



Request for Proposals:
Restaurant Opportunity
401 Village Ave
Yorktown, VA 23693

Introduction:

Chilled Ponds is seeking a tenant to operate a restaurant within their Yorktown Athletic Facility beginning ASAP. The ideal candidate would bring a family friendly upscale bar and grill experience to the current clientele, as well as attract new customers to the venue with their industry expertise.

Renovations on the space are currently underway, with 360 square feet dedicated to kitchen space, an interior bar and seating area measuring 1000 square feet, and plans for a 750 square foot outdoor patio as well. Projected opening for the restaurant space is August 1, 2023.

Overview of Facility and Current Clientele:

Chilled Ponds at Yorktown is a busy 33,000 square foot athletic complex located in Yorktown, VA that offers public ice skating year-round, is home to youth, college, and adult hockey leagues, and figure skating programs. In addition to providing daily skating activities to youth and adults from within the local community, the facility hosts college hockey programs for both Christopher Newport University and The College of William and Mary, several youth and adult hockey tournaments, and several figure skating competitions throughout the year, bringing large groups out of town families into the facility for entire weekends.

During the prime season (August-March), the facility's busiest times on weekdays would be late afternoons and evenings as families arrive for skating lessons and hockey practice. Adult hockey games usually follow these events. Weekends, beginning with Friday evening, consist of well attended public skating sessions, and youth and adult league hockey games. There are usually

twelve college hockey weekends that consist of back-to-back Friday night/Saturday morning or afternoon games against out-of-town opponents. Chilled Ponds hosts several large adult/youth hockey tournaments throughout the year as well, usually on three-day holiday weekends. These tournaments draw in hundreds of out-of-town participants and their families, and are usually “stay and play” in which the teams are required to stay in nearby hotels and play several games over the course of the three days. Figure skating competitions and exhibitions similarly bring in hundreds of skaters and their extended families and run the duration of a weekend with skaters often competing in several different events over the course of the two-three days.

The off season (April-July), still hosts skating lessons, hockey practices, and adult league games, as well as youth/adult tournament weekends. In addition to these day-to-day activities and weekend tournaments, there several youth hockey and figure skating camps offered that draw in skaters from all over the Tidewater area.

The facility is located in the large Kiln Creek neighborhood, which straddles the border of Yorktown and Newport News. Nearby there are several busy retail areas including shopping centers with anchor stores such as Kroger and Walmart. In addition to these shopping centers, there are two large non-denominational churches, a golf course, and several soccer fields within a mile. The property has a large on site parking area, and the proposed outdoor seating area overlooks a water feature at the rear of the building.

The Yorktown area is part of the Historic Triangle, which also includes Williamsburg and Jamestown, and is a popular tourist destination for families and history buffs. Yorktown is the halfway point on the route 64 corridor that runs between Richmond and the Norfolk/Virginia Beach area, and has several extended stay hotels nearby serving as a central home base location for tourists coming to the area, as well as contractors working at the many nearby military installations.

Chilled Ponds at Yorktown Objectives:

Chilled Ponds desires an operator who will understand and be compatible with our Train-Skate-Chill mindset.

Chilled Ponds will actively seek out an experienced operator who is financially sound and demonstrates industry expertise.

Chilled Ponds will identify an operator that will be able to serve the current patrons of the establishment as well as attract new customers from the neighborhood, nearby office buildings and hotels, and tourists visiting the Yorktown Historical area.

Tenant Selection Process:

Following the Request for Proposals submittal deadline, Chilled Ponds leadership will review the proposals based on the factors outlined below. Upon selection, a lease will be negotiated and executed. The main factors in the selection process will be:

- History and experience in the restaurant industry
- Business plan: including hours of operation, menu and product offerings, input on use of proposed space within the facility, ABC license
- Compatibility with the facility mindset and it's current patrons
- Marketing plan to attract customers beyond facility's current patrons
- Completeness in the RFP Submittal Requirements

RFP Submittal Requirements:

All RFP responses shall include, at a minimum, the following information:

- A letter of interest
- A business plan that clearly outlines menu, hours of operation, marketing strategies, and growth projections
- A conceptual floor plan illustrating the proposed use/layout of the tenant space and outdoor patio area
- The names and responsibilities of all parties that will be involved (please indicate primary contact): resumes are preferred, but at the very least provide a description of their overall qualifications, specific experience, and references
- A general financial proposal regarding the lease of the property and related terms, as well as a preliminary budget for the proposed buildout: including finishes, equipment, and furnishings

Deadline and How to Submit Responses:

Proposals must be complete and submitted electronically to liz@chilledponds.com.

