from the University of Connecticut, Post University and Naugatuck Valley Community College provided feedback. In addition, a gap analysis, conducted by economic development partners Waterbury Development Corporation, Waterbury Regional Chamber of Commerce and Main Street Waterbury, an organization that focuses its efforts on downtown development, revealed that Waterbury lacked a sports bar venue as a destination.

Currently there is no premier, Sports Bar & Restaurant in the Greater Waterbury area, which is comprised of 13 towns and municipalities for a total population that exceeds 350,000 people, with Waterbury serving as the anchor and gateway. Moreover, Interstate 84 runs through Waterbury essentially connecting Massachusetts and New York coupled with Route 8 which serves as a conduit for getting to and from Fairfield County to Litchfield County. From Waterbury, one can get to anyplace in Connecticut in an hour or less, making the City very accessible and conveniently located.

In short, it is the collective belief of all economic development professionals in the City of Waterbury that a Sports Bar & Restaurant would perform very well in Waterbury.

2.0 REQUIRED CONTENTS OF PROPOSAL

Each respondent must provide, at a minimum, the following information, in addition to the information described in Section 4.0 of this Request for Proposals:

1. Name, address, email address, telephone number and fax number of the respondent;
2. Name, address, email address, phone number and fax number of representative that is authorized to act on behalf of and represent respondent;
3. Name, address, email address, phone number and fax number of a designated contact person for all notices and communications regarding the submitted proposal;
4. Statement signed by the respondent/s or authorized representative certifying that:
 - a. All of the information contained in the proposal is true and correct;
 - b. Respondent agrees to all terms and conditions, reservations and stipulations contained in this RFP document, including but not limited to those specified in Section 6.0 hereof; and
 - c. Signator is authorized to make the commitments and representations contained in the proposal on behalf of the respondent.

5. Identify the owner and operating team and describe team members' qualifications and experience, with particular attention to the experience and qualification related to the proponent's proposal for a sports bar & restaurant. Also include their name and contact information;
6. Provide a resume of successful operations similar to what you are proposing along with any other information deemed relevant to the committee's evaluation of how your proposal addresses this criterion. Include date of opening and, if applicable, date operation was closed for any operations examples submitted;
7. Provide a description of the proposed ownership and management/marketing structure for the proposed operation. Include information on any significant restaurant projects completed in the past ten (10) years involving such ownership and management/marketing;
8. Provide at least three references, including name, address, email address, phone number, fax number, contact person and description of relationship with proposed business;
9. Provide current financial statements for all entities and individuals comprising the proposed ownership entity (including members, if LLC, and general partners, if partnership). Respondent may identify such information as **"CONFIDENTIAL"** and the committee shall endeavor to protect any information so marked from public disclosure. **Any and all information submitted including information marked "confidential" may be subject to public disclosure;**
10. Provide a narrative summary describing why Respondent is qualified to undertake the proposed operation;
11. Provide a narrative description of the proposed operation;
12. Provide a business plan and project budget including individual line items for each major expense. The business plan should include an operating budget, market analysis and projections, management structure, and proposed financing arrangements. The budget should also include a three (3) year income and expense projection—this projection should also identify sources of working capital to cover initial operating deficits and start up costs that would cover all costs of opening the facility, addressing repairs, clean-up and any new equipment the respondent believes needed. The business plan should address daily operations, planning, security, special events, promoting, reporting and operations to achieve the greatest benefits and enhance the overall experience for the community. The business plan should also include a description of the types of workers expected to be involved in the facility's operation and the number of each type of worker proposed to be involved;
13. Provide a detailed operating proforma for the first year, including all

anticipated income and expenses for the completed project. Also, provide a statement of sources and uses of funds for financing the project;

14. Provide a copy of any financial commitment letters from any lenders and/or equity partners or contributors—if respondent identifies any funds other than respondent's own funds as "sources" in any materials presented in response to the requirements specified in section 4.0 below, commitment letters from all such other sources are required as a part of the RFP response;
15. Provide a narrative description of how the project will be managed and by whom once completed, including marketing, leasing and/or sales, building and site maintenance, repairs, and financial management. Also include the responsible parties' experience and qualifications for the work;
16. Provide a narrative description and annotated timetable outlining milestones for all proposed development activities, including a definitive schedule for opening the facility and a date certain when the facility will be open for business;
17. Provide a narrative describing the proposed marketing, promotion and advertising plans for the development, as applicable; and
18. Provide a detailed description of any event, fact, circumstance or agreement, upon which all or any part of the proposed development is conditioned.

IT IS REQUIRED THAT PROPOSALS FOLLOW THE ABOVE FORMAT AND INCLUDE ALL REQUESTED INFORMATION. THE PROVISION OF SUPPLEMENTAL AND ADDITIONAL INFORMATION TO ILLUSTRATE OR CLARIFY RESPONSES IS ENCOURAGED. BY SUBMITTING A PROPOSAL, RESPONDENT ACKNOWLEDGES THAT, IN THE CASE OF CONTROVERSY SURROUNDING THE DEFINITION OF PUBLIC VS. PRIVATE INFORMATION, ANY AND ALL INFORMATION SUBMITTED BY RESPONDENT MAY BE REQUIRED TO BE DISCLOSED TO THE PUBLIC. THE REVIEW COMMITTEE RESERVES THE RIGHT TO REQUEST ADDITIONAL INFORMATION FROM RESPONDENTS AND TO CONSIDER SUCH ADDITIONAL INFORMATION PROVIDED IN SELECTING AN OPERATOR.

Sealed proposals must be addressed as follows and delivered to the following address:

**Waterbury Development Corporation
C/o Mr. Avery Gaddis
24 Leavenworth Street
Waterbury, CT 06708**

Respondents should ask for and receive a receipt for hand-delivered sealed proposals, and

respondents should maintain delivery receipts from paid delivery services. The proposal package must be clearly marked as follows: **“RESPONSE TO SPORTS BAR RFP”**

Additional information and documentation may be required once a proposal is accepted. After Monday, November 1st, 2010, submitted proposals will be reviewed. Proposals submitted by individuals with less than three (3) consecutive years experience successfully operating and managing a Sports Bar & Restaurant WILL NOT be accepted.

Participants will be contacted no later than Monday, November 15th, 2010 as to whether or not the submitted proposal has been accepted. The Waterbury Development Corporation may change, extend the dates and/or solicit more proposal if deems necessary. If you have any questions, please contact Mr. Avery Gaddis at (203) 346-2607 x102 or via email at gaddis@wdconline.org.

3.0 Selection Process and Criteria

Responses will be reviewed by a selection committee. The committee shall evaluate the proposals and vote to move forward with a selection. The committee shall use the following criteria in its selection process:

1. Experience and qualifications of individuals proposing to be involved in the operation of the Sports Bar & Restaurant;
2. Evidence of financial strength and capacity to operate a said facility;
3. Evaluation of the proposed business plan for the operation and management of Sports Bar & Restaurant;
4. Ability and commitment to complete all necessary work to commence operations expeditiously, including sufficient staffing to open facility. This includes the ability to secure all necessary permits and licenses, including a liquor license;
5. Schedule for reopening the facility; and
6. Amount of investment in facility proposed.

The Committee may add other selection criteria during the selection process.

4.0 REQUIRED FORM OF PROPOSAL RESPONSE

All proposals must be delivered sealed and unopened. Proposals must be stapled or bound, in booklet form, on eight and one-half inch (8 ½”) by eleven inch (11”) white paper printed on one side. [Sheets containing graphic images, if any, may fold out to eleven inches (11”) by seventeen inches (17”).] The front cover of each booklet must

clearly identify the respondent and contain the name, address, and telephone number of its principal spokesperson, which may be released by the Review Committee as public information upon receipt of the proposal.

Oversized graphic materials, if any, will be accepted provided that reduced versions are included in all original proposal booklets. Each respondent must submit ten (10) complete copies of each proposal. Each respondent must include all of the information described in Section 2.0 above.

MATERIALS MAY BECOME PUBLIC INFORMATION AT THE CONCLUSION OF THE PROCESS. THE REVIEW COMMITTEE CANNOT GUARANTEE CONFIDENTIALITY OF ANY MATERIALS DURING THE EVALUATION PROCESS IN THE EVENT OF A LEGAL CHALLENGE. THUS, PROPOSALS AND COMMUNICATIONS EXCHANGED IN RESPONSE TO THIS RFP SHOULD BE ASSUMED TO BE POTENTIALLY SUBJECT TO PUBLIC DISCLOSURE. THE REVIEW COMMITTEE, ACTING IN ITS SOLE, UNRESTRICTED DISCRETION, SHALL DETERMINE THE STRINGENCY AND/OR STRINGENCY WITH WHICH IT WILL OPPOSE, IF AT ALL, LEGAL CHALLENGES TO NONDISCLOSURE OF FINANCIAL OR OTHER INFORMATION INCLUDED IN RESPONSES.

5.0 QUESTIONS REGARDING THIS RFP

Any and all questions or requests for clarification with respect to this RFP or the site must be submitted in writing or via e-mail to:

**Waterbury Development Corporation
C/o Mr. Avery Gaddis
24 Leavenworth Street
Waterbury, CT 06708
gaddis@wdconline.org**

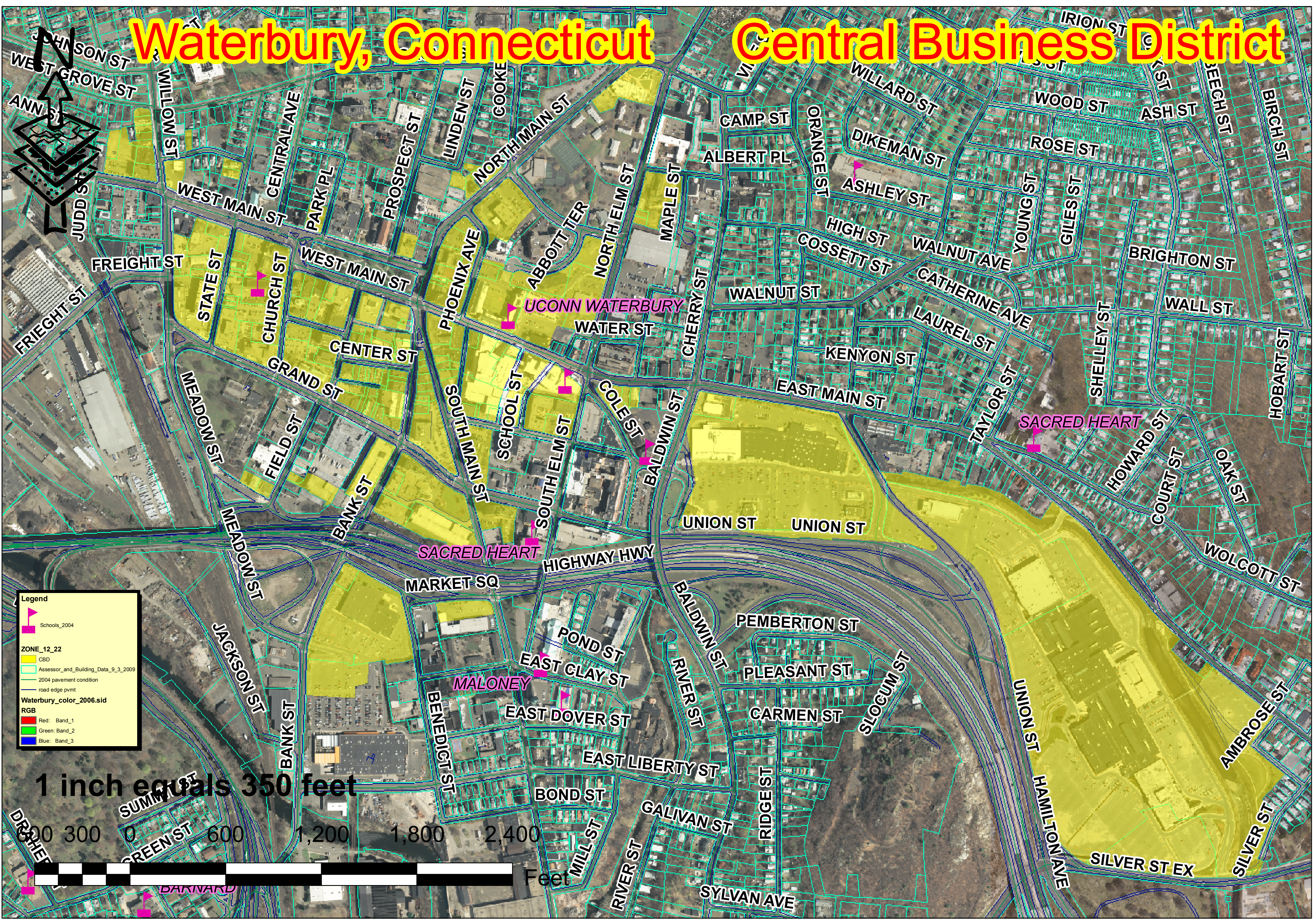
Questions must be received no later than 3:00 p.m., Monday, October 18th, 2010, in order for the Committee to issue a timely response. The Committee shall not be obligated to respond to any question. Responses to all questions will be sent electronically to the questioner.

6.0 GENERAL CONDITIONS FOR SUBMISSION OF PROPOSAL

The Review Committee reserves the right to reject any or all proposals; to select one or more respondents; to void this RFP and the review process and/or terminate negotiations at any time; to revise any conditions and stipulations contained herein, as convenient or

necessary; to further negotiate fees, rates and financial arrangements, etc; to establish further criteria for selection; to ask respondents to submit additional information or evidence of their qualifications and experience; to waive informalities in the proposals and in the proposal process; and to negotiate with successful respondents; to reject any and/or all proposals for any reason, in Committee's sole discretion.

Waterbury, Connecticut Central Business District



1 inch equals 350 feet

0 300 600 1,200 1,800 2,400 Feet