

Caleb Robinson  
1107 Monroe Avenue  
Racine, WI 53405  
Smok'd on the Lake, LLC  
DBA Smok'd on the Water

Attn: Purchasing Department  
Monica G. Santos  
City of Racine  
730 Washington Avenue  
Racine, WI 53403

**Proposal for Concession Services At:**  
**Pershing Park Boat Launch Concession**

It is with Great pleasure that I, Caleb Robinson, submit this bid to be considered for the IFB contract# 2021021. As a minority owned business and lifelong Racine resident, I have enjoyed providing a safe and fun experience at the PPBLC for the past nine years as Smoke'd on the Water. I love seeing our city growing and developing, and the PPBLC has grown significantly over the last nine years as we have developed into a destination spot for many of Racine's diverse residents and visitors. The process of rejuvenating the PPBLC has been an interesting journey and I believe that it has led us and guided us in the right direction for what Racine needs. I find it to be an enjoyable experience interacting with everyone who ventures to Smoke'd on the Water no matter what walk of life they come from.

The work we have done has been recognized with the 2020 Downtown CPR Award for the redevelopment or activation of a downtown building or property that has helped enhance the overall downtown neighborhood and revitalize an area. I am also pleased that last summer I was able to maintain seven employees and provide a paid venue for local musicians to perform while maintaining a safe environment.

I am excited about applying all of the knowledge, skills, and abilities that I have acquired over the past nine years to continue along the path of making the Pershing Park Boat Launch Concession House a destination spot. I will outline some of our other achievements and goals in the following proposal and would be more than delighted to discuss them in an interview if needed. Thank you in advance for your time and consideration on this matter.

Cordially,

Caleb Robinson  
Smok'd on the Lake, LLC  
DBA Smok'd on the Water  
[Caleb.robinson@rocketmail.com](mailto:Caleb.robinson@rocketmail.com)  
Cell: 262-498-2822

## Proposal Narrative:

I, Caleb Robinson, owner and operator of Smoke'd on the Water plan to continue along the path of growing and creating a destination place for Racinians and visitors to our great city. The Pershing Park Boat Launch Concession House is in an ideal location and a gem on our beautiful Lake Michigan. As stated previously, I have had the pleasure of operating this City owned concession for the previous nine years and we have come a long way. When I first started running the operation located at 3 Fifth Street it was in need of some repairs and adjustments. The PPBLC was vacant for a few years and during that time it fell out of the minds of the patrons of downtown Racine. With the location being on the verge of being gutted and replaced with vending machines we were able to negotiate a contract with the City in hopes of giving it a new life. We were able to get the building up to Food Code and the result is a safe venue where local residents can go for good food and live music.

Throughout the term of the contract the thoughts of the location, sales, and patronage steadily increased all while decreasing unwanted loitering and negative perceptions. When I first took over the PPBLC and started Smoke'd on the Water I posted our description on Facebook as **"One of Racine's Finest assets being revitalized into a destination spot!"**. I believe that we are achieving that goal and I look forward to continuing to do so! We were able to establish a presence in Downtown Racine by creating an enjoyable experience for lunchtime crowds, the after 5pm crowd, and weekend patrons. By hosting live music, it helps draw in new and diverse people as well. This past year we were able to host 60 different time slots of music. This also led to an increase in sales as our sales this past season were up **412%** compared to our first year in operation. This past year reflected the growth and change of the location to the point that Smoke'd on the Water was named Downtown Racine's CPR Award recipient.

Moving forward with operations at the PPBLC I would like to continue along the same path of creating a family friendly environment that caters to people from all walks of life. All year long we will continue to provide sidewalk chalk, kid games, hammocks, and outdoor games for families to use at no cost to them. We also offer a Kids Meal for only \$3 making an affordable evening out for families. On weekends we provide live music and entertainment, free to the general public, and pay for the bands by generating additional sales. Whether it is a weekday or weekend you can always hear a diverse selection of positive family friendly music. We will continue along with that model as it has proven to draw and retain satisfied patrons.

I will continue to work on the physical appearance of the location by painting bathrooms, planting and maintaining flowers, pulling and treating weeds, keeping the patio and surrounding areas clean of debris and garbage. There are other opportunities for improving the appearance and efficiency of the PPBLC such as creating additional storage by gating off the back employee area, painting of the pavilion, replacing the dilapidated circular steel tables, and creating a stage either under/adjacent to the pavilion. I would be happy to discuss those items in person.

In conclusion, it has been a great pleasure operating the PPBLC and creating a place where everyone can feel welcome. The model I have created has proven successful in drawing and retaining satisfied customers. The firsthand experiences, recognition, and feedback has shown me how I can improve and grow the business into a further asset for Racine. I am including some of the comments we received from customers for reference in this IFB. Moving forward my goal is to steadily increase sales year over year by at least 10% while maintaining affordable prices. I am also including in this IFB the current menu with pricing, references, and my proposed % of gross sales lease agreement. Thank you for your serious consideration of my bid and I look forward to discussing this proposal further.

Cordially,

Caleb Robinson

**From Pg. 1 of IFB**

The undersigned hereby proposes to furnish all labor, tools, equipment and all materials, except as definitely specified to be furnished by others, ready for use, all in accordance with these specifications, all as attached hereto and all of which the undersigned has examined, the following work for the compensation indicated.

Firm: Smok'd on the Lake, LLC DBA Smok'd on the Water  
Name: Caleb Daniel Robinson  
Address: 1107 Monroe Avenue  
City, State, Zip: Racine, WI 53405  
Phone: 262-498-2822  
Email: caleb.robinson@rocketmail.com

**From Pg. 2 of IFB**

General Questions Have you performed any work for the City of Racine in the past? **YES** NO  
Are you part of the Disadvantage Business Enterprise (DBE) Program? YES **NO**

**From Pg. 3 of IFB**

References:

Company Name: City of Racine- Parks, Recreation & Cultural Services  
Address: 800 Center Street, Room 127 Racine, WI 53403  
Contact Person: Tom Molbeck & Jaimie Kirkwood  
Phone Number: 262-636-9452 & 262-636-9459  
E-mail: tom.molbeck@cityofracine.org & Jaimie.kirkwood@cityofracine.org

References: I did not perform work for Festival Hall however we have worked next to each other for the previous 9 years. They can attest to how we work together.

Company Name: City of Racine- Festival Hall  
Address: 5 Fifth Street Racine, WI 53403  
Contact Person: Ricki Ghani  
Phone Number: 262-636-9169  
E-mail: ricki.ghani@cityofracine.org

As stated in the proposal I am including some of the comments posted on our Facebook page. These comments were regarding a post we made on 2-25-2021 which is posted below:

## **Smoke'd On The Water**

[February 25 at 4:35 PM](#) ·

We are BLESSED to announce we won the Downtown Racine Corporation's CPR Award which is given for "Enhancing the overall downtown neighborhood." We must give a HUGE thank you to all of you! Y'all helped maintain a safe outdoor environment, added to the overall positive and inclusive atmosphere, and helped support live music! It was nice to get a sense of normalcy during a crazy year and we owe all of our success to YOU. We look forward to serving the community for many years to come! We will post more details about the future as soon as we hear from the City in regards to our contract. Thank you again and stay blessed!

### **[Lynn Cook Narloch](#)**

Congratulations! We enjoy coming down from Milwaukee to enjoy the music and food. Everyone is so nice! Nice job Caleb!

### **[Tonja Orth](#)**

CONGRATULATIONS! I enjoy bringing my grandkids every year. They love the food and the kid friendly environment. Thank you for being you!

### **[Randal Morrison](#)**

Congratulations Caleb you turned smoke on the water to a great place for all walks of life to enjoy its one of the biggest destinations at lake

### **[Peg Aiello LaPierre-Meddy](#)**

As you should!!!! It's truly what made the summer worth waking up for! Congratulations and hugs! ❤️🍌🎉🥳

### **[Mike Dudzik](#)**

...come down from oak Creek on weekends for the music, a hot dog and a Pabst. Just a nice venue to relax and take in some tunes. Congrats.

### **[Lynda LeClair](#)**

Some of my most enjoyable moments this past summer were spent listening 2 live music at your place Caleb. Cannot wait for this coming music season again!

### **[Sylvia Petersen](#)**

Whoo Whoo. Congratulations Caleb. You run a great business. I am proud to support it.

### **[Judy Degges](#)**

Congrats!! Well deserved Caleb!! Always a good time!! 🎉

### **[Cheryl Olsen Peterson](#)**

Favorite place in Racine. Love the Friday night jams and good food. A place where everyone is welcomed, and everyone feels comfortable. The Racine melting Pot, as it has been called.

### **[Sandi Cape](#)**

Congratulations! Really enjoy coming down and listening to all the music. Fantastic job!

### **[Brent K. Oglesby](#)**

Awesome. Congratulations to you and the team, Caleb.

### **[Iorene Fogg-Simmons](#)**

Congratulations Hot Dog. You and your staff work very hard with a pleasant attitude. I truly enjoy myself every time I come to Smoke on the Water.

### **[David Kamm](#)**

Great job Caleb-this award is incredibly well deserved!

### **[Mera Yi](#)**

You're awesome and so deserving of this and more!!

### **[Tony Bislew](#)**

You help make Racine fun

### **[Nancy Mae Padgett](#)**

Congratulations!!!! Well deserved Caleb!!!! Can't wait for this coming season 🎵

### **[Jerry Geyer](#)**

My favorite place. Very deserving and earned

Below you will find a list of our menu and pricing from last year. We plan to keep the menu and pricing very similar, but we might add a few items for variety.

| <b>Food Items</b>    | <b>Price</b> | <b>Drink Items</b>   | <b>Price</b> |
|----------------------|--------------|----------------------|--------------|
| All Beef Top Dog     | \$ 2.00      | Water/Soda           | \$ 1.00      |
| Colombian Style Dog  | \$ 3.00      | Coffee/Hot Chocolate | \$ 1.50      |
| Chili Cheese Dog     | \$ 3.00      | Gatorade             | \$ 2.00      |
| Chicago Style Dog    | \$ 3.50      | PBR                  | \$ 2.00      |
| Fried Brat or Polish | \$ 3.50      | Domestic Beer        | \$ 3.00      |
| Loaded Nachos/Fries  | \$ 4.50      | Premium Beer         | \$ 4.00      |
| Pulled Pork Nachos   | \$ 6.00      | 16oz Mikes           | \$ 5.00      |
| Pulled Pork Sandwich | \$ 6.00      |                      |              |
| 10 pc House Wings    | \$ 8.00      | <b>Others:</b>       | <b>Price</b> |
| Walking Taco         | \$ 2.00      | Ice Cream            | \$ 1.00      |
| Walking Taco         |              |                      |              |
| Supreme              | \$ 3.00      | Kids Games           | FREE         |
| Kids Meal Deal       | \$ 3.00      | Sidewalk Chalk       | FREE         |
| French Fries         | \$ 2.50      | Music                | FREE         |
| Cheese Fries         | \$ 3.25      | Friendly Staff       | FREE         |
| Pretzel with Cheese  | \$ 3.25      | Beautiful View       | FREE         |
| Nachos with Cheese   | \$ 3.00      | Atmosphere           | FREE         |
| Chips                | \$ 1.50      | Friendships          | FREE         |
| Candy                | \$ 1.50      | Smiles               | FREE         |

### **From Pg. 2 of IFB**

The three (3) year contract for North Beach Canteen Concessions shall be let to BIDDER as being the most advantageous to the City of Racine. BIDDER shall operate a North Beach Canteen Concession with the City receiving a percent of the gross receipts as follows:

7% the first year  
7% the second year  
7% the third year.

I am open to negotiations on the % of sales amount. In the past we paid 10% of sales, however our sales have increased 412% over time. Our first year in operation we paid \$2,217 in rent and this past year we paid \$11,347. I look forward to discussing this further and thank you kindly.

Respectfully,

Caleb Robinson

**BIDDER'S CERTIFICATION**

I hereby certify that all statements herein are made in behalf of:

Smok'd on the Lake, LLC DBA Smok'd on the Water

Name of Corporation, Partnership or Person submitting bid

a corporation organized and existing under the laws of the State of: Wisconsin

a partnership consisting of: \_\_\_\_\_

an individual trading as: \_\_\_\_\_

of the City of RACINE State of WI

that I have examined and carefully prepared this proposal from the  
plans and specifications and have checked the same in detail before  
submitting this proposal; that I have full authority to make such statements  
and submit this proposal in its (their) behalf, and that said statements are true and correct

SIGNATURE: Calab David Robinson

TITLE: Owner, Member, Operator

Date : March 31, 2021

Sworn and subscribed to before me

this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

\_\_\_\_\_  
(Notary or other officer authorized to administer oaths)

SEAL:

My commission expires \_\_\_\_\_

Acknowledgment of Addendum  
(To be returned with your response)

I Caleb Robinson, as an authorized representative of  
**Smok'd on the Lake, LLC DBA Smok'd on the Water** have received this Addendum, I fully  
understand and will comply with all the information contained within this Notice.

Signed: *Caleb David Robinson* Date: March 31, 2021