

**WAUSAU AND MARATHON COUNTY
PARKS, RECREATION AND FORESTRY DEPARTMENT
REQUEST FOR PROPOSALS
TEMPORARY LEASE OF RIVERLIFE PARK CONCESSION BUILDING**

The City of Wausau is seeking proposals from qualified concessionaires to operate a seasonal concession stand offering beverages and pre-packaged food at the Riverlife Concession Building, located in Riverlife Park at 1200 North River Drive. The concession operation will run during the summer months of **July through August 2025**, with a monthly lease rate of **\$500**.

At a minimum, the concession must be open on **Fridays, Saturdays, and Sundays**. However, the City welcomes proposals that include additional days and extended hours of operation, as well as alternative lease amounts if different from the proposed rate.

Proposal Requirements

All proposals must include the following:

- Acknowledgment of the lease amount of \$500/month, or an alternative proposed rate.
- Confirmation of the lease term: July 1 – August 31, 2025.
- Agreement to operate at a minimum on Fridays, Saturdays, and Sundays.
- Description of the proposed use of the concession building.
- Proposed hours and days of operation (if exceeding the minimum requirement).
- Scope of concession services to be provided.
- Any requested financial assistance or support from the City or Parks, Recreation & Forestry Department.

The full Request for Proposals (RFP) is available from the City of Wausau Parks, Recreation & Forestry Department at 212 River Drive, Suite 2, Wausau, WI 54403. To request a digital copy, please email parkforestry@marathoncounty.gov.

Questions about the project should be directed to Marcus Aumann at the Wausau and Marathon County Parks, Recreation and Forestry Department. Phone: 715-261-1550.

Proposals must be submitted to the Wausau and Marathon County Parks, Recreation and Forestry Department, 518 South 7th Avenue, Room 085, Wausau, WI, 54401 or to parkforestry@marathoncounty.gov, by 4:00 p.m. on Friday, June 20, 2025.

Wausau and Marathon County Parks, Recreation, and Forestry Department

Request for Proposal

The City of Wausau is seeking proposals from qualified concessionaires to operate a beverage and pre-packaged food concession at the Riverlife Concession Building, located at Riverlife Park (1200 North River Drive), during the summer months of July and August 2025.

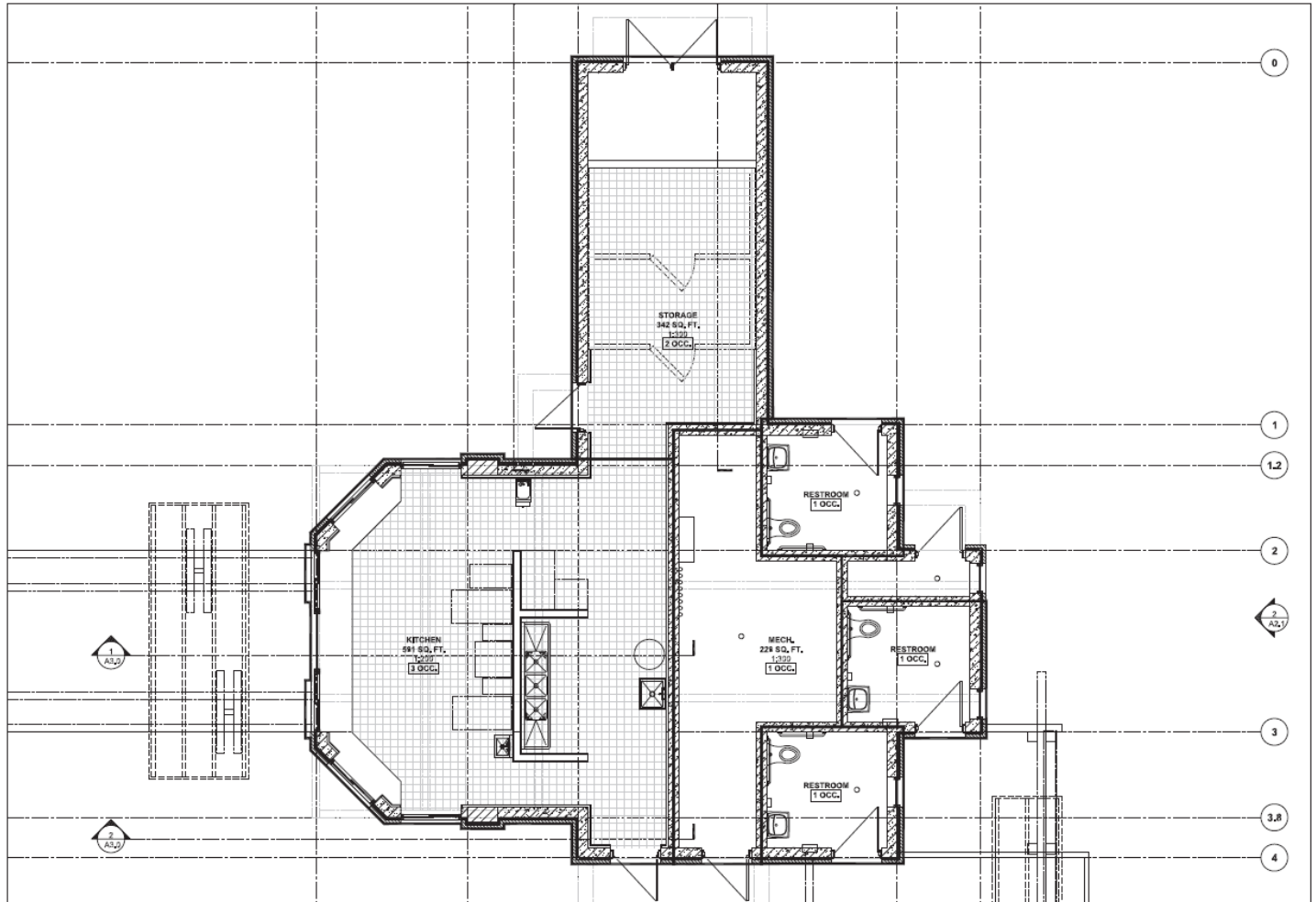
The monthly lease rate is set at \$500. At a minimum, the concession must be open on Fridays, Saturdays, and Sundays. Proposals may include additional days and extended hours of operation beyond the minimum requirement.

Interested concessionaires are invited to submit proposals that detail:

- Proposed days and hours of operation
- Monthly lease amount (if different from the proposed \$500/month)
- Any additional relevant offerings or amenities

Building Layout

The building consists of the space for lease, public use restrooms and storage space for building and park operations. In the below building schematic, you will have access to the cross hatched space. Within this space, there currently exists a walk in freezer, walk in cooler, 3 compartment sink, handwashing sink, hot water heater, mop sink, service window and countertops.



1 OCCUPANT LOAD PLAN
1/25

Images



Proposal Format and Required Information

The Wausau and Marathon County Parks, Recreation & Forestry Department (“Department”) is requesting proposals from interested concessionaires to temporarily lease the Riverlife Park Concession Building to sell prepackaged food items and beverages in the building for the public for the 2025 summer. The Department also expects the tenant concessionaire to assist in maintaining the public restrooms, provide and maintain the outdoor seating around the building during their operational times, and maintain proper permits, licenses and insurance which will be detailed in a lease document to be signed between the City and the tenant. Interested parties must submit a letter or email which should include the following information:

1. Interested Concessionaire’s/Name and Address, Telephone and Email.
2. A draft business plan for the Concession Building including detail of the proposed business: hours and days of operation, staffing plan, building management plan, and product offerings.
3. The lease term will be July 1, 2025 through August 31, 2025 with at least a minimum operation of Fridays, Saturdays, and Sundays.
4. Lease amount is \$500/month
5. Detailed description of the proposed concession business
6. Any request for Department and/or City participation.

Evaluation Criteria

The Department shall evaluate and consider proposals based upon the quality of response, proposed use, appropriateness for the neighborhood, and projected investment. To be selected, a proposer must be able to comply with the City of Wausau Municipal Code and any other applicable laws and requirements.

The Department reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability;
- Negotiate the nature and scope of any proposed use/project before final Committee and Council approval;
- Accept no proposal and re-RFP or bid the Concession Building again in the future.

More information on the site is available, please contact the Wausau and Marathon County Parks, Recreation & Forestry Department if interested. The Department welcomes collaborative dialogue with proposers to answer questions and provide guidance.

Send proposals by 4:00 p.m. on Friday, June 20, 2025 to the attention of:
Wausau and Marathon County Parks Recreation & Forestry Department
Riverlife Concession Proposal
518 South 7th Avenue, Room 085
Wausau, WI 54401
Phone: 715-261-1550
parkforestry@marathoncounty.gov