

POCOMOKE CITY, MARYLAND

REQUEST FOR PROPOSALS

WATERFRONT RESTAURANT OPERATOR

Pocomoke City is soliciting proposals and resumes from experienced restaurateurs to lease and operate a 120 -seat waterfront restaurant. The restaurant is located on the Pocomoke River adjacent to the Delmarva Discovery Center, Cypress Park and the historic downtown area. The restaurant includes a bar, kitchen, and deck with approximately 20 additional seats. It is adjacent to the City's municipal docks and drawbridge, offering beautiful waterfront views.

Selection Process:

The City will accept proposals from qualified and interested restaurateurs until September 30, 2017. Proposals should address the criteria listed below, and include resume(s) of the proposed principal(s). In addition, the proposal package should include a letter of no more than (2) pages outlining the applicant's vision, experience, understanding of the local/regional market, theme, reasons(s) for interest in the new Pocomoke City restaurant, and reason(s) why they should be selected to lease/operate it. A site tour and pre-proposed meeting will be held in mid-September.

The Mayor and Council will review all proposals and schedule personal interviews/presentations by selected applicants in mid October 2017. A final selection will be made end of October with a lease to be signed early November. The City will expect the restaurant to be open by end of November.

Selection Criteria:

The Mayor and City Council will consider the following criteria in selecting an owner/operator/lessee for the new restaurant:

1. Experience (if any) as an owner/operator of a restaurant, and the level of previous success.
2. Experience in operating/managing a bar as a part of a restaurant operation.
3. Capitalization/available working capital. (Will be kept confidential).
4. Concept plan for new restaurant including: theme, interior décor, etc.
5. Marketing Strategy: Definition/understanding of demographics and size of market area.
6. Business Plan
7. Number of employees proposed. (Full time vs. Part time, hire local)
8. Hours of operation proposed
9. Proposed menus and pricing
10. Qualifications/experience of key employees (front/back)
11. Possible partnership with the University of Maryland-Eastern Shore for training/internships, etc.
12. Plans to establish a unique identity for the restaurant and to make it a destination for diners both local and regional.
13. Ability to tie in operations with local non-profit groups, yacht clubs, Bay Queen Cruise boat, school groups, tour buses, theater events (ex: dinner and a movie).
14. Ability to promote and schedule special events and entertainment, such as musical groups, karaoke, kids night, private parties, sporting activities, trivia, etc.

15. A perceived passion for the work and the effort required to build a successful restaurant business.
16. Proposed rent to be paid.
17. References
18. Other criteria as may be appropriate.

For More Information:

Contact Robert Cowger, City Manager, at City Hall, 101 Clarke Ave, Pocomoke City, Maryland or by calling (410)-957-1333. The City's web site is www.cityofpocomoke.com.