



**OFFICIAL NOTICE & AGENDA**  
SPECIAL MEETING

**MEETING:** Parks & Recreation Committee  
**DATE/TIME:** Monday, January 19, 2026 at 6:15 PM  
**LOCATION:** Wausau City Hall – Council Chambers  
407 Grant Street, Wausau WI, 54403

**MEMBERS:**  
Lou Larson (C) Carol Luken (VC)  
Lisa Rasmussen Sarah Watson  
Tom Neal

- 1 Public comment on agenda items and reading of the City of Wausau Public Comment Statement.**
- 2 Discussion and possible action.**
  - a. Discussion and Possible Action on Request for Proposal for Riverlife Concession Stand, Proposals, and Lease terms and conditions.**
- 3 Adjournment.**

Lou Larson, Chair

**NOTICE POSTED AT CITY HALL (407 GRANT STREET) AND TRANSMITTED TO THE OFFICIALLY DESIGNATED NEWSPAPER**

**DATE:**  
**TIME:**  
**POSTED BY:**



This meeting can be viewed on YouTube and Channel 981 on Cable TV

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261-6622 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request.



City of Wausau  
(715) 261-6500 | clerk@wausauwi.gov  
wausauwi.gov





Parks, Recreation, Forestry  
Jamie Polley, Parks, Recreation, and Forestry Director

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**DATE:** January 19, 2026  
**TO:** Parks & Recreation Committee  
**SUBJECT:** Discussion and Possible Action on Request for Proposal for Riverlife Concession Stand, Proposals, and Lease terms and conditions.

#### **PURPOSE**

Riverlife Concession Stand Request for Proposals, proposals and draft lease terms.

#### **BACKGROUND**

The committee will review the Request For Proposal (RFP) guidelines, acceptance or rejection of proposals and reissuance of RFP if necessary. The Committee will also recommend clarification of lease terms and conditions such as rental, operations, etc.

#### **RECOMMENDATION**

The committee is asked to determine if the proposals received meet the RFP guidelines and preferred lease conditions.



Wausau & Marathon County  
**Parks, Recreation  
& Forestry**

**518 South 7<sup>th</sup> Avenue, Room 085,  
Wausau, WI 54401**

**Riverlife Park Concession Vendor  
Request for Proposal**

**REQUEST FOR PROPOSALS (RFP)**  
**Vendor Services within Riverlife Park Concession Building**

The Wausau and Marathon County Parks, Recreation and Forestry Department is accepting proposals to lease and operate the concession building at Riverlife Park located at 1200 North River Drive, Wausau, WI. The Department is open to proposals for a variety of business plans, products, and operational hours which maximizes the use of the public space for all ages.

Proposals must include: proposed use of the building; hours of operation including months and days of the week open; scope of business including target market and any financial assistance or support needed from the Department or City. The request for proposal must also show acknowledgment of the lease price and lease term. The Request for Proposal is available from the Parks, Recreation & Forestry Department Office, 518 South 7<sup>th</sup> Avenue, Room 085, Wausau, WI 54401 or email [parkforestry@marathoncounty.gov](mailto:parkforestry@marathoncounty.gov) for a copy to be emailed.

Questions about the Request should be directed to Jamie Polley 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 7<sup>th</sup> Avenue, Room 085, Wausau, WI 54401 or to [Jamie.Polley@marathoncounty.gov](mailto:Jamie.Polley@marathoncounty.gov), by 1:00 p.m. on Friday, December 12, 2025.

# REQUEST FOR PROPOSALS (RFP)

## Vendor Services within Riverlife Park Concession Building

### Introduction

This Request for Proposal (RFP) seeks a qualified vendor to operate the concession stand at Riverlife Park from, at a minimum, May through October of each year. A three-year lease is desired. The Department is open to proposals for a variety of business plans, products, and operational hours which maximizes the use of the public space for all ages.

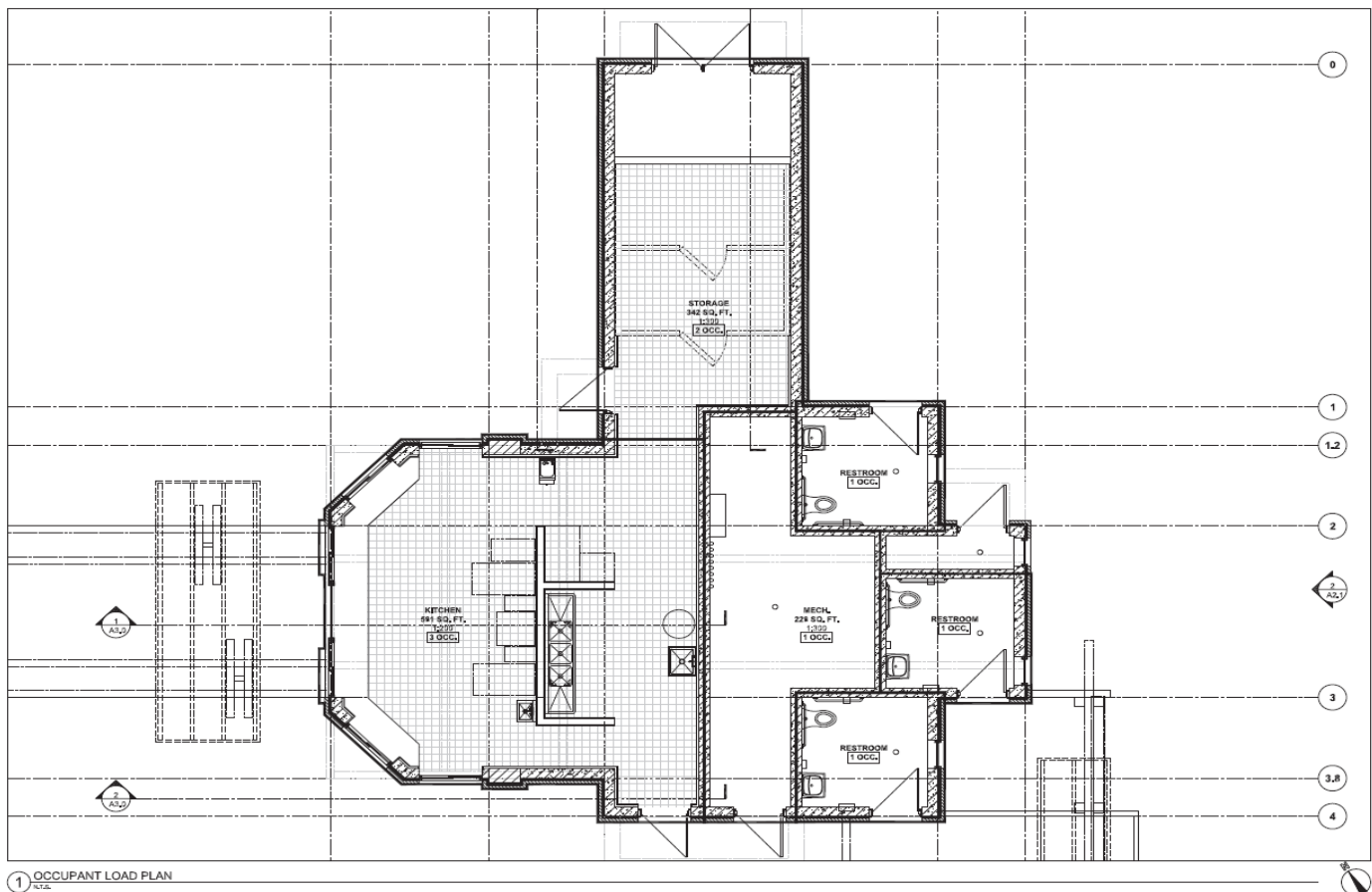
### Background

The City's award-winning Riverlife Park and public amenities were completed in 2018. The park consists of portions of the River's Edge Trail, a river wharf, seating areas, daylighting of the Stenchfield Creek and overlook plazas, fountains, extensive play equipment with rubber surfacing, additional landscaping and a Concession Building in the area under and just south of the Bridge St bridge overpass.

The area has additional space for future housing and business development. The Concession Building is an opportunity for an existing or proposed new business to operate a concession in the park area.

### Building Layout

The building consists of the space for lease, public use restrooms and storage space for building and park operations. In the building schematic depicted below, the vendor 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.



Images



## Scope of Services

1. Operation of the concession stand that will draw the public to the park including but not limited to food vending (pre-packaged, short order, ice cream, etc.), available drinks and other items for purchase, rental of equipment and watersport activities, activities and games, trail tours, bike share, etc.
2. Operate the concession stand at a minimum from May-October and Thursdays-Sundays.
3. Desired lease is a 3-year lease.
4. Desired lease amount is \$1000/month May-October or when operating and \$750/month November-April (if not in operation)

## Proposal Format and Required Information

The Wausau and Marathon County Parks, Recreation & Forestry Department ("Department") is requesting proposals from interested parties to lease the Riverlife Park Concession Building and operate a concession business in the building for the public. The Department also expects the tenant business to maintain the public restrooms, provide outdoor seating or programming 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 proposal via mail or email including the following information:

1. Cover Letter: Provide a one-page cover letter that included the interested proposer/name, address, telephone number, and e-mail address of the contact person(s). List the name and title of each person authorized to represent the business in negotiations. The cover letter must include a statement of qualifications for the proposer showing the ability to operate the business proposed for the concession stand.

Unless the proposer is an individual, all proposals must be signed with the company name and by a responsible officer or employee indicating the officer or employee's authorization to commit the company to the terms of the proposal. Obligations assumed by such signature must be fulfilled.

2. A draft business plan for the Concession Building including detail of the proposed business: hours of operation, staffing plan, building management plan, product offerings, equipment needs, financing plan, etc. (If Park Department participation or City funding is requested, the proposer will be asked to complete an Application for City Assistance).
3. Proposed lease term, if different than the desired 3-year lease, inclusions and exclusions, and rate requested.
4. Detailed description of the proposed concession business- the Department encourages a use or multiple uses which activate the area, draws visitors to the award-winning Riverlife Area, and serves a wide range of ages. This may include food vending (pre-packaged, short order, ice cream, etc.), available drinks and other items for purchase, rental of equipment and watersport activities, activities and games, trail tours, bike share, etc.
5. Any request for Department and/or City participation.

## Evaluation Criteria

The Department shall evaluate and consider proposals based upon the following:

1. The ability of the proposer to successfully operate the concession stand
2. Proposed approach, including clarity of understanding the scope of services to be provided, quality of response, proposed use, appropriateness for the neighborhood, and projected investment.
3. Operating months, days, and times.
4. Lease amount if different than \$1000/month when operating and \$750/month when not operating.
5. Lease term if different than three years.
6. 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.

The Department may consider any other criteria it deems relevant and is free to make any recommendations it determines to be in the best interest of the city. Inaccuracy of any information supplied within a proposal or other errors constitute grounds for rejection of the proposal.

Once a finalist is selected, additional interactions or information may be required. The Department will select the individual/company that submits the most responsive proposal. Selection will be based on the overall strength of each proposal, and the evaluation is not restricted to consideration of any single factor, such as cost.

## RFP Process

This RFP seeks the submission of proposals to provide concession services from any and all interested and qualified proposers. The Department seeks, by way of this RFP, to obtain services in a manner that maximizes the quality of services while also maximizing value to the city. Proposers must be able to show they are capable of performing the services requested. Such evidence includes, but is not limited to, the respondent's demonstrated competency and experience in delivering services of a similar scope and type, and the local availability of the proposer.

The RFP response must be submitted electronically to [Jamie.polley@marathoncounty.gov](mailto:Jamie.polley@marathoncounty.gov) by 1:00 p.m. Central Standard Time on Friday, December 12, 2025.

All responses must be received by the stated date and time in order to be considered for award. The Department will not be responsible for and may not accept late proposals due to slow internet connection or for any other electronic failure (including, but not limited to, information transmission and internet connectivity failures).

By submitting a proposal, each proposer certifies that its submission is not the result of collusion or any other activity which would tend to directly or indirectly influence the selection process. The proposal will be used to determine the proposer's capability of rendering the services to be provided. The failure of a proposer to comply fully with the instructions in this RFP may eliminate its proposal from further evaluation as determined in the sole discretion of the Department. The Department reserves the right to evaluate the contents of proposals submitted in response to this RFP and to select a consultant, if any.

Proposals received late will not be opened or given any consideration for the proposed services unless doing so is deemed to be in the best interest of the city.

### **Additional Terms and Conditions**

Agreement to Contractual Terms in substantial compliance with those contained in a draft lease, which can be provided upon request, will be expected. The Department reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist, the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The Department may also elect to reject all proposals and re-issue a new RFP.

The Department is not bound to accept the proposal with the lowest cost but may accept the proposal that demonstrates the best abilities and qualifications to meet the needs of the City. The Department reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City. The Department reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the consultant.

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 1:00 p.m. on December 12, 2025, to the attention of:  
Wausau and Marathon County Parks Recreation & Forestry Department  
518 South 7<sup>th</sup> Avenue, Room 085  
Wausau, WI 54401  
Phone: 715-261-1550  
[Jamie.Polley@marathoncounty.gov](mailto:Jamie.Polley@marathoncounty.gov)

LEASE AGREEMENT BETWEEN THE CITY OF WAUSAU AND  
XXXXX

THIS AGREEMENT, made this \_\_\_\_\_ day of \_\_\_\_\_, 2025, by and between the City of Wausau, a municipal corporation of the State of Wisconsin, hereinafter referred to as "LESSOR," and XXXXX, hereinafter referred to as "LESSEE";

WITNESSETH:

WHEREAS, LESSOR presently owns property in the City of Wausau, a description of such property being attached hereto as "Exhibit 1" and incorporated herein by reference; and

WHEREAS, the property described on "Exhibit 1" contains a concession building, and LESSEE wishes to lease from LESSOR this building, and LESSOR wishes to lease to LESSEE this building, all upon terms and conditions as follows:

NOW, THEREFORE, and in consideration of the rents, covenants, and agreement herein contained, LESSOR does hereby lease to LESSEE, and LESSEE does lease from LESSOR the concession building located on that land described on "Exhibit 1" attached hereto:

1. **PREMISES.** LESSOR hereby leases to LESSEE and LESSEE hereby leases from LESSOR that certain building located on property described as follows:

See "Exhibit 1" attached hereto and incorporated herein by reference.

2. **DURATION OF LEASE.** The initial term of this lease shall be three (3) years, beginning on June 1, 2026, and terminating on October 31, 2028. Provided that LESSEE is not then in default, this lease may be renewed upon the mutual agreement of the parties subject only to the fixed renewal increase described in paragraph 3 for additional successive terms of two years each, upon notice by the LESSEE to LESSOR of its intent to renew at least 120 days prior to end of the then current term. If the LESSEE does not exercise its option to renew or the parties cannot agree on the terms for a new lease, then this agreement will terminate on the last day of the existing term.
3. **RENT.** LESSEE agrees to pay to LESSOR as follows:

The rent shall be One Thousand Dollars (\$1,000) per month May through October or when in operation, Seven Hundred Fifty Dollars (\$750) per month November through April or when not in operation with a 3% increase applied at the beginning of each successive two-year term. Payments shall be made at the office of the City Clerk at City Hall, 407 Grant Street, Wausau, Wisconsin, or mailed to that address. Payment shall be received by the 1st day of each month for which the rent is due until the expiration of the lease agreement. (If the rent payment is made by mail, the money must be received by the City Clerk on or before the 1st day of each month.)

4. CONDITION OF PREMISES. LESSEE having inspected the demised premises, agrees to accept the premises in its present condition and state of repair and acknowledges that LESSOR has made no representation as to the condition of the premises.
5. USE OF PREMISES. The premises shall be used for the seasonal operation of a business that serves XXXX and related products, provided that any use shall be a use which is permitted by the zoning ordinances of the City of Wausau.
6. HOURS OF OPERATION. LESSEE shall be open from May 1 through October 31 Thursdays, Fridays, Saturdays and Sundays, full days weather permitting. Hours of operation shall be daily approximately 11:00 a.m. to 8:00 p.m.
7. MAINTENANCE OF PREMISES. LESSEE agrees to keep the premises in good repair and reasonably clean at its expense, to maintain in good repair all equipment which is within the building on the premises and to return the building and the premises to LESSOR in reasonably good condition, repairing or replacing all broken or missing articles.

LESSEE shall be responsible during open season for keeping the interior space of the concession building reasonably clean at its expense. LESSEE shall be responsible during open season for maintaining all public and storage areas in and around the building, including nearby public seating areas and public waste receptacles.

LESSEE shall contract a dumpster at its expense for trash collection to be located in the combined trash enclosure provided by the City (see Exhibit 1).

LESSOR shall have the right to inspect the premises at all reasonable times and if LESSEE fails to keep the premises in a reasonably clean condition, LESSOR may clean the premises and charge the costs thereof to LESSEE.

LESSOR agrees to be responsible for daily cleaning and restocking of the public bathrooms during the months of operation. LESSEE shall assist LESSOR with daily cleaning and restocking of the public bathrooms during the months of operation.

LESSOR agrees to maintain owned areas surrounding and nearby the premises in good repair and reasonably clean during the term of this lease.

8. CHANGES/IMPROVEMENTS. It is agreed by and between the parties hereto that LESSEE shall not make any changes to or on or do anything to or on the interior or exterior of the building, the land, the parking lot, or the sign, unless specifically permitted by this agreement, such permission to change not to be unreasonably withheld by LESSOR.
9. REMOVAL OF EQUIPMENT, FIXTURES, ETC. LESSEE may remove, at its own expense and without damage to the building or grounds, any equipment, fixtures, personal property, air conditioning equipment, or other similar items owned and installed by LESSEE in or on the demised premises, provided, however, that it leave the premises in the same condition of repair and as tenantable as it was at the making of this agreement and prior to the addition of such equipment or fixtures.
10. EXTERIOR. It is agreed between the parties hereto that LESSOR shall be responsible for the exterior of the building, the doors and the windows, unless the repairs and/or maintenance is necessitated by an act or an omission of LESSEE or someone on the premises for the purpose of conducting business with LESSEE.

11. HEAT AND UTILITIES. It is agreed by and between the parties hereto that LESSOR shall pay and be responsible for natural gas, electrical, heat, water, and sewer utility charges services during the months of operation for the term of this lease. LESSEE shall pay and be responsible for any utility services needed for the operations of the business including but not limited to telephone and internet.
12. GOVERNMENTAL REGULATIONS. LESSEE agrees to keep and occupy the premises in accordance with all police, sanitary, health, safety, and other rules, laws, and regulations imposed by any governmental authority.
13. PROPERTY INSURANCE. LESSOR agrees to keep the leased premises insured for fire and extended coverage for the full insurable value thereof. LESSEE agrees to insure all of LESSEE's property on the leased premises, and any improvements that LESSEE might make to the leased premises, for fire and extended coverage for the full insurable value thereof.
14. LIABILITY INSURANCE. LESSEE agrees to carry and pay the premiums for public liability insurance, including liability under the safe place statute, insuring LESSOR against liability for injury to property for at least One Million Dollars (\$1,000,000) and against liability for injury to persons or for loss of life arising out of the use and occupancy of the demised premises, with limits of Two Million Dollars (\$2,000,000) per person and per occurrence, and shall furnish evidence of such insurance to LESSOR. In lieu of the foregoing, if LESSEE carries such public liability insurance under a blanket policy, LESSEE shall furnish LESSOR a current certificate to that effect which states the amount thereof, the type of coverage, and that LESSOR has been added as a coinsured for the demised premises. LESSOR shall have the right at any time to request LESSEE to raise the herein described limits of coverage. Such increase shall be implemented by LESSEE within thirty (30) days of notice by LESSOR.
15. INDEMNIFY AND HOLD HARMLESS. LESSEE agrees to indemnify LESSOR, and to save and hold LESSOR free and harmless from and against any and all judgments, damages, losses, costs, claims, expenses, suits, demands, actions, and/or causes of action of any kind or of any nature, which may be sustained by reason of damage or damages or injury to any person or persons or property or death to any person or persons, or by reason of any other liability imposed by law or by anything or by anyone else upon LESSOR, as the result of and/or due to LESSEE's operations on the premises which are the subject of this lease and/or as a result of and/or due to the presence of LESSEE on the premises which are the subject of this lease agreement and/or the result of and/or due to the existence of this lease agreement; and LESSEE agrees to indemnify and save and hold free and harmless any of LESSOR's appointed, hired, and elected officers, agents, employees and designees from the aforementioned judgments, damages, losses, costs, claims, expenses, suits, demands, actions and/or causes of action of any kind or of any nature, and this specifically includes within this indemnification and hold harmless, attorney's fees and other costs of defense which may be sustained by and/or occasioned to LESSOR and/or any of LESSOR's appointed, hired, and elected officers, agents, employees and designees. I'm going to rewrite this.
16. RELEASE. LESSEE hereby releases LESSOR, and its officers, agents, employees and designees from all judgments, damages, losses, costs, claims, expenses, suits, demands, actions and/or causes of action of any kind or of any nature, which may result from or be due to LESSEE's operations on the premises which are the subject of this lease and/or as a result of and/or due to the presence of LESSEE on the premises which are the subject of this lease and/or as the result of and/or due to the existence of this lease agreement.

17. REPAIRS AND MAINTENANCE. LESSEE shall, during the term of this lease and any renewal or extension thereof, keep the interior of the building on the demised premises in good order, and in presentable appearance, reasonable wear and tear excepted, and shall keep the exterior premises reasonable free of debris and in good order and in a presentable manner. LESSOR's duties for maintaining the demised premises shall include, but shall not be limited to, repairs to the heating system, air-conditioning system, electrical system, plumbing system, walls, floors, ceilings, roof, and windows. In general, the structural components of the building shall be the responsibility of LESSOR to maintain.
18. ASSIGNMENT-SUBLETTING. LESSEE may not assign or sublet all or any portion of the demised premises without the approval of LESSOR, which approval shall not be unreasonably withheld. LESSOR shall have the right to sell, assign, or transfer LESSOR's interest in this lease agreement.
19. SIGNS. LESSEE may erect such signs, or place lettering or other types of identification upon the demised premises only in compliance with city ordinances and state and federal statutes and codes and with the approval of the Wausau & Marathon County Parks, Recreation & Forestry Department, such approval not to be unreasonably withheld.
20. DAMAGE OR DESTRUCTION. In the event the demised premises shall be destroyed, or so damaged by fire, explosion, windstorm, or other casualty so as to be untenable, LESSOR shall not be bound to restore the demised premises, and this lease agreement shall be immediately terminated. In the event the damage does not render the demised premises untenable, LESSOR shall restore the demised premises with reasonable dispatch and while such damage is being repaired, LESSEE shall be entitled to an equitable abatement of rent. LESSOR shall not be liable or responsible for any delays in rebuilding or repairing due to strikes, riots, acts of God, national emergency, act of a public enemy, governmental laws or regulations, inability to procure materials, labor, or any other causes beyond its control.
21. TERMINATION OF LEASE BY LESSOR. If default is made in the payment of rent, at the times above stated, or if LESSEE shall break any of the covenants and agreements herein contained, or shall willfully or maliciously do injury to the premises, or shall file a petition in bankruptcy or have an involuntary petition in bankruptcy filed against him, or make an assignment for the benefit of creditors, LESSOR or its legal representatives shall have the right at any time thereafter, without notice, to declare this lease void and the term herein contained ended, and may re-enter the premises and expel LESSEE, using such force as may be necessary, without prejudice to any remedies which LESSOR may have to collect arrears of rent.

22. LESSOR'S OPTION TO CURE LESSEE'S BREACH. In the event of any breach hereunder by LESSEE, either in payment of insurance premiums, personal property taxes, charges, rents, fees or licenses levied, charged, or assessed by governmental authority, or in the making of repairs or maintenance, or in failing to deposit policies, or in any other covenants and agreements herein contained, LESSOR may immediately, or at any time thereafter, after five (5) days written notice to LESSEE, cure such breach at the expense of LESSEE. If LESSOR, at any time, by reason of such breach, is compelled to pay, or elects to pay, any money or to do any act which will require the payment of any money, or is compelled to incur any expenses, including reasonable attorney's fees, in instituting or prosecuting any action or proceeding to enforce LESSOR's rights hereunder, the sums so paid by LESSOR with interest at the rate of 10 percent per annum from the date of payment thereof, shall be deemed additional rent hereunder and shall be due from LESSEE to LESSOR from the time of disbursement. It is agreed that after the service of any notice, or the commencement of suits, or after final judgment for possession of the premises, LESSOR may receive and collect any rent or additional rent due without prejudice to or waiver of an effect upon the said notice, suit, or judgment.
23. CUMULATIVE REMEDIES. All rights and remedies of LESSOR herein enumerated shall be cumulative and none shall exclude any other right or remedy allowed by law and said rights and remedies may be exercised and enforced concurrently and whenever and as often as occasion therefore arises.
24. NOTICES. Any notice required or permitted under this lease agreement shall be deemed sufficiently given or served if sent by certified mail, return receipt requested, to LESSEE at XXXXX and to LESSOR at City Hall, 407 Grant Street, Wausau, WI 54403. Either party may, by proper notice, at any time from time to time, designate a different address to which notice shall be sent. Notices given in accordance with these provisions may also be made through personal receipt by the party to whom the notice is addressed.
25. INSPECTION. LESSOR or its agents or representatives shall have the right to enter and inspect the premises at reasonable times including during usual business hours and at any time in the event of an emergency that would substantially jeopardize LESSOR's interest in the leased premises.
26. SURRENDER OF PREMISES. LESSEE agrees and covenants that at the termination of this lease agreement or any renewal thereof, it will quietly and promptly yield and surrender said premises to LESSOR in as good condition of repair as when taken by it, reasonable wear and tear and damage by the elements alone excepted.

Should LESSEE remain on the premises subsequent to the termination date, LESSEE shall be considered as a month-to-month tenant upon the same terms and conditions as this lease and LESSOR shall have the right to terminate said tenancy upon thirty (30) days' notice.

IN WITNESS WHEREOF, this lease agreement has been duly executed the day and year first above written.

CITY OF WAUSAU

XXXXX

\_\_\_\_\_  
Mayor, Doug Diny

\_\_\_\_\_  
Date

\_\_\_\_\_  
Owner

\_\_\_\_\_  
Date

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Date

\_\_\_\_\_  
Finance Director

\_\_\_\_\_  
Date

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Date

## EXHIBIT 1

Part of Lot 2 of Certified Survey Map No. 17367 recorded in the Office of Register of Deeds for Marathon County in Volume 83 of Certified Survey Maps on Page 24, being part of Sections 25 and 26, Township 29 North, Range 7 East, City of Wausau, Marathon County, Wisconsin.

**From:** [Dylan Alwin](#)  
**To:** [Jamie Polley](#)  
**Subject:** RFP Proposal Concession Stand  
**Date:** Friday, December 12, 2025 12:44:03 PM

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Hello Jamie,

Please see detail below. We have adjusted our approach to overseeing the operation. With an intent to provide a top tier simplified experience that grows under control with enough cash flow to justify involvement. We would like to be present again at open meetings if you can provide dates and times. We are open to direct questions prior, and open to negotiation. Thanks again for the opportunity! Hope all is well on your end...

Have a great weekend, Dylan Alwin

# Revised Business Proposal

## Introduction

Sawmill Adventure Park is pleased to submit this proposal to operate the concession stand located at 1200 North River Drive in Wausau. Our vision is to revitalize the stand and provide a seasonal, family-friendly destination offering a full ice cream menu and riverside enjoyment for locals and tourists. Our goal is to create a welcoming, fun environment that contributes to Wausau's reputation as a vibrant, active community.



## Proposal Overview

**Project Name:** TBD – Ice Cream, Shakes, Malts, and Future Outdoor Recreation  
The proposed operation will be structured with one confirmed phase and one future *possible* phase that will be explored depending on the success of the ice cream operation.



## Phase 1 (2026): Seasonal Ice Cream Shop – *Confirmed*

**Objective:** Reestablish and outfit the current building to operate as a seasonal ice cream shop offering a full menu of ice cream products.

### Scope of Work:

- Outfitting the building with new equipment (ice cream machines, blenders, etc.).

- Installation of new signage and branding (name TBD).

- Creating a simple, clean, and inviting service model operating May–October.

- Offering a wide variety of ice cream treats, including cones, shakes, sundaes, malts, floats, and specialty items.

- Providing an inclusive and family-friendly atmosphere with pricing that appeals to all demographics.

- Community Nonprofit Donation Program:**

Local nonprofits will be able to register for a unique support code. Customers who order using that code will generate a 5% donation to the chosen nonprofit. Donations will be tracked and provided monthly or quarterly, strengthening community engagement.



## **Phase 2 (2027 or Future): Kayak & Canoe Rentals – Possibility Only**

*This phase is not guaranteed. It will be explored only after evaluating the performance, practicality, and community response to Phase 1.*

### **Possible Scope of Work:**

Introduction of kayak and canoe rentals available for individuals or groups.  
Optional guided tours highlighting Wausau’s river history and landmarks.  
Self-guided rental options with maps outlining routes and viewing areas.  
Safety standards including life jackets and liability waivers.  
Potential collaboration with local historians or outdoor groups if the phase becomes feasible.



## **Benefits to the City of Wausau**

**Enhanced Tourism:** A new riverside ice cream destination increases reasons to visit downtown and the riverfront area.

**Community Engagement:** The nonprofit donation-code program promotes local causes and strengthens partnerships.

**Seasonal Alignment:** Operations match peak summer activity, helping support downtown traffic and riverfront usage.

### **Job Growth:**

Year 1 estimated staffing: 10 part-time employees and 1–2 full-time staff.

With future growth: 15 part-time and 2–3 full-time, depending on added offerings.

Sawmill’s current living-wage pay model will be replicated, including raises and promotion opportunities.

**Recreation & Education (future phases):** If pursued, water activities and tours will enhance access to natural resources and local history.

### **Proposed Hours (Adjustable):**

**Closed Mondays** for cleaning, restocking, and operational reset.

**June – August: Open Tuesday–Sunday 11am–8pm**

**May, September, October: Open Friday 4pm–7pm, Saturday–Sunday 11am–7pm**

Future water-rental concepts (if approved) may require 9am–8pm operations.



## **Timeline**

### **2026: Phase 1 – Ice Cream Shop**

**Spring:** Renovation and installation of equipment and signage.

**May:** Opening for summer season.

**October:** End of season and review.

## **2027 or Later: Phase 2 – Water Rental Concepts (If pursued)**

Would begin planning only after Phase 1 evaluation.



## **Financial Plan**

### **Years 1–2 (2026/2027):**

Self-funded \$15,000. Open to discussion- loan/grant option from the city to help with signage and equipment costs- \$15,000.

Flexibility to exit after Year 1 with 3-month notice.

Initial capital investment estimate: **\$30,000–\$40,000**.

Lease rate of **\$600/month (May, September, October)** and **\$900/month (June, July, August)**. No rent November – April.

Year to Year lease- November 1<sup>st</sup> – October 31<sup>st</sup>; Year 1 (2026) lease is shortened to 10 Months- January 1, 2026 – October 31, 2026.

### **Future Phases (2027 and beyond):**

Financial projections would be created only if the additional phases move forward.



## **Conclusion**

Sawmill Adventure Park (new name and branding TBD) is committed to offering high-quality, family-friendly ice cream services that enhance Wausau’s riverfront experience. Our focus is to create an affordable, enjoyable destination for families, tourists, and community members. We look forward to the opportunity to partner with the City of Wausau and welcome any questions or visits to our current operations.



## **Contact Information:**

### **Sawmill Adventure Park**

Dylan and Christina Alwin

608 Creske Avenue, Rothschild, WI 54474

Phone: 715-212-6291

Email: [dylanalwin@sawmilladventurepark.com](mailto:dylanalwin@sawmilladventurepark.com)

**Juan Antonio Casarrubias**  
**Los Venados LLC**  
**16 Fulton Street #416**  
**Wausau, WI 54403**  
**(715) 571-5658**  
[jacasarrubias@gmail.com](mailto:jacasarrubias@gmail.com)  
**December 3<sup>rd</sup>, 2025**

**City of Wausau**  
**Parks, Recreation, and Forestry Department**  
**Wausau, WI**

Dear Members of the Selection Committee,

I am writing to formally express my interest in operating the concession space located along the Wausau Riverwalk. After careful study of the location and the community it serves, I am confident that I can bring new life, value, and consistent activity to this unique riverside asset.

My vision is to transform what was once an ice cream stand into a vibrant outdoor destination for families, professionals, and visitors—offering freshly prepared sandwiches, bowls, beverages, and an inviting place to enjoy Wausau’s beautiful riverfront. With high foot traffic from May through October and a natural draw from the nearby children’s jungle gym, this location holds incredible potential to become a true community gathering spot.

I believe strongly in creating accessible, high-quality, family-friendly dining experiences. My proposal outlines a full operational plan, including lunch and dinner service, birthday and event offerings, responsible beer and wine service, winter delivery operations, and a complete marketing strategy to ensure year-round visibility. Our goal is not only to provide great food, but to activate the Riverwalk in a way that enhances the city’s recreational investment and gives residents another reason to enjoy the outdoors.

With years of experience in food, beverage, and hospitality management, I am fully prepared to operate this concession responsibly, professionally, and in a way that reflects positively on the City of Wausau. We are committed to being a reliable

partner and to maintaining this space as a welcoming, safe, and well-loved destination.

Thank you for considering my proposal. I would be honored to bring this concept to life and contribute to the continued growth and vibrancy of the Riverwalk. I welcome the opportunity to meet with you, answer any questions, or provide additional information at your convenience.

Sincerely,

A handwritten signature in black ink, appearing to read "Juan Antonio Casarrubias". The signature is fluid and cursive, with a prominent initial "J" and a long horizontal stroke at the end.

**Juan Antonio Casarrubias**  
**Los Venados LLC**

# Proposal for Riverwalk Concession – Food, Beverage & Community Activation

**Applicant:** *Juan Antonio Casarrubias / Los Venados LLC*

**Location:** Riverwalk Concession Site, Wausau, WI

**Submitted to:** Parks, Recreation and Forestry

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## 1. Vision

Our vision is to transform this prime Riverwalk location into a vibrant outdoor gathering spot that enhances the experience of residents and visitors. From May through October, the area consistently attracts high foot traffic—families, bikers, walkers, tourists, and the community enjoying the Wisconsin River. With its unobstructed river views, ample parking, and proximity to the children’s jungle gym, this location has the potential to become one of Wausau’s most beloved outdoor dining destinations.

We aim to create a place where people come together for fresh food, friendly service, and memorable moments—whether it’s a family lunch, a relaxed riverside dinner, a birthday celebration for kids or adults, or simply an ice-cream or beverage.

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## 2. Mission

Our mission is to make this concession a top choice for lunch and dinner, or a quick snack, by offering:

- Freshly prepared sandwiches, bagels, bowls, beverages, and snacks
- Affordable pricing for families and everyday diners
- Warm, efficient, and community-focused service
- A welcoming space to enjoy Wausau’s beautiful riverfront

We seek to bring new energy and purpose to a location that formerly served as an ice cream stand—expanding its appeal and value to the city and community.

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### 3. Operating Plan

#### May – October (Peak Season)

- **Lunch:** 11:00 AM – 2:00 PM
- **Dinner:** 4:00 PM – 10:00 PM
- **Services:** Dine-in (outdoor seating), take-out, events, kids’ and adults’ birthday packages, snacks, beverages.

#### November – April (Winter Season)

- **11:00 AM – 3:00 PM – Delivery Only**

#### Menu Overview

- Freshly prepared sandwiches
- Bagels
- Rice and grain bowls
- Kid-friendly snacks
- Soft drinks, beverages
- *Beer & Wine (pending license application and approval)*

Our food will be prepared fresh daily, with a focus on quality, consistency, and family-friendly pricing.

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### 4. Beer & Wine License Request

To best serve the public and fully activate this location, we will respectfully apply for a **Beer and Wine license**. Enjoying a glass of wine or a cold beer with a meal by the river elevates the experience and attracts adults who currently have limited outdoor dining options in this part of the city.

This addition would:

- Increase the appeal of the Riverwalk as a destination
- Support longer guest visits
- Provide responsible, well-managed service
- Align with the city’s goal of activating outdoor public spaces

We have extensive experience operating alcohol-licensed establishments responsibly and safely.

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## **5. Community & Economic Benefits**

### **1. Activation of Public Space**

We will turn this concession into a lively, welcoming extension of the Riverwalk—bringing more people outdoors and supporting the City’s investment in recreation and quality of life.

### **2. Family-Friendly Offerings**

With the jungle gym next door, the concession will naturally attract families. We plan to offer **no-cost space for birthday celebrations**, making this a true community asset.

### **3. Local Economic Impact**

- Job creation (seasonal and part-time)
- Increased foot traffic to the area
- More visitors staying longer on the Riverwalk

### **4. Affordable & Accessible**

Our menu is designed for all budgets, ensuring everyone in Wausau can enjoy the space.

### **5. Year-Round Presence**

Even during winter, we will continue serving the community through delivery—maintaining activity at the location throughout the year.

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## 6. Marketing Plan

To ensure success and steady traffic, we will implement:

- **Active social media presence** across Facebook, Instagram, and local groups
  - **Clear signage** visible to Riverwalk users and passersby
  - **Birthday and event promotions** (kids and adults)
  - **Loyalty program** for repeat customers
  - **Seasonal specials & discounts**
  - Collaboration with local organizations, schools, and city events
- 

## 7. Lease Payment Proposal

We propose the following rent structure to support a sustainable launch and long-term stability:

### Year 1

- **\$750** (May–October), **\$500** (November–April)

### Year 2

- **\$1,000** (May–October), **\$750** (November–April)

### Year 3

- **\$1,250** (May–October), **\$1,000** (November–April)

This structure recognizes the seasonality of the concession while ensuring the city receives steady revenue.

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## **8. Conclusion**

We believe this proposal offers the City of Wausau a strong partner dedicated to elevating the Riverwalk experience. With fresh food, responsible beverage service, family-friendly programming, and a commitment to community, we can transform this concession into a lively, beloved destination.

We respectfully request your consideration and approval of our proposal and the accompanying Beer & Wine license. We are ready to invest, activate, and bring meaningful value to this beautiful public space.

Thank you for your time, partnership, and support.

**From:** [Juan Antonio Casarrubias](#)  
**To:** [Jamie Polley](#)  
**Subject:** Re: River Walk Concession  
**Date:** Friday, December 19, 2025 2:21:54 PM

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Hi Jamie,

Thank you very much for the update and for the opportunity to present the proposal to the Parks Committee. Yes, I can confirm that I am available to attend the meeting on **Monday, January 5th at 5:15 PM at City Hall**. Please feel free to send the meeting request.

I'm happy to address your questions below:

#### **Children-Focused Offerings**

Children and families are a key part of the success of this concession, and the proximity to the playground makes this especially important. In addition to offering kid-friendly menu items, I plan to introduce a **weekly or twice-weekly kids' activity program** during the peak season. This would include simple games and organized activities led by a staff member or a dedicated helper, creating a fun and safe environment for children while parents relax nearby.

Additionally, I intend to actively promote the use of the playground area for **children's birthday celebrations**, offering the space at no cost for families—particularly those who may not have the means to rent a private venue. My goal is to help establish these gatherings as a welcoming community tradition for both kids and parents.

#### **Ice Cream Offerings**

Yes, ice cream will absolutely be part of the menu. In addition, we plan to offer **flavored slushes** and classic, affordable items such as **hot dogs**, which are always popular with children and families.

#### **Staffing Plan**

The operation will be staffed with a **minimum of four employees** to ensure smooth service during lunch, dinner, events, and high-traffic periods. This staffing level allows us to maintain good service speed, cleanliness, and guest interaction at all times.

#### **Infrastructure and Electrical Needs**

The equipment required includes:

- A cold prep table for sandwich preparation
- Ice cream and slushy machines
- One to two countertop warmers or panini-style ovens
- Coffee machine

Additionally, while not included in the original proposal, I am planning to **open in the mornings** to serve coffee and pastries for walkers and early visitors. There is truly nothing better than enjoying a fresh cup of coffee and a warm croissant while overlooking the Wisconsin River, and I believe this will add great value to the Riverwalk experience.

Thank you again for your time and for considering my proposal. I truly appreciate the opportunity to present to the Committee and look forward to the discussion.

Warm regards,

**Juan Antonio Casarrubias**

On Fri, Dec 19, 2025 at 1:17 PM Jamie Polley <[Jamie.Polley@marathoncounty.gov](mailto:Jamie.Polley@marathoncounty.gov)> wrote:

Hello Juan,

We did receive two proposals. I would like each proposer to present their proposal to the Parks Committee on Monday, January 5<sup>th</sup> at 5:15pm. The Committee can then review the proposals and ask questions. Following that meeting the Committee will rank the proposals and a decision will be made at the February 2<sup>nd</sup> meeting.

In reviewing your proposal, I have the following questions:

1. What within your offerings are geared towards your children? With the playground it is desirable to appeal to the younger users.
2. Will you have ice cream?
3. What does your staffing plan look like?
4. What infrastructure such as electrical needs are required for the proposed equipment you will use?

Please confirm that you can attend the January 5<sup>th</sup> meeting at City Hall at 5:15pm. Once confirmed I will send you a meeting request.

We sincerely appreciate your interest in operating the Riverlife Concession stand.

I look forward to hearing from you.

Thank you,

Jamie Polley

Parks, Recreation & Forestry Director



518 South 7<sup>th</sup> Avenue, Room 085

Wausau, WI 54401 *\*please note that our address has changed\**

(715)261-1554 Office

(715)261-4163 Fax

[Jamie.Polley@marathoncounty.gov](mailto:Jamie.Polley@marathoncounty.gov) *\*please note that my email has changed\**

[www.MarathonCounty.gov/parks](http://www.MarathonCounty.gov/parks)

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**From:** Juan Antonio Casarrubias <[jacasarrubias@gmail.com](mailto:jacasarrubias@gmail.com)>

**Sent:** Wednesday, December 17, 2025 8:49 AM

**To:** Jamie Polley <[Jamie.Polley@marathoncounty.gov](mailto:Jamie.Polley@marathoncounty.gov)>

**Subject:** Re: River Walk Concession

Good morning Jaime,.

I hope you are doing very well.

As I continue shaping my projects and plans for 2026, I wanted to reach out to ask about the anticipated timeline for a decision regarding the Riverwalk concession. I am genuinely excited about the opportunity and very much looking forward to the possibility of bringing my concept to the Riverwalk.

Thank you again for your time, consideration, and the work you are putting into this process. I truly appreciate it.

Wishing you a great day.

Warm regards,

Juan Antonio Casarrubias

## **Addendum: Riverwalk Concession Activation & Programming Enhancements**

To further enhance the Riverwalk concession and strengthen its role as a destination for residents and visitors, I would like to propose the following additional programming and activities. These ideas are intended to activate the space throughout the day, increase foot traffic, and elevate the overall Riverwalk experience during the summer season, weather permitting.

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### **1. Morning Coffee Service**

We propose offering early-morning coffee service for walkers, joggers, neighbors, and downtown visitors. Guests will be able to enjoy freshly brewed coffee and light pastries while sitting outdoors with views of the Wisconsin River.

This initiative will:

- Activate the Riverwalk earlier in the day
  - Serve residents who already use the trail in the mornings
  - Encourage repeat daily visits
  - Create a calm and welcoming start to the day
- 

### **2. Weekly Live Music**

We propose hosting live music once per week during the summer season, featuring local and regional musicians. Performances will be scheduled at appropriate times and volumes to ensure a family-friendly and respectful atmosphere.

This program will:

- Support local artists
  - Create a vibrant and memorable experience
  - Encourage longer visits and return traffic
  - Strengthen the Riverwalk as a cultural gathering place
-

### **3. Special Event Evenings (Fireworks – If permitted)**

If permitted and coordinated with the City of Wausau, we would be interested in exploring monthly fireworks or special event evenings during peak summer months. All events would be planned in collaboration with city departments to ensure safety, compliance, and community enjoyment.

These events would:

- Create anticipated seasonal attractions
  - Draw families and visitors from the surrounding region
  - Reinforce the Riverwalk as a signature summer destination
- 

### **4. Beverage Service Enhancement**

To complement food service and programming, we would respectfully like to explore the possibility of offering wine by the glass, in addition to beer service, subject to city approval and licensing requirements.

This enhancement would:

- Improve the dining experience for adult guests
  - Encourage responsible, meal-focused beverage consumption
  - Align naturally with a relaxed riverside setting
  - Support long-term sustainability of the concession
- 

### **Overall Goal**

The overall goal of these additions is to establish the Riverwalk concession as a true place-making destination—active throughout the day, welcoming to all ages, and reflective of Wausau’s community spirit.

By combining fresh food, morning coffee, family-friendly programming, live music, and thoughtfully managed special events, this concession can become a space that locals are proud of and visitors remember.