



The City of Gladewater, Texas is soliciting sealed proposals from qualified individuals or businesses to operate a lake store/bait shop or other approved business at Lake Gladewater. The properties may be separated depending on business needs. The contract period will begin April 1, 2020 and end March 31, 2023.

Designate on the front of your sealed response envelope the following:

Subject: RFP – Lake Gladewater

**Attention: Judy Van Houten, City Clerk
City of Gladewater
519 E. Broadway
P.O. Box 1725
Gladewater, TX 75647**

(903) 845-2196

Submission Deadline: 3:00 p.m. Tuesday, March 17, 2020

Note: Proposals received after this deadline cannot be considered

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INTRODUCTION

The City of Gladewater (the “City”) is requesting proposals from qualified individuals or businesses to operate a lake store/bait shop or other approved business at Lake Gladewater as described below. The properties may be separated depending on business needs. The services provided will be in accordance with this Request for Proposal (the “RFP”) and attachments. It is the City’s intent that a Lease Agreement detailing provisions of the agreement will be duly executed between the City of Gladewater and the selected individual or business.

The agreement will be for the three-year period of April 1, 2020 through March 31, 2023.

REQUEST FOR PROPOSAL

This RFP is intended to serve as the bid form for the Lake Store/Bait Shop or other approved Business Agreement. There are multiple blanks to fill in and questions to be answered. The evaluation of the bidder’s proposal will be based on the responses include herein.

Exceptions, conditions, or qualifications to the provisions of the City’s specifications or requirements must be clearly identified as such, with the reasons therefore, and alternate language proposed by bidder, if any, clearly stated and inserted in the appropriate place in the bid submission.

Each of these exceptions, conditions, or qualifications to the City’s specifications may be included, as appropriate, in the Contract documents. Items and matters not explicitly excepted in this manner shall be deemed to be in conformance with the City’s specifications.

The RFP also requests certain information to be attached and specifically labeled. Responses must be complete, address all aspects of the RFP, and include all requested information to receive full consideration by the City in the selection process. The City may choose to waive any irregularities in any responses received and reserves the right to reject all proposals.

CALENDAR OF EVENTS

The City desires to enter into a contract of mutual party benefit and will answer all questions pertaining to this RFP. Please note the following calendar of events for the dates and times of key elements in the bid procedure.

<u>TARGET DATE</u>	<u>DESCRIPTION OF EVENTS</u>
March 4, 2020	RFP packet available for prospective individuals and businesses who are interested in operating a lake store/bait shop or other approved business at Lake Gladewater
March 17, 2020	Receive responses from interested individuals or businesses by 3:00 p.m. at Gladewater City Hall, 519 E. Broadway, Gladewater, Texas 75647
March 17, 2020	City Staff to open and evaluate bid information received
March 17, 2020	Committee review and interviews
March 20, 2020	City Council to consider selection of individual or business to operate a Lake Store/Bait Shop at Lake Gladewater
April 1, 2020 – March 31, 2023	Agreement in effect

ITEMS TO BE ADDRESSED IN LEASE AGREEMENT

- A. The property may only be used as a lake store/bait shop or other approved business without prior authorization of the City Manager or his/her designee.
- B. The properties may be separated depending on business needs.
- C. The operator must offer household staple goods, concession style food, fishing supplies and bait.
- D. The City reserves the right to conduct periodic inspections (inside and/or outside) without prior notice.
- E. The City will perform a criminal and financial background check on any individual or business selected to operate the lake store/bait shop or other approved business at Lake Gladewater.
- F. Subletting is prohibited.
- G. No pets allowed to be kept or maintained on the premises without prior City Manager approval and additional pet deposit.
- H. Tenant is responsible for keeping the leased property clean and maintained.

OPERATIONAL EXPERIENCE AND BUSINESS PLAN

The City requests information on the following:

A. Do you have business plan?

Yes, can provide as requested/required

No, cannot provide as requested/required

Comment. _____

B. Please explain prior retail experience:

Explain. _____

C. What services do you plan to provide?

Explain. _____

D. Hours of operation?

E. Would you be willing to participate in a flat-rate work-for-rent reduction option (mowing, trash collection, etc.)?

Yes

No

CRITERIA FOR EVALUATION

The Committee (City Staff and up to 3 Lake Board Members) shall carefully review the submitted proposals. The recommendation to the Council shall be based on the proposal determined to be “the best value” for the City. The evaluation of the proposals will be made based on, but not limited to, the following criteria, in no particular order of priority:

- ◆ Ability to perform and provide the requested services;
- ◆ Reputation of bidder and quality of services;
- ◆ Completeness of bid and agreement to points outlined in the RFP.

BIDDING REQUIREMENTS

A. A complete, sealed and **clearly marked** “RFP – Lake Gladewater” shall be delivered to the City Clerk by 3:00 p.m. on or before, Tuesday, March 17, 2020 and addressed to:

**Judy Van Houten, City Clerk
City of Gladewater
519 E. Broadway
P.O. Box 1725
Gladewater, TX 75647**

(903) 845-2196

B. **NO PROPOSAL SHALL BE ACCEPTED AFTER 3:00 P.M. ON THE DATE DUE.**

C. The City reserves the right to request additional information or to meet with individuals or businesses to discuss points in the proposal before and after submission, any and all of which may be used in forming a recommendation.

D. The City reserves the right to reject any and all proposals, and to accept the proposal it considers in its best interest based upon the requirements and descriptions outlined in this RFP.

E. There will be no formal bid opening at the expiration of the response deadline. Upon written request, a copy of the accepted proposal will be available after the City Council selects the successful individual or business.

F. Any questions concerning this RFP should be directed to:

**Ricky Tow, City Manager
City of Gladewater**

(903) 845-2196
(903) 845-6891 fax
rtow@cityofgladewater.com

MISCELLANEOUS

- A. The City shall reserve the right to a review meeting when needed to evaluate the working relationship between the City and the successful individual or business. The objective shall be to address any problems and to seek solutions.
- B. The final approval of the successful individual or business shall be made by the Gladewater City Council. The successful individual or business shall be required to enter into an agreement that incorporates all of the requirements of their submitted RFP as the OFFICIAL BID FORM.
- C. This RFP has been duly advertised and is being offered for consideration to all individuals and businesses.

This Request for Proposal is being offered by the following person duly authorized to act on behalf of the City.

Judy Van Houten, City Clerk

PROPOSAL SUBMITTED BY

This Proposal is being submitted to the City of Gladewater by the following individual or business:

Name of Individual or Business

Address of Individual or Business

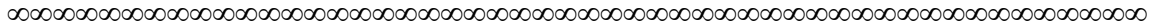
Telephone Number

Email address

Officer Name & Title (of Business)

Signature

Date



ACCEPTANCE OF PROPOSAL

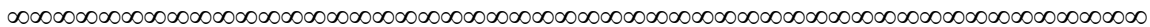
This proposal, having been approved by the Gladewater City Council, is being accepted for the City by the following person duly authorized to act on behalf of the City:

Name (print)

Signature

Title (print)

Date



Basic Business Plan Outline

1. **Executive Summary** – *this is short summation of the business plan concisely stating the high points and which provide an outsider an overview of your business. This must be written last. The Executive Summary is proportional to the whole business plan. Do not consider this a hard and fast rule but if the entire plan narrative is ten pages, the Executive Summary might be one page. Suggested inclusions:*
 - A. What the organization is and does.
 - B. Who is the customer and why they will buy your good or service
 - C. Why the entrepreneur is qualified to operate this business.
 - D. Capital resources needed to be successful where/how they will be obtained.
 - E. Given all of the above, what are the financial results expected.

2. **Business Concept** – *Describe the core characteristics of your business. Some say this explains the niche you expect to fill. This section is often over hyped. More effective plans avoid that.*
 - A. What special qualities and values you bring to the customer such as and or several of these:
Totally new product or service in the target market, lower cost, higher quality, additional value in some form, underserved market, more convenient location, better service, etc., etc.
 - B. What will define success?

3. **Products and Services** – *in this portion of the business plan the goods or services to offer are described.*
 - A. Define the product or service
 - B. List examples of your offerings and refer the reader to the appendix for a more complete list including pricing.
 - C. If this is an invention or an item which will take a substantial time to bring to market that process needs to be explained.

4. **Marketing** – *the greatest product can fail without the correct marketing and promotional support.*
 - A. How will this product or service be sold?
 - B. Is there a key attribute that must be promoted (e.g. new lower price, superior quality, a new service for the market)?
 - C. Advertising media and approach including costs
 - D. Role for social media

5. **Operations**—*Describe the location of the business, special equipment needed and personnel to accomplish success*
 - A. If a physical location is required describe it and why it is good (cheap rent, well sited, etc.)
 - B. Identify vendors for key imputes
 - C. Identify key employees
 - D. Any specific permits needed?
 - E. Key managers or skills required?

6. **Funding**- Describe the basics of how you will fund the startup as well as cash flow the business for the first year.
 - A. Do you have cash reserves, or will you be seeking a business loan?
 - B. What do you perceive your monthly expenses will be?
 - C. What do you perceive your monthly income will be?
 - D. What is your plan to ensure successful cash flow for the business?

7. **Ownership and form or organization**—*In this part of the business plan, describe the organization of the business and key owners. If the owners are to be active in the business, it is useful to have a resume or description of their work history.*

The length of the business plan is determined only by the amount of information which needs to be communicated. Some effective plans can be written in a few pages, others might be ten to fifteen pages. The important purpose is to demonstrate the writer has considered all issues necessary to start a successful business.