



Parks, Recreation & Forestry Dept.
1900 Aviation Drive
Waukesha, Wisconsin 53188

Ron Grall, Director
rgrall@waukesha-wi.gov
1-262-524-3737

REQUEST FOR PROPOSALS

BOATS, BIKES & CONCESSIONS

DEADLINE FOR SUBMISSION: Friday, March 7, 2025

The City of Waukesha Parks, Recreation and Forestry Department (herein referred to as the "City") is requesting proposals from qualified vendors to administer the rental of non-motorized boats and bikes, as well as concessions, at the Frame Park boathouse located in Frame Park, adjacent to the Fox River.

INSTRUCTIONS TO PROPOSERS:

1. All proposals must be received by **4:00 p.m. on Friday, March 7, 2025**. Proposals may be mailed, emailed, or delivered in a sealed envelope. No faxed or telephone proposals will be accepted. Proposals shall be addressed as follows:

City of Waukesha Parks, Recreation & Forestry Department
BID-Frame Park Boats, Bikes & Concessions
Attention: Greg Wilcox
1900 Aviation Drive
Waukesha, WI 53188
-or-
Emailed to: gwilcox@waukesha-wi.gov
With subject line: **BID-Frame Park Boats, Bikes & Concessions**
2. Proposals received after the date and time specified will be rejected.
3. Proposals should be prepared simply and economically, providing straight forward concise descriptions of provider capabilities to satisfy the requirements of the request. The City will not be responsible for any costs incurred by the proposer in preparing, submitting or presenting the RFP.
4. All proposals must be thoroughly completed and signed.
5. Right to reject: The City reserves the right to accept the bid most advantageous to the City or to reject any and all bids.
6. Questions may be directed to:
Greg Wilcox, Facilities Coordinator, 262-522-2953, gwilcox@waukesha-wi.gov

NON-MOTORIZED BOATS, BIKES & CONCESSION BID

SCOPE OF SERVICE

The selected Vendor will conduct the vending operation out of the Frame Park Boathouse. This boathouse is 16' x 28' in size and has electrical service to the building.

The Vendor shall provide to the general public the rental of paddleboats, kayaks, and non-motorized bikes. The Vendor shall also have the right to sell from the boathouse, packaged snack foods, beverages and other recreation products approved by City. The Vendor shall provide a sufficient number of employees and hours of operation to adequately serve the public. The Vendor shall secure and pay for all state, county, and city licenses and permits. A copy of licenses shall be provided to the Waukesha Parks, Recreation and Forestry Department. Vendor is also responsible for telephone.

City will provide an office for storage area within the boathouse. City will provide light and power needed to operate the vending operation. City will provide trash receptacles and removal in accordance with trash collection practices in Frame Park. The Vendor will provide signs to identify type and location of the vending operation.

TIME SCHEDULE

The Vendor shall conduct its operation seven (7) days a week from Memorial Day weekend through Labor Day, preferably from 10:00 a.m. to 8:00 p.m. After Labor Day and prior to Memorial Day weekend, vendor may conduct its operation on weekends only, weather permitting. The City reserves the right to amend hours if deemed necessary.

PROPOSED FEES

The Vendor shall make three payments to the City each year during the term of the agreement. Payments are due by June 1st, July 1st, and October 31st each year. The June and July payment amounts shall be a minimum of \$500 each. The October payment shall be an amount equal to at least 10% of gross revenue, less sales tax, on all sales over \$10,000. Sales report is due with final payment. Financial offer shall be indicated on submitted proposal.

DURATION

The term of the agreement shall be for three (3) years commencing May 1, 2025, and shall expire December 31, 2027. City and Vendor may, at their option by written agreement, extend this agreement for one year at a time for a total of two years upon the terms and conditions agreed upon by the parties.

QUALIFICATIONS

Each proposer shall complete proposal form and submit answers to questions related to their qualifications. Selection will be based on ability to perform the vending service in a professional manner. Considerations will include experience, references, products and services offered, rental and concession prices, and compensation to the City. The City requires that the selected Vendor possess insurance with a minimum coverage of \$3,000,000.00. A certificate of insurance naming the City of Waukesha as additional insured will be required. Approval is contingent upon the execution of a signed agreement.

CITY OF WAUKESHA PARKS, RECREATION AND FORESTRY DEPARTMENT
FRAME PARK BOATS, BIKES & CONCESSIONS

BID FORM 2025

DUE: March 7, 2025, by 4:00 PM

Organization Name: In The Park, LLC
Organization Address: PO Box 340675 Milwaukee, WI 53234
Contact Name: Jerry Lemke
Contact Address: W159 S7566 Quietwood Cir, Muskego, WI 53150
Contact email: jerry_lemke@hotmail.com
Telephone number: (cell) 414-688-0138 (business) 414-329-2800
Authorized Signature: Jerry Lemke
Name (print): Jerry Lemke
Title: Member Date: 3-19-25

Complete the following questions and attach additional page(s).

1. Describe your experience as a vendor for boat rentals, bike rentals, and/or concession operations.
2. List and describe proposed items for rent and sale, including proposed customer fees for rental or purchase.
3. Describe your method of accounting for sales.
4. Describe your process for screening employees.
5. Have you or your business been involved in any litigation? If so, please explain.
6. List a minimum of three references related to recent experience pertaining to boat rental, bike rental, concession sales, or related vendor experience.
7. Please attach proof of insurance or indicate if you can provide proof of insurance upon request.

Financial Offer

This proposal is for the years of 2025, 2026, and 2027. If chosen as the vendor, the following fees are proposed to be paid to City of Waukesha Parks, Recreation & Forestry Department, each year, for the exclusive opportunity to provide non-motorized boat rentals, bike rentals, and concession services at the Frame Park boathouse.

- By June 1st each year: \$500 (minimum \$500)
- By July 1st each year: \$500 (minimum \$500)
- By October 31st each year: 10% % of gross sales, less sales tax, on all sales over \$10,000 (minimum 10%)

City of Waukesha Parks, Recreation & Forestry Department
BID – Frame Park Boats, Bikes & Concessions
Attention: Greg Wilcox
1900 Aviation Dr
Waukesha, WI 53188

March 19, 2025

1. **Vendor Experience:** In The Park LLC has operated as High Roller Fun Rentals at Frame Park providing rentals of Specialty Bikes, Boats and Kayak Rentals and sales of concessions since May 2007. The principal owner, Jerry Lemke has been self Employed as a Tax Accountant since 1991 and will be partnering with Andres Pedroza. Andres will be providing on sight management for the park rentals and Jerry will continue to provide support for the financial and reporting activities of the business.
2. **Proposed Items for rent and sale:** High Roller Fun Rentals will continue to provide rental of specialty bikes, Paddle Boats, Canoes and Kayaks. Hourly Rentals will be \$15 per hour for all peddlers or paddlers with discounts available for children 6 and under and discounts for groups.
3. **Method of Accounting for Sales:** Sales are tracked daily through a register and summarized by category. Daily tracking sheets are then used to accumulate the daily sales numbers for monthly reporting for sales tax and seasonal summaries.
4. **Process for screening Employees:** Employee applicants complete a standard application form and will be interviewed directly by Andres. In The Park LLC will utilize the Waukesha Police Department to complete a background check for all applicants to ensure suitability for contact with the public.
5. **Litigation:** None
6. **References:** Karen Richards, WPRF – Mary Berg, WPRF – Rebecca Mattano, Waukesha County Department of Parks 262-548-7807
7. **Insurance:** Insurance is renewed beginning of May and copies will be provided with required coverages as previously requested.

Completed by: In The Park LLC, Jerry Lemke – Member

Signature: Jerry Lemke Date: 3-19-25