

**TOWN OF WHITECOURT
REQUEST FOR PROPOSALS**



**ARENA RESTAURANT / CONCESSION OPERATIONS
JDA PLACE**

RFP# 2025-05-02

Closes: February 28, 2025 @12:00pm MST

A. INTRODUCTION

The Town of Whitecourt, Alberta, a community of just under 10,000 residents, with a surrounding population of an additional 2,500 people, is a growing, dynamic community located 180 km northwest of Edmonton. The Community is home to the renovated and modernized twin arena complex, JDA Place. The facility contains a second floor viewing area, with seating and tables, plus a kitchen and concession area with commercial cooking capabilities. The facility hosts strong minor hockey, figure skating, and adult hockey programs; as well as a successful Alberta Junior "A" Hockey League franchise.

The Town of Whitecourt has maintained a strategy of leasing the operations and space of the restaurant/concession area to private operators or not-for-profit groups. The current lease expires June 30, 2025 and the Town is soliciting new Proposals for the facility operations.

B. SERVICES REQUIRED

Proposals are hereby solicited to provide restaurant/concession services and operations at JDA Place. It is anticipated that the successful Proponent will provide all food and beverage services within the restaurant / concession area with minimal involvement from Town staff.

C. ADDITIONAL INFORMATION

It has been the Town's past practice to enter into two to five-year term lease arrangements, with options for renewals.

The restaurant and viewing area contains a security cage around the kitchen and counter areas; therefore, the space can be open to the public at times when the restaurant/concession operations are closed. The Town will consider proposals that provide for coin operated vending machines (note: this is not a requirement, but can be considered as an option). The Lessee is responsible for the drink vending machines in the lobby area and receives 100% of the gross revenue from them. The Town has permitted past Lessees to acquire a liquor sales license and the area contains a liquor sales station that is also enclosed with a security cage to allow for closures.

Operational details will be made available to proponents, if requested, including:

- Operating schedules;
- Patterns of use;
- All other public information that proponents may request regarding operations and use.

The successful Proponent must be prepared to develop a strong working relationship with the Whitecourt Wolverines Junior "A" Hockey Club. The Club has a strong fan base with good attendance at games; which provides an opportunity to enhance restaurant sales. In return, the Club does provide occasional special events or promotions that may require the cooperation of the restaurant lessee.

D. SELECTION PROCESS

1. Solicitation of proposals through this "Request For Proposals" through general advertising and invitations.
2. Review of Proposal.
3. Possible interview of short-listed firms.
4. Selection and negotiation of contract.

E. CRITERIA FOR SELECTION:

1. Past experience in the food service and customer service industry.
2. Qualifications and experience of principle staff.
3. Proposed menu.
4. Proposed hours of operation. It is noted here that Proponents should be prepared to address the situations where there is a need for facility services during times of low facility use as well as during busy Junior A games or tournament weekends.
5. Ability to provide creativity and innovation.
6. Ability and commitment to provide equipment maintenance and custodial duties within the proposed space.
7. Proposed revenue payable to the Town: examples include a monthly/yearly lease; or other innovative methods of payment to the Town.
8. References - Proponents are requested to provide three references.
9. The Proposal shows a solid understanding of the facility customer base; i.e. arena users.
10. Overall quality and completeness of Proposal.

Submitted proposals should address these criteria. Proponents may also include additional relevant information.

F. REPORTING RESPONSIBILITY

The successful company will report to the Town of Whitecourt.

Questions or inquiries are to be directed to:

Chelsea Grande
 Director, Community Services
 Town of Whitecourt
 Box 509, Whitecourt AB T7S 1N6
 780-778-2273
 Email: chelseagrande@whitecourt.ca

G. PROJECT TIMELINES

Proposals must be received by the date indicated below. Please contact the above noted contact to request an extension if additional time is required. It is the intention of the Town to have a Lessee selected prior to March 31, 2025.

H. PROPOSAL SUBMISSIONS

Written proposals; or electronic versions submitted by e-mail; marked "REQUEST FOR PROPOSALS: ARENA RESTAURANT/CONCESSION OPERATIONS-WHITECOURT JDA PLACE" must be received at:

Town of Whitecourt
 Community Services Department
 Box 509
 5004 – 52 Avenue
 Whitecourt, AB T7S 1N6
chelseagrande@whitecourt.ca

Prior to: 12:00 noon on February 28, 2025.

Electronic submission will be accepted however proponents are cautioned that the closing time is based on when the proposal is received by the Town and NOT when a proposal is submitted by the proponent. It is the sole responsibility of the proponent to be mindful of the length of time for the proposal to be transmitted due to file transfer size, transmission speed or other factors. The Town shall not be responsible for any failure to receive email submissions sent by the proponent, and proponents are encouraged to take steps to ensure their Proposal has been received in advance of the deadline.

Confirmation of receipt may be obtained by contacting Chelsea Grande, Director of Community Services, by phone at 780-778-2273.

I. CLOSING INFORMATION

1. The Town of Whitecourt is not liable for any costs or expenses or to reimburse or compensate the Proponents in any manner whatsoever or under any circumstances including, without limitation, in the event of rejection of all proposals or cancellation of the project.
2. The Town of Whitecourt reserves the right to request that any or all proponents clarify and make revisions to their proposal. The Town may choose to meet with one, several, or all proponents to discuss aspects of their proposal. The Town of Whitecourt is not obligated to seek clarification from any proponent with regard to any aspect of its proposal.
3. The Town is not bound to accept any proposal. Further, the Town reserves the right to accept or reject any proposal in whole or in part, waive any irregularities in the proposal process, and to discuss different or additional items to those included in this RFP, at its sole discretion. The Town may invalidate this RFP and may issue a second RFP at its sole discretion.
4. The Town reserves the right not to consider award of any contract or purchase order to any party that is or has in the past 3 years been engaged in litigation or arbitration with the Town, or any party with an outstanding debt owed to the Town.

Thank you for your anticipated response.