



Ho-Chunk Nation

Ho-Chunk Gaming



Management Services: Food and Beverage,
Hotel and Convention Center Operations
Request for Proposal (RFP)

Release Date: August 9, 2024

Proposal Due Date: September 6, 2024

Introduction

The Ho-Chunk Nation Department of Business is seeking proposals from qualified and experienced third-party operators for the management of our food and beverage services, hotel operations, and convention center facilities at Ho-Chunk Gaming Beloit, WI. The planned opening date is Q2 2026 for F&B operations and Q2 2027 for conference center and hotel. This RFP is issued to invite interested firms to provide comprehensive management services that ensure the highest standards of service delivery, operational efficiency, and customer satisfaction.

The Food and Beverage Program includes:

- Taphouse - 250 Seats
- Specialty Restaurant - 120 Seats
- Steakhouse - 113 Seats
- Coffee Shop - 24 Seats
- Center Bar - 46 Seats

The Hotel Program includes:

Ground Floor

- Hotel Lobby & Check-in
- Lobby Bar
- Administration Areas
- Spa & Fitness
- Back of House Support

Guestroom Levels

- 309 Keys
- 18 Typical Guestroom Floors
- 1 Exclusive Suites Level with Lounge

Rooftop Level

- High End Hotel Rooftop Restaurant/Bar
- Rooftop Patio
- Optional Gaming Experience

The Conference Center Program includes:

Prefunction

- Box Office
- Public Restrooms
- Bar/Concessions

Ballroom

- 2,012 Seat Event Space
- Performance/Speaker Stage
- Tiered Seating
- Dividable into 3 Rooms
- Star Dressing Room
- Green Room

Meeting Rooms

- Board Room (x2)
- Large Meeting Room (Divided into 3 Rooms)
- Small Meeting Room
- Pantry Room

BOH

- Loading Dock
- Banquet Kitchen
- Table/Chair Storage

Ho-Chunk Nation Background Information

The Nation is a federally recognized Indian Tribe with approximately 7,253 enrolled members, a majority of whom reside on the Nation's 4,602-acres of reservation lands located throughout Wisconsin and Minnesota. The Nation's headquarters are located in Black River Falls, Wisconsin, approximately 130 miles north of Madison. The Ho-Chunk Nation Constitution establishes four (4) branches of government which are the General Council, Executive Branch, Legislative Branch and the Judicial Branch. All eligible voters of the Ho-Chunk Nation are entitled to participate in General Council. The General Council retains the power to set policy for the Nation. This policy shall be resolutions proposed and approved at Annual Meetings and Special Meetings, by a majority vote of the qualified voters of the Ho-Chunk Nation General Council. The Executive Branch is tasked with enforcing law and the operations of the Nation's revenue generating enterprises. The Legislative Branch makes law and allocates funds. The Judicial Branch interprets the Nation's Laws and HCN Constitution; it is also the jurisdiction for case law. (See www.ho-chunknation.com)

Ho-Chunk Gaming Information

The Nation owns and operates six gaming facilities throughout central Wisconsin, which offer both Class II and Class III gaming pursuant to a Tribal-State gaming compact with the State of Wisconsin (the "Casinos"). (See www.ho-chunk.com)

Ho-Chunk Gaming Wisconsin Dells

Address: S3214 County Road BD
Baraboo, WI 53913

Gaming: Approximately 984 Class III Slot Machines, 18 Tables, 188 Bingo Seats

Hotel: 302 Rooms

F&B: 4 Outlets

Ho-Chunk Gaming Madison

Address: 4002 Evan Acres Rd
Madison, WI 53718

Gaming: Approximately 1,009 Class II Slot Machines

F&B: 2 Outlets

Ho-Chunk Gaming Black River Falls

Address: W9010 Hwy 54 East
Black River Falls, WI 54615

Gaming: Approximately 695 Class III Slot Machines, 3 Table Games and 480 Bingo Seats

Hotel: 122 Rooms

F&B: 4 Outlets

Ho-Chunk Gaming Tomah

Address: 27867 Hwy 21 East
Tomah, WI 54660

Gaming: Approximately 91 Class III Slot Machines

Ho-Chunk Gaming Nekoosa

Address: 949 County Rd G
Nekoosa, WI 54457

Gaming: Approximately 400 Class III Slot Machines

F&B: 2 outlets

Ho-Chunk Gaming Wittenberg

Address: N7198 US Hwy 45
Wittenberg, WI 54499

Gaming: Approximately 661 Class III Slot Machines

Hotel: 85 Rooms

F&B: 3 Outlets

Project Overview

The selected operator(s) will be responsible for the operations of our food and beverage outlets (4 restaurants and bars), 300 room hotel, and a 76,000 square foot convention center. This includes but is not limited to daily operations, staffing, maintenance, marketing, inventory management and financial management. The goal is to enhance the overall guest experience, increase revenue, and optimize operational performance of the entire entertainment destination facility. The Ho-Chunk Nation is open to reviewing both lease and management proposals.

Scope of Services

Food and Beverage Operations

- Management of all dining facilities, including restaurants, bars, and convention center catering services.
- Menu planning, procurement, and inventory management.
- Restaurant branding.
- Ensuring compliance with health and safety regulations.
- Staff hiring, training, and management.
- Cross marketing with casino, coordination of comp program delivery and coordinating service delivery with casino guest needs.

Hotel Operations

- Full-service management of hotel operations, including front desk, housekeeping, and guest services.
- Development and implementation of marketing strategies to boost occupancy rates.
- Financial management, including budgeting, forecasting, and reporting.
- Implementation of guest satisfaction programs and quality assurance.
- Cross marketing with casino, coordination of comp program delivery and coordinating service delivery with casino guest needs.

Convention Center Operations

- Coordination of event planning and execution, including conferences, meetings, and special events.
- Facility maintenance and upkeep.
- Sales and marketing to attract events and maximize space utilization.
- Management of audio-visual services, catering, and other event-related services.
- Cross marketing with casino, coordination of comp program delivery and coordinating service delivery with casino guest needs.

Proposal Requirements

Qualified candidates are invited to submit a detailed proposal that includes the following information:

1. Fees and Term

Detailed fee structure for lease or management services, including any initial setup fees and ongoing operational costs. Include information on proposed term of engagement.

2. Experience

- Description of the firm’s experience in managing food and beverage services, hotels, and convention centers.
- Case studies or examples of similar projects successfully managed by the firm.
- References from previous clients, including contact information.

3. Approach

- Overview of the proposed management approach, including strategies for optimizing operations and enhancing guest experiences.
- Description of the firm’s approach to staff training and development.
- Proposed marketing and sales strategies for increasing revenue and occupancy rates.
- Outline of quality assurance and customer satisfaction programs.

Ho-Chunk Preference

Preference will be given to those vendors certified as Ho-Chunk owned. Proof of certification and Tribal membership must accompany the proposal.

Proposal Submission Process

All proposals are due at the address listed below no later than September 6, 2024.

Ho-Chunk Nation Department of Business
Tribal Office Building
Attention: Keith Bedeau
W9814 Airport Rd
Black River Falls, WI 54615

Email proposals are accepted and can be sent to Keith.bedeau@ho-chunk.com

The Ho-Chunk Nation reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept any item or combination of items, when to do so would be to the advantage of the Ho-Chunk Nation. It is also within the right of Ho-Chunk Nation to reject proposals that do not contain all elements and information requested in this document. The Nation shall not be liable for any losses incurred by the proposer throughout this process.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated experience and expertise in managing similar operations.
- Comprehensive and strategic approach to management services.
- Competitive and transparent fee structure.
- References and past performance.

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The Nation shall not be liable for any losses incurred by the proposer throughout this process.

Additional Information & Questions

Interested parties may submit questions via email to keith.bedeau@ho-chunk.com.

We look forward to receiving your proposals and partnering with a qualified firm to enhance our food and beverage services, hotel operations, and convention center facilities.

RFP Review Process

Final Selection

Contract Process

Implementation

Evaluation Process

The RFP Coordinator will review all proposals received to ensure that all administrative requirements of the RFP have been met by the proposers. Each proposal will be reviewed to ensure that all documentation requiring a signature have been signed. Failure to meet these basic requirements will be cause for rejection of a proposal. All proposals that meet the administrative requirements will then be turned over to the evaluation team for further evaluation.

The Evaluation Team will evaluate the quality and completeness of each proposal as it addresses the service requirements outlined in the respective RFP selection.

The Evaluation Team will review all proposals received and determine a ranking selection. Additionally, the Team may, in its sole discretion and in the course of its evaluation, ask for additional information from the proposers.

RFP Terms and Conditions

RFP Amendments

The Ho-Chunk Nation reserves the right to addend or amend the RFP prior to the date of proposal submission.

Proposal Withdrawal

Prior to the proposal date, a submitted proposal may be withdrawn by the proposed by submitting a written request to the email address named herein. A person authorized to sign for the proposer must sign all such requests.

Economy of Presentation

Each proposal shall be prepared simply and economically, providing straightforward, concise delineation of proposer's capabilities to satisfy the requirements of this RFP. Fancy bindings, colored displays, and

promotional material are not required. Emphasis on each proposal must be on completeness and clarity of content.

Restriction on Communication with Staff

From the issue date of this RFP until a proposer is selected and the selection is announced, proposers are not allowed to communicate for any reason with any Ho-Chunk Nation staff or elected officials except through email at Keith.Bedeau@ho-chunk.com named wherein or as provided by existing work agreement(s). For violation of this provision, the Ho-Chunk Nation shall reserve the right to reject the proposal of the offending proposer. All questions concerning this RFP must be submitted by email to Keith.Bedeau@ho-chunk.com and shall reference the numbered item for which the question is asked. No response other than written will be binding upon the Ho-Chunk Nation.

Cost for Preparing Proposals

The cost for developing the proposal is the sole responsibility of the proposer, the Ho-Chunk Nation will not provide reimbursement for such costs.

Conflict of Interest

If a proposer has any existing client relationship that involves the Ho-Chunk Nation that would prevent either from being objective, the proposer must disclose such relationship.

Ethics in Public Contracting

By submitting their proposals, all proposers certify that their proposals are made without collusion or fraud and that they have not offered or received any inducements from any other proposer or sub proposer in connection with their proposals, and that they have not conferred with any Ho-Chunk Nation employee having official responsibility for this procurement transaction any payment, loan, subscription, advance, deposit of money, services, or anything of more than nominal value, present or promised, unless consideration of substantially equal or greater values was exchanged.

RFP Cancellations

The Ho-Chunk Nation may cancel the RFP or reject proposals at any time prior to an award, and is not required to furnish a statement of the reason why a particular proposal was not deemed to be the most advantageous.

Questions should be directed to the Ho-Chunk Nation Department of Business, via email to:

Keith.Bedeau@ho-chunk.com