

Request for Information (RFI)
Summer Pop-Up/Local Business Activation
Ivanhoe Plaza - E. North Avenue
East Side Business Improvement District #20
Milwaukee, Wisconsin

Contract Basis

1. Introduction

Ivanhoe Plaza, located on the East Side of Milwaukee, WI, is seeking qualified vendors to provide and operate their business within a unique pop-up container or temporary structure inside Ivanhoe Plaza. The East Side BID is currently accepting information and proposals from interested parties to understand capabilities, experiences, and proposed services. The selected business will operate on a contract basis with utilities provided to the pop-up structure, if needed.

2. Objective

The goal of this RFI is to identify suitable operators to lease and operate a pop-up container on a seasonal basis within Ivanhoe Plaza. This business will serve the local community, including residents, visitors, and employees in the area, and contribute to the vibrant atmosphere of Ivanhoe Plaza. Interested vendors are asked to complete the **two-step RFI process** as outlined below to be considered.

3. Scope of Work

The selected vendor will:

- **Operate a business** within the pop-up container or structure at Ivanhoe Plaza.
 - **Provide a range** of services and/or products, including pricing.
 - **Maintain cleanliness and hygiene** within the container and surrounding outdoor area as per the applicable health and safety codes.
 - **Ensure safety** compliance with all relevant fire, health, and safety regulations.
 - **Provide utilities and supplies**, as specified below, for the duration of the contract.
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4. Pop-Up Container Specifications

- Container pop-ups should be approximately 20 feet x 8 feet in dimension. Containers may vary in size based on negotiated contract.
- All personal business structures will need to be approved by the City of Milwaukee. Utilities, such as water, electricity, and waste disposal, will be made available to the vendor, if needed. Below are key specifications:
- **Size:** Approximately 20 feet x 8 feet in dimension.
- **Utilities Provided:**
 - **Electricity:** Power outlets, lighting, and point-of-sale (POS) systems.
 - **Water:** Can be provided depending on business.
 - **Waste Disposal:** Trash and recycling bins located nearby.
- **Outdoor Seating Area:** Limited seating provided in Ivanhoe Plaza for customers.

Vendors are responsible for any additional equipment, including refrigeration, cooking devices, serving equipment, and signage, as necessary.

5. Eligibility Criteria

To be eligible, vendors must meet the following criteria:

- **Experience:** Proven experience in the operation of a business, ideally in a pop-up or temporary structure.
- **Licensing:** Must hold all necessary licenses to operate a business and serve food and beverages, including alcohol if applicable, in the State of Wisconsin.
- **Insurance:** Provide liability insurance coverage with minimum limits of \$1,000,000 per occurrence and \$2,000,000 aggregate.
- **Compliance:** Must comply with all relevant local health, fire, and safety regulations.

6. Submission Requirements – Two-Step RFI Process

Vendors interested in operating within the pop-up at Ivanhoe Plaza are required to follow the two-step RFI process.

- **Step One:** Fill out [RFI Google Form](#), (information included below for your reference)
- **Step Two:** Email Business License, Permits, and Insurance to Director@theeastside.org

1. Business Information:

- Name of the business
- Contact details (phone, email, website, social media)
- Brief overview of the business (mission, concept, and target market)
- Details of any previous experience with similar pop-up or temporary operations

2. Proposed Services and Business Plan:

- Type of product/service offerings, including price range of goods
- Proposed hours of operation (including seasonal/holiday variations)
- Staffing plan (including the number of staff required for operations)
- Special offers or promotions planned for the Ivanhoe Plaza (if applicable)
- Proposed financial terms for the space lease (fixed lease, revenue share, etc.)
- List of up-front costs or deposit requirements

3. References:

- At least two professional references from previous clients or venues

4. Licenses, Permits, and Insurance: Emailed directly to Director@theeastside.org

- Copies of all relevant business licenses and permits
- Proof of compliance with health and safety regulations
- Alcohol service permit (if applicable)
- Proof of liability insurance coverage

7. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- **Experience and Reputation:** Past performance and experience operating in similar temporary or pop-up environments.
- **Proposed Concept:** Creativity and marketability of the proposed menu, beverage selection, and service offerings.
- **Compliance:** Ability to meet all health, safety, and regulatory requirements.

- **Financial Offer:** Competitiveness and sustainability of the proposed pricing and payment structure.
 - **References:** Positive feedback and reliable business history from previous operations.
 - **Community Engagement:** Commitment to engaging with and serving the local community.
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8. Timeline

- **RFI Submission Deadline:** Monday, 6/30/2025
 - **Vendor Selection and Notification:** After application deadline
 - **Operational Start Date:** TBD
 - **Contract Duration:** As requested
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9. Terms & Conditions

- **Lease Agreement:** A formal lease agreement will be executed between the City of Milwaukee (or the overseeing body) and the selected vendor.
 - **Contract Renewal:** Options for renewal may be available based on performance and the Plaza's future needs.
 - **Termination Clause:** The City reserves the right to terminate the contract with cause, including but not limited to non-compliance with safety regulations, poor performance, or failure to meet agreed-upon standards.
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10. Contact Information

For inquiries, clarifications, or submissions of the RFI, please contact:

Ryan Laessig

Director

Director@theeastside.org

414-215-0201

East Side BID

PO Box 510197

Milwaukee, WI 53203

11. Conclusion

We look forward to reviewing your submission and collaborating with a vendor who will enhance and bring vibrancy to Ivanhoe Plaza. Thank you for your interest in this exciting opportunity!

End of RFI