CITY OF ROCHESTER MINNESOTA

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Request for Proposals



Soldiers Field Park Concession Services

August 10, 2026

PROPOSALS DUE
4:30 PM September 18, 2026

Project Overview

The City of Rochester Parks and Recreation Department is conducting an **informal request for proposals** for concessions services at Soldiers Field Park located at the Soldiers Field Golf Course Clubhouse.

Opportunity

The City of Rochester Parks and Recreation Department is seeking proposals from qualified food service operators to provide food and beverage concession services at the Soldiers Field Golf Course Clubhouse beginning in 2027.

Soldiers Field is one of Rochester's premier community parks and provides a unique opportunity to serve a diverse and established customer base. The concession operation primarily serves Soldiers Field Golf Course and visitors to the Soldiers Field Aquatic Center. The park also experiences significant activity throughout the year, including use of the Roy Sutherland and Field of Fun Playgrounds, trails, basketball, tennis, tournaments and special events, as well as winter ice skating and hockey.

The City of Rochester Parks and Recreation Department is interested in an operator who can successfully serve these established customers while identifying creative opportunities to expand the customer base, attract new visitors to the park, and make the clubhouse and concession operation a destination within Soldiers Field Park.

The City anticipates negotiating an agreement of up to four years with the selected proposer.

Proposal Requirements

The review of proposals will focus on content, not format or presentation. Elaborate proposal materials are not necessary.

Concise responses are appreciated. Proposals may be submitted in Word or PDF format, by email, or as a hard-copy document.

Proposals should address the following:

1. Operator Introduction and Experience

Introduce your organization and describe why you are interested in this opportunity. Include:

- Business name, contact information, ownership, and years in operation.
- Relevant food and beverage experience, including seasonal, golf, recreation, concession, or similar operations.
- Qualifications and experience of the individuals who will manage the operation.
- Experience maintaining commercial food service equipment and complying with applicable food safety, health, licensing, and alcohol service requirements.
- At least three professional references.

- Why your organization is particularly well suited to operate the Soldiers Field concession.

2. Operations and Customer Service Plan

Describe your vision for the concession and how you will serve the different customer groups at Soldiers Field, including golfers, aquatic center participants, playground and park visitors, tournament participants, winter activity users, and special events.

Include proposed hours and season of operation, staffing approach, customer service philosophy, and ideas for extending service beyond the clubhouse. Approaches could include mobile or outdoor service, grab-and-go options, online ordering, tournament service, patio service, or other strategies that make food and beverages convenient for park visitors.

Describe how you would work collaboratively with Parks and Recreation staff and other operations within Soldiers Field to maintain a clean, safe, and welcoming environment for all visitors.

The concessionaire may also use the clubhouse kitchen and food service operation to support catering or other food service activities outside of Soldiers Field Park, subject to the terms of the final agreement. Proposers are encouraged to describe how these opportunities could contribute to the overall sustainability of the concession operation while maintaining a high level of service for Soldiers Field customers.

Describe the technology that will support your operation, including your point-of-sale system and any proposed online ordering, mobile ordering, contactless payment, or other customer-service tools.

The City particularly encourages creative approaches to providing food and beverage service to Aquatic Center participants and other park users during periods of peak activity.

3. Food and Beverage Concept

Provide an overview of your proposed food and beverage concept, including the general types of food and beverages you anticipate offering and expected price ranges.

Provide several examples of menu items that demonstrate how your concept would serve the different users of Soldiers Field Park. At least 20% of food offerings must be healthy choices.

The City is interested in a concept that provides quality, variety, value, and convenient service while allowing the operator flexibility to adjust offerings based on customer demand, seasonality, and business conditions.

4. Marketing and Park Activation

Describe how you will market the concession, with particular emphasis on reaching people already using Soldiers Field Park and encouraging additional park activity.

Describe your approach to coordinating marketing and messaging with the City to help present Soldiers Field Park and its amenities as a cohesive destination. Include how you would use social media, digital communications, signage, and other marketing channels to promote the concession while aligning with City and park-related communications.

Describe how your operation would support golf tournaments, aquatic activities, City programs, community events, and other activities occurring within the park.

If you anticipate offering programming or special events of your own, describe how those activities would complement other activities and programming within Soldiers Field Park.

5. Facility, Equipment and Maintenance

The Soldiers Field Clubhouse is an aging public facility. The City will continue to maintain the building structure and major building systems. The concessionaire will generally be responsible for providing, repairing, replacing, and maintaining the food service equipment necessary to operate the business and for routine maintenance and cleanliness of the concession area.

Utilities serving the concession area are not separately metered. The selected concessionaire will be responsible for a monthly utility fee. The amount and terms of the utility fee will be determined as part of the agreement negotiation process.

The clubhouse is a shared facility. The City and concessionaire will share responsibility for maintaining common customer areas, including the lobby, entrance, public restrooms, patio, seating areas, and areas immediately surrounding the clubhouse as clean, safe, and welcoming spaces.

The facility will be offered with existing City-owned equipment and appliances. Additional equipment, equipment replacement, and normal business startup costs should be incorporated into the proposer's business plan.

City participation in capital improvements or lease credits will only be considered for improvements that provide significant long-term benefit to the public facility and exceed investments normally expected of a concession operator. Any City participation in such improvements will require prior approval and will be specifically addressed in the final concession agreement.

6. Business and Financial Proposal

Provide sufficient information to demonstrate that your organization has a realistic business plan and the financial capacity to successfully establish and sustain the operation. Identify anticipated startup costs, major equipment investments, staffing needs, and other significant operating considerations.

The City will obtain an independent professional assessment of the market rental value of the concession facility. This assessment will be considered in negotiating the financial terms of the final agreement.

The City is also interested in the proposer's assessment of the value of this business opportunity. Provide the rental amount you believe represents a fair and sustainable value for use of the facility and explain how you reached that conclusion.

Proposers may recommend a fixed rental amount or an incremental rental schedule over the term of the agreement. Explain the basis for your proposal, which may include comparable facilities, anticipated revenues, percentage-of-sales models, commercial lease information, professional assessments, anticipated investment in the operation, or other relevant factors.

The City's independent market assessment and the concessionaire's financial proposal will be considered along with the overall value and sustainability of the proposed operation in negotiating final terms.

Evaluation

The City will evaluate proposals based on overall value and will consider:

- Relevant experience and demonstrated ability to successfully operate the business.
- Quality and suitability of the proposed food and beverage concept.
- Customer service and ability to serve the diverse users of Soldiers Field Park.
- Marketing, innovation, technology, and park activation.
- Financial capacity and sustainability of the proposed business plan.
- Proposed rent and overall financial value to the City.
- Facility stewardship, equipment, and investment plan.
- Demonstrated ability to collaborate successfully with the City and other partners.
- References and overall quality of the proposal.

Selection will not necessarily be based on the highest proposed rental payment. The City is seeking the proposal that provides the best overall combination of customer service, financial sustainability, public benefit, facility stewardship, and value to the City.

As part of the review process, the City anticipates interviewing selected proposers between mid-September and October. The City may request additional information, negotiate terms with the preferred proposer, reject any or all proposals, and select the proposal determined to be in the best interest of the City and Soldiers Field Park.

Submittal Deadline:	4:30 pm September 18, 2026
Submit proposals by mail, delivery or email:	parksrecreation@rochestermn.gov City of Rochester Parks and Recreation 201 4th Street SE Rochester, MN 55901
Direct inquiries to:	Paul Widman Director of Parks and Recreation pwidman@rochestermn.gov 507 328-2525