

12-7405

Purchasing Department

Sam J. Aiello, C.P.M.
Purchasing Agent



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Honorable Mayor John Dickert and the
Members of the Common Council
730 Washington Avenue
Racine, WI 53403

February 17, 2012

Ladies and Gentlemen:

I request permission to appear before the Public Safety & Licensing committee to discuss the proposal that was taken in response to Official Notice #2, CONCESSION SERVICES FOR PERSHING PARK BOAT LAUNCH. A proposal was received in the office of the Purchasing Agent on Tuesday, February 14, 2012 at 10:00 A.M. CST. The proposal was received from the following firm:

Top Dog Hot Dogs, LLC
Caleb Robinson, Proprietor
Racine, WI

A copy of the proposal follows this communication. Permission is requested to negotiate a contract with Mr. Caleb Robinson for the provision of these services.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "S. Aiello", is written over the typed name.

Sam J. Aiello
Purchasing Agent

Cc: Tom Friedel
Tom Molbeck

**Proposal for Concession Services at
Pershing Park Boat Launch Concession**

A) Proposal Narrative:

I, Caleb Robinson, Owner and Operator of Top Dog Hot Dogs plan to work as a Sole Proprietor under the protection of a LLC to be named later as the concessionaire at the Pershing Park Boat Launch Concession (PPBLC). More importantly I plan to improve upon the current status quo and create an atmosphere that is both family friendly and draws in a wide variety of patrons. Having operated my business in Downtown Racine for over the past 2+ years has given me insight into the type of atmosphere that would align with the goals of the city of Racine. I plan on creating a positive, responsible, and ever growing concessionaire business by utilizing the assets that are available surrounding the PPBLC. I also will utilize resources and networking to collaborate on projects that would be hosted within the downtown community. I currently am on the Board of Directors for the Downtown Racine Corporation and am able to get insight on upcoming projects, events, transitions, and ideas in general. I am excited about the direction of Downtown Racine and believe I would provide the type of services to continue progress in the right direction.

I am thrilled about the new Bathhouse that is being erected next to the Laurel Clark Memorial Fountain and expect it to bring new visitors to that area as well as encourage others to visit more frequently. I would like to do a collaboration as I expect there to be an opening ceremony promoting the new asset downtown. In my business plan, the visitors at the fountain and their families are one of the target markets for the concession's business operations. I plan to carry family friendly food items for patrons to enjoy on the grounds of the PPBLC, whether it be under the pavilion at the picnic tables or on the patio overlooking the marina. The overall goal is create the type of environment that appeals to and encourages families to visit Downtown Racine. The other two target markets I will gear the PPBLC operations towards would be the boaters by providing the types of item that would positively increase their experience at Racine's Boat Launch and encourage them to return frequently, and the after-work crowd. I will increase the boaters' experience by having available items that make their boating adventures more enjoyable such as lunch items available to go, fishing accessories like bait and tackle, and many other items. I plan to appeal to the after-work crowd by having activities and music that will encourage them to visit. The overall scope of the operation is much larger than the items presented prior but the three above mentioned target markets make up the majority of the project goals.

B) Additional Commitments:

As mentioned in the RFP, I would assume the janitorial obligations for the leased area and restrooms. I will have individuals routinely inspect the grounds for litter control to ensure we present a positive and welcoming appearance to the overall area. I will pay special attention to making sure no food is left lying around to detour the geese and birds that stay around the boat launch area. I will ensure the bathrooms are kept stocked, sanitized, and patron friendly as well.

In order to get the current PPBLC compatible with my goals I will need to invest money in order to get the kitchen area up to health code in regards to serving food. I will do my best to get it to code by investing in the appropriate wall coverings, shelving, storage, refrigeration, prep areas, and the proper venting. The current business plan calls for service of both cold and hot foods, beverages, and souvenir type items and therefore I would ensure the building is capable of doing so. I also would like to update the outside of the building with little investment from both the city and myself as it is near ready for opening. The items in that area I would like to see addressed include: the current paint on the roof of the building, the food items that are stenciled on the paint, and the railings surrounding the patio area. Those could be addressed with a simple paint job and have low cost to either the city or myself.

I am open to working with outside parties on projects and events such as Festival Hall and Salmon-a-Rama to help grow both of our businesses. In the event that such type events and overall business increases to a large scale, it might lead to storage constraints at which time I would ask to work with the city on creating storage.

C) Bidder's Experience:

As mentioned before, I have owned and operated Top Dog Hot Dogs for over two years now as both a storefront location and a mobile unit. The mobile unit side of my business truly gives me insight into this type of work to be conducted. With my cart I have operated at many different events and festivals in which I acted as a concessionaire. I am familiar with the types of foods, snacks, and items similar patrons would be interested in obtaining. With the storefront, it has given me great insight into the operational side of this type work to be conducted. From setting up appropriate Standard Operating Procedures in regards to cleanliness and cooking, to maintaining appropriate stocks and supplies through order guides. I believe the PPBLC mimics my current business model and therefore I am confident and providing the upmost service to visitors. I pride myself in providing an enjoyable experience to anyone who currently patronizes my business, whether it is the cart or store, and would carry those values over to the PPBLC.

I will utilize some of my current employees, mostly my manager, to be crossed trained to assist at the PPBLC when needed as she is competent in the general practices and policies of a food operation. Both her and I are Certified Food Managers through the State of Wisconsin and have the knowledge to serve safe and healthy food items. I also plan to

add additional employees that reside in the downtown area to assist on conforming to the requirements of the RFP. An example of such is that I plan to work with the VFW or recruit and retired downtown individual to open and clean the bathrooms each morning by 5am. The above mentioned type of employee would align with the goals of presenting a business model that increases everyone's experience. Between my manager and myself we have the knowledge and understanding of the management type principles needed to propel the PPBLC into the right directions. Similar operating procedures for Top Dog Hot Dogs will be implemented to ensure the operations of the contracted facility exceed the expectations of most.

While I have not acted solely as a concessionaire for one specific party over an extended period of time, I have performed concession type services for individuals and events utilizing my cart. Examples include:

Taste Of Racine:	Contact: Jared Edwards	(262) 634-2391 x101
Animal Crackers:	Contact: Heather Lojeski	(262) 636-9189
Holiday Mall Season	Contact: Cyndi Knapp	(262) 554-7903 x227

All of the above mentioned contracts were based on a percentage of sales in which I would pay a commission at the end of the agreed upon services. I still do and will continue to work with the above named parties on future contracts.

D) Financial Responsibility:

In order to get the PPBLC up to Health Code and aligned with my goals I expect my initial investment to be in the range of \$7,000-\$10,000. I will fund this investment through personal funding or recruit an investor/secure a business loan. Either way I am confident in having the funds to begin operations at the time of the contract. I also would like to utilize city related grants, such as the Façade Grant, Minority Owned Grants, and any other applicable grant to update and increase the positive image of the PPBLC. Thorough utilization of my current business model and applying that to the PPBLC I expect to see the return on my investment by the end of year two of this contract, if not prior to that.

I pride myself in completing commitments no matter what obstructions might arise nor the amount of work it may require and am ready to extend such a commitment to the City of Racine. I was raised to hold in high regards my work ethic and have no doubt that I am more than able and willing to produce the type of results expected by both patrons of the PPBLC and the City of Racine. I thank you in advance for your careful consideration in this matter and look forward to working together in the near future!

Cordially,


Caleb Robinson

2-14-12