

Tavern At Turner Hall RFP 2021

Request for Proposal: Lease/Operation of the Tavern at Turner Hall

Milwaukee Turners, Inc.

Turner Hall, 1034 North Vel R. Phillips Avenue, Milwaukee, WI 53202

Contact: Emilio De Torre, 414.305.8569 emilio@milwaukeeeturners.org

The Milwaukee Turners, Inc (Owner/Lessor) seek to identify interested parties to enter into a lease to own and operate a restaurant and bar business on the first floor and lower level of Turner Hall. This historic building located downtown across from the Fiserv Forum features some 8,200 square feet of restaurant, bar, kitchen, office and storage/cooler space.

Erected in 1882, it is a mixed-use building which includes the famous Turner Hall Ballroom (operated by the Pabst Theater Group), the oldest continuously running gymnasium in the state (run by the Milwaukee Turners), a parking lot (operated predominantly by the Milwaukee Bucks) and office and meeting spaces for one of the oldest civic groups in the Wisconsin (the Milwaukee Turners). The street level, basement/lower level is ready for a restaurant tenant.

This restaurant opportunity holds potential to contribute to the character of this rapidly growing area serving the city and attracting visitors from all over the Midwest and beyond. The restaurant operator will also operate in a space that has provided a fun atmosphere, fish fry and beer for almost 140 years. Lease pricing is defined by square footage market rate with consideration given to lessee's build out investment and mutual success through the leasing period.

Background:

Milwaukee Turners

The Milwaukee Turners have been an organization dedicated to a sound mind in a sound body since 1853. This is reflected through the principles declared in the Turners national charter: "Liberty, against all oppression; Tolerance, against all fanaticism; Reason, against all superstition; Justice, against all exploitation." The Milwaukee Turners own Turner Hall (a national historic landmark), which they have operated since it was built in 1882. The Tavern space has been rented or leased by others or run by the Turners since that time. We currently have over 400 dues-paying members governed by a board of directors. The Milwaukee Turners, Inc. is a not-for-profit corporation holding IRS charitable tax status.

There is a golden opportunity for a business owner to run a successful restaurant due to increased development in the "Deer District", including as construction plans proceed for both the former Journal-Sentinel building and the former Bradley Center site.

We seek to work with a progressive restaurateur who will recognize the history and mission of the Milwaukee Turners while creating their own successful business plan and menu. We want them to be honest and good partners with us and our other tenant, the Pabst Theater Group, which operates the Turner Hall Ballroom and hosts concerts, shows, wedding, etc.

Turner Hall, located at 1034 North Vel R. Phillips Avenue in Downtown Milwaukee, is both a National and County Historic Landmark. We are located between Reverend Dr. Martin Luther King Blvd on the East, and Vel R. Phillips Avenue on the West. We are between Highland Avenue to the North, and State Street to the South.

1. The restaurant features over 5,000 square feet of dining space. The bar is a gorgeous wooden, square style bar that is 22' x 21' and features nice refrigerated and overhead storage for beverages and glasses, etc. It offers an almost 360-degree view of the space. The restaurant includes a big, 1,054 square foot kitchen with many nice commercial cooking amenities and equipment, a 247 square foot dishwashing/drying station, an up to date fire suppression system, a large walk-in freezer, a small wine cellar, dry storage rooms, two bathrooms (one with 9 stalls and one with 5 stalls and 5 urinals), 3 large walk-in coolers (one with tap set-ups to bar), access to elevator facing northern parking lot, additional entrance to northern parking lot and a separate lift/elevator, doorway and ramp access to Turner Alley on the south, potential to use adjacent additional, 2700 sq. foot room for larger or catered events. It has large shared access to the building via four doors facing N. Vel R. Phillips Ave and our loading zone. There is a small office downstairs, small staff bathroom, lockers for staff, etc. Two dedicated parking spots are included in the lease. There are almost complete sets of excellent condition servingware, plates, glasses, flatware, etc. for lessee.
2. Pedestrian Traffic and Public/Private Transportation - There is significant potential for a profitable restaurant operation at Turner Hall. There is ample parking in the neighborhood: a "pay for parking" lot on both sides of the building, metered street parking, several bus lines, and the Milwaukee HOP stops 5 blocks away (with a projected stop right in front). We are relatively close to I-43 and I-94. The neighborhood is undergoing a revitalization due to investment in many of the surrounding historic buildings, the Fiserv Forum, many smaller restaurants and bars on the adjacent streets and the proximity to large public venues such as the UWM Panther Arena, the Wisconsin Convention Center, the Miller High Life Theater (formerly Milwaukee Theater) and the soon to be developed Milwaukee Public Museum. There are many mixed use buildings that include commercial, offices, retail, restaurant and residential usage.

Operating Parameters: Limits and Conditions

Utility Systems and Services

The restaurant will be served by separate telephone, water, and sewage. The cost of these services, as well as appropriate trash removal, will be the responsibility of the lessee. Electricity and steam heat are included in the rent. The lessee will be responsible for all routine maintenance and cleaning of leased space and equipment, and first floor front of the building including restaurant facade, windows and sidewalks and area by lessee's dumpsters. The lessee will repair any mechanical problems that serve the lessee's space including all HVAC, plumbing, and electrical service to the restaurant. Tenant will pay the costs for property tax in the restaurant space. The owner will repair other problems identified as structural in nature or connected to others' usage.

Alcoholic Beverages and Licenses

The lessee will be responsible for maintaining any necessary licenses and upholding ordinances and rules to operate lawfully.

Type of Food

High quality restaurant serviceware is required, and is in most cases already supplied. No plastic or paper table service allowed. Lunch, dinner and evening and weekend service desired. The tavern space is famous for its fish fries. Regardless of menu, you may wish to continue this old custom, as it was incredibly popular and people continue to ask after it.

Entertainment

May be arranged if the lessee has the appropriate licenses. Entertainment is not to disrupt the operations of the Ballroom. There is a shared calendar that tenants of the building can see to determine events and hours, Coordination with Turners and Ballroom is strongly encouraged.

Lease Structure

The financial terms and length of the lease will be negotiated with the prospective lessee, identified through this RFP process. The terms will identify market value and structured long term success in the restaurant development. Base rent not including utilities and services (such as water, trash, mentioned above) is \$10,000 per month.

Operations and Maintenance

It is the responsibility of the lessee to make any improvements, subject to prior approval of the Owner. Plans must be submitted in writing for owner and Historic Turner Committee to review. The lessee is required to operate and maintain the restaurant in compliance with all relevant federal, state and local codes, rules and regulations. Lease will be for three (3) years with a two-party option for a 3-year renewal (lessor and lessee).

Additional Considerations

- Lessee will work in collaboration to support the Milwaukee Turners and Pabst Group; this means regular communication with the Turners to share ideas and integrate their business with the events of other Turner Hall residents, as well as events in the city of Milwaukee.
- Tenant is open to possible co-marketing, co-promotions, and co-sponsored events with the other building tenants.
- Local and BIPOC ownership is encouraged.
- Tenant must adhere to a lens of equity, diversity, and inclusivity in their operation.
- Tenant should have a plan for operation during the COVID-19 pandemic (outdoor service, curbside delivery, catered events, etc.).
- Tenant must be an equal opportunity employer.
- Tenant is encouraged to keep the phrase “Tavern” in their restaurant’s title as there are ample signage and materials (brand new) already available.
- Tenant is encouraged to affirm the Milwaukee Turners’ storied history (e.g. Friday fish fry), while creating and adding their own unique entries in menu options and design.
- Tenant is required to maintain the murals, oak paneling, bar, and stained-glass windows present in the restaurant space, other design choices are up to them.

- Tenant should be able to demonstrate past success of operation of previous restaurant endeavors.
- Tenant should provide consistency in operating days/hours (minimums per month).
- Tenant should show active interest in catering events both inside and outside Turner Hall.
- Tenant should consider affiliation with restaurant workers' groups (e.g. PRAWN).
- There is some shared space like the building entrance, etc.

Request for Proposal

Response Elements:

The response for the RFP should include the following information:

- Name, addresses and telephone number of the prospect lessee
- RFPs should be sent to email or snail mail address at top of RFP and addressed as Tavern RFP c/o Emilio De Torre
- Resume of prospective lessee and all principal personnel to be involved in the management and operation of the restaurant
- Evidence of personal experience of the lessee and principal personnel specifically with management and operation of restaurant/tavern facilities
- Financial statements of the prospective lessee indicating sufficient resources available for successful promotion, management and operation of the restaurant facility. Structured investment schedule
- Identify desired time period of lease and renewal options
- Include a general business plan for restaurant operations and describe any plans for advertising or promoting restaurant operations to the public. Also describe any plans for community and/or restaurant related events
- Describe any improvements planned by the lessee for the restaurant including equipment, furnishings, etc...
- Description of the concept planned for Tavern operations with consideration of points listed above in this RFP
- Include the days the restaurant will be open for business each week and the hours of operation expected for each week and weekend day
- Provide a sample menu showing the type of food to be served (i.e. breakfast, lunch, dinner and/or after dinner) with proposed pricing information
- Note whether alcoholic beverages will be served and so describe how such service will be integrated into the restaurant operation
- Names, businesses, addresses and contact information of legal, business, financial planning, and design advisors contracted in the lessee restaurant development team
- Names, addresses and telephone numbers of at least (3) three references of individuals with direct knowledge of the experience of the lessee and principals involved in restaurant management and operation

Evaluation Criteria

1. Primary selection criteria:
 - Quality of concept and business plan
 - Integration of RFP project principles, objectives and other tenants
 - Experience of owner and operator
 - Financial capability
2. Additional criteria:
 - References
 - Innovative ideas or plans to promote use of the tavern space
 - Other factors deemed relevant by Owners
 - Selection will be made on the basis of the Primary Selection Criteria outlined above
 - Strong consideration will be given to the overall desirability of the proposal, experienced success in the restaurant and bar industry, and financial strength.
 - The Milwaukee Turners, Inc, have the right to reject any and all proposals
 - In selecting the lessee Owners will consider all of the information provided by the respondents to the RFP as well as reference checks and other information derived from any investigation performed
 - The financial terms will be based upon market rate in OTR and length of the lease negotiated with the prospect lessee for mutual success identified through this RFP process