



# City Of New London

Department of Finance-Purchasing Agent  
13 Masonic Street • New London, CT 06320 • Phone (860) 447-5215 • Fax (860) 447-5297

## Request for Qualifications/Proposals

### ADDENDUM # 2

Proposal No.: **2025-09 CONL**

Addendum No.: 2

Date Issued: September 5, 2025

Contracted Facilities and Event Management Services For Ocean Beach Park

Opening Date and Time: September 24, 2025 @ 2:00 P.M.

**Bidders Notes:** This addendum is issued to provide all potential bidders with answers to questions submitted.

All other terms and conditions remain the same.

**This Addendum cover page must be signed and returned with your bid.**

\_\_\_\_\_  
Authorized Signature of Bidder

\_\_\_\_\_  
Company Name

**Return Bid To:**

Joshua Montague, Accounting Purchasing Agent  
City of New London  
13 Masonic Street  
New London, CT 06320

**Bids cannot be accepted after the Bid Opening Date and Time indicated above.**

## 2025-09 CONL

### **ADDENDUM 2**

#### **Contracted Facilities and Event Management Services For Ocean Beach Park**

**RE:** 2025-09 CONL  
**FROM:** Joshua Montague, Accounting Purchasing Agent  
**TO:** Prospective bidders

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This Addendum shall be part of the Contract Documents and modifies the original bidding documents. This Addendum is to be acknowledged by the bidders on the Bid Form. Failure to do so may subject the bidder to disqualification.

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#### **Changes to prior Addenda:**

- No changes to prior addenda.

#### **Q&A:**

##### **General Items:**

Q1. Is there existing market research or visitor demographic data available to help inform branding and marketing strategies?

*A1. The City is not aware of any market research or visitor demographic data the current operator may have compiled to operate the park.*

Q2. Are there existing performance metrics or benchmarks from the current operator that we can review to better understand expectations?

*A2. The City is looking to negotiate a contract with the new operator with terms that will be favorable to both parties. The new contract will better outline key performance metrics and benchmarks.*

Q3. Can the City clarify the boundaries of authority between the selected vendor and existing third-party operators? Including the current food service operator, the waterslide operator, and the amusement rides and equipment operator.

*A3. The amusement rides and arcades are operated through a third-party. The City prefers accommodating the ride operator, but ultimately the new operator will be responsible for deciding whether those operations align with the proposed business plan for the park and whether those contracts will be renewed. As for the waterslide, that is owned by the City, but managed by the current amusement ride operator.*

Q4. Can you provide more detail on the City's expectations for year-round programming, particularly in the off-season? Are there specific community needs, gaps, or traditional events we should address?

*A4. The City is looking for an operator with the qualifications, experience, and knowledge to utilize the indoor and outdoor spaces around the park in a manner that will promote year-round revenue streams. The new operator will be responsible for conducting market research and analysis to determine the best use for each space.*

Q5. Is there a current on-premise liquor license and is it transferable?

*A5. There is a current liquor license for the banquet, café and bar operations. It is not transferable to the new operator.*

Q6. Are there restrictions on the types of businesses or services that can operate within the park?

*A6. Any proposed businesses or services will need the appropriate approvals (permits, City Council approval, etc).*

Q7. Are there seasonal or existing limitations on hours of service?

*A7. No. However, the City noise ordinance begins at 10 P.M. Sunday through Thursday and 12 A.M. Friday and Saturday.*

## 2025-09 CONL

Q8. We anticipate a spin-up duration of approximately 6-9 months, does this align with the city's expectation?  
*A8. The current operator's contract ends in September 2026. The City is expecting a transition period which is why we are looking to make an award as early as possible.*

Q9. What funding mechanisms (e.g., municipal bonds, grants, public-private partnerships) are available for capital improvements?  
*A9. This will be decided during contract negotiations. The new operator's proposed capital improvement plan should include investment of their own, also.*

Q10. What are the expectations for maintaining or upgrading public amenities (e.g., restrooms, boardwalks, signage) as part of the capital plan?  
*A10. These amenities should be upgraded as appropriate/necessary. The property cards offer some structural and valuation information. Unfortunately, the City does not have a condition report for the current assets. The new operator should perform a review and assessment as soon as possible once a contract is negotiated.*

Q11. How will capital improvements be evaluated in terms of community impact, environmental sustainability, and economic return?  
*A11. The City is looking for the operator to make those recommendations along with justification to the City.*

Q12. Does the City have existing brand guidelines, messaging priorities, or visual identity elements for Ocean Beach Park that the selected vendor will be expected to build upon or incorporate?  
*A12. The City recognizes that the community has an attachment to the longstanding logo, but the City is looking to the operator to conduct any rebranding analysis in the development of their business plan. The City contracts with a marketing agency that could help with rebranding so it aligns with the City's ExploreNewLondon Campaign.*

Q13. Will the selected vendor have access to existing Ocean Beach Park digital marketing assets such as websites, email subscriber lists, social media accounts, photography/video, or customer data?  
*A13. No, these are owned/managed by the current operator. There may be opportunity to partner with marketing/advertising vendors the City currently contracts with for the City website and social media services.*

Q14. Will the City provide any annual funding for advertising and promotion, or is it expected that all marketing expenses will be funded by the selected operator as part of the management fee?  
*A14. This should be included in the yearly operating budget, but will be decided during the contract negotiations.*

Q15. What is the current wage and role schedule?  
*A15. The City does not have this schedule, but has requested it from the current operator. This information will be issued via addendum if available before proposals are due.*

Q16. What is the average annual attendance?  
*A16. The City does not have this schedule, but has requested it from the current operator. This information will be issued via addendum if available before proposals are due.*

## 2025-09 CONL

Q17. Is any part of the property being considered for redevelopment and if so would residential housing be acceptable?

*A17. The City is open to redevelopment proposals, but any plan would have to include preserving public access to the beach, the boardwalk, the pool and the historic GAM building. Residential housing would not be appropriate. Note: After the 1938 Hurricane, the State of Connecticut took the properties that had cottages along the now Ocean Beach Park under Eminent Domain and gave the land over to the City of New London for Public Free Space for all to enjoy. The only portion that was not taken under Eminent Domain was the present Overflow Parking Lot between Stewart Ave. and Park St. This is the only portion of property that could be considered for redevelopment. In the past, Stewart Ave. continued through the present Ocean Beach Overflow Parking Lot to Park St. There were homes in that section that were constantly getting flooded and the City decided to buy them out and create an overflow parking lot for Ocean Beach Park use.*

Q18. Is there a place to find budgeted vs. actual expenses and revenues for the past 3 years? City website?

*A18. P&L's for the last three years is included with this addendum. Keep in mind, these financials reflect how the present operator manages the park. Each operator is going to have a different approach resulting in different financials.*

Q19. Are there any plans in place from the present operator for capital improvements and preventive maintenance?

*A19. Not that the City is aware of.*

Q20. Does the Town expect all costs to be incurred by the operator and reimbursed afterwards or does the Council provide the resources?

*A20. It is the expectation the Operator incur expenses and the City reimburse afterwards. However, the particular terms can be decided during contract negotiations.*

Q21. Can we schedule a time to come and look at the facilities in the coming week?

*A21. The City offered an opportunity for a walk on August 4 (addendum #1 issued July 25, 2025). If a potential Operator is interested in another walk, they must email [jmontague@newlondonct.gov](mailto:jmontague@newlondonct.gov) no later than September 12, 2025 to coordinate.*

Q22. Would the Town entertain a sale of the property?

*A22. No*

Q23. Is the City open to proposals that include a **limited operational scope**, such as serving as a subcontractor under a prime operator or handling specific functions (e.g. event day staffing, transportation management, or technology systems) while another vendor leads food and facilities?

*A23. No*

Q24. Does the City currently use any facility or event scheduling software that the vendor must adopt or integrate with?

*A24. No, the software is owned by the current Operator.*

Ocean Beach Park Combined  
Statement of Operations  
For the Four Week Period Ended June 30, 2023

	<u>Current Month</u> 06/01/23 - 06/30/23		<u>Lease Year to Date</u> 7/1/22 - 06/30/23		<u>Prior Lease Year to Date</u> 7/1/21 - 6/30/22	
Gross Sales	\$ 200,173.06	44.8%	\$ 1,217,572.68	39.9%	\$ 936,721.08	40.1%
Cost of Sales	<u>66,881.51</u>	<u>15.0%</u>	<u>418,521.18</u>	<u>13.7%</u>	<u>278,429.56</u>	<u>11.9%</u>
Gross Profit	\$ 133,291.55	29.8%	\$ 799,051.50	26.2%	\$ 658,291.52	28.1%
Other Income (Service Charges)	<u>246,713.02</u>	<u>55.2%</u>	<u>1,834,102.47</u>	<u>60.1%</u>	<u>1,401,937.93</u>	<u>59.9%</u>
Gross Profit and Other Income	\$ 380,004.57	85.0%	\$ 2,633,153.97	86.3%	\$ 2,060,229.45	88.1%
Operating Expenses:						
Variable Labor	\$ 177,391.26	39.7%	\$ 1,108,395.00	36.3%	\$ 1,008,627.43	43.1%
Variable Labor Fringe	49,553.85	11.1%	423,306.83	13.9%	236,015.84	10.1%
Management Allocation	2,525.22	0.6%	30,302.64	1.0%	30,302.64	1.3%
Utilities	0.00	0.0%	0.00	0.0%	-	0.0%
Other Operating Expenses	<u>131,691.21</u>	<u>29.5%</u>	<u>1,090,903.49</u>	<u>35.7%</u>	<u>875,464.70</u>	<u>37.4%</u>
Total Operating Expenses	\$ 361,161.54	80.8%	\$ 2,652,907.96	86.9%	\$ 2,160,360.41	91.9%
Operating Profit (Loss)	\$ 18,843.03	4.2%	\$ (19,753.99)	-0.6%	\$ (90,117.96)	-3.9%
Management Fee	<u>44,688.61</u>	<u>10.0%</u>	<u>305,167.52</u>	<u>10.0%</u>	<u>233,865.89</u>	<u>10.0%</u>
Net Profit (Loss) before	\$ <u>(25,845.58)</u>	<u>-5.8%</u>	\$ <u>(324,921.51)</u>	<u>-10.6%</u>	\$ <u>(323,983.85)</u>	<u>-13.9%</u>

Ocean Beach Park Combined  
Statement of Operations  
For the Four Week Period Ended June 30, 2024

	<u>Current Month</u> 06/01/24 - 06/30/24		<u>Lease Year to Date</u> 7/1/23 - 06/30/24		<u>Prior Lease Year to Date</u> 7/1/22 - 6/30/23	
Gross Sales	\$ 347,433.99	42.8%	\$ 1,321,446.61	39.6%	\$ 1,217,572.88	39.9%
Cost of Sales	<u>94,511.24</u>	<u>11.6%</u>	<u>395,827.91</u>	<u>11.9%</u>	<u>418,521.18</u>	<u>13.7%</u>
Gross Profit	\$ 252,922.75	31.2%	\$ 925,618.70	27.8%	\$ 799,051.50	26.2%
Other Income ( Service Charges )	<u>464,301.42</u>	<u>57.2%</u>	<u>2,013,045.53</u>	<u>60.4%</u>	<u>1,834,102.47</u>	<u>60.1%</u>
Gross Profit and Other Income	\$ 717,224.17	88.4%	\$ 2,938,664.23	88.1%	\$ 2,633,153.97	86.3%
Operating Expenses :						
Variable Labor	\$ 220,901.44	27.2%	\$ 1,426,901.07	42.8%	\$ 1,261,148.75	41.3%
Variable Labor Fringe	36,652.97	4.5%	287,369.53	8.6%	270,553.08	8.9%
Management Allocation	2,525.22	0.3%	30,302.64	0.9%	30,302.84	1.0%
Utilities	0.00	0.0%	0.00	0.0%	0.00	0.0%
Other Operating Expenses	<u>112,600.06</u>	<u>13.9%</u>	<u>976,797.50</u>	<u>29.3%</u>	<u>1,090,903.49</u>	<u>35.7%</u>
Total Operating Expenses	\$ 372,679.69	45.9%	\$ 2,721,370.74	81.6%	\$ 2,652,907.98	86.9%
Operating Profit (Loss)	\$ 344,544.48	42.4%	\$ 217,293.49	6.5%	\$ (19,753.99)	-0.6%
Management Fee	<u>81,173.54</u>	<u>10.0%</u>	<u>333,449.23</u>	<u>10.0%</u>	<u>305,187.52</u>	<u>10.0%</u>
Net Profit (Loss) before	\$ 263,370.94	32.4%	\$ (116,155.74)	-3.5%	\$ (324,921.51)	-10.6%

Ocean Beach Park Combined  
Statement of Operations  
For the Four Week Period Ended June 30, 2025

	Current Month 06/01/25 - 06/30/25		Lease Year to Date 7/1/24 - 06/30/25		Prior Lease Year to Date 7/1/23 - 6/30/24	
Gross Sales	\$ 243,755.62	31.3%	\$ 1,200,486.48	38.1%	\$ 1,321,446.61	39.6%
Cost of Sales	<u>61,704.81</u>	7.9%	<u>343,870.12</u>	10.9%	<u>395,827.91</u>	11.9%
Gross Profit	\$ 182,050.81	23.4%	\$ 856,616.36	27.2%	\$ 925,618.70	27.8%
Other Income ( Service Charges )	<u>533,848.90</u>	68.7%	<u>1,953,099.11</u>	61.9%	<u>2,013,045.53</u>	60.4%
Gross Profit and Other Income	\$ 715,899.71	92.1%	\$ 2,809,715.47	89.1%	\$ 2,938,664.23	88.1%
Operating Expenses:						
Variable Labor	\$ 178,125.73	22.9%	\$ 1,278,130.65	40.5%	\$ 1,428,901.07	42.8%
Variable Labor fringe	34,395.19	4.4%	265,575.78	8.4%	287,369.53	8.6%
Management Allocation	2,525.22	0.3%	30,302.64	1.0%	30,302.64	0.9%
Utilities	0.00	0.0%	0.00	0.0%	-	0.0%
Other Operating Expenses	<u>98,554.07</u>	12.7%	<u>956,715.41</u>	30.3%	<u>976,797.50</u>	29.3%
Cost Operating Expenses	\$ 313,600.21	40.3%	\$ 2,530,724.48	80.2%	\$ 2,721,379.74	81.6%
Operating Profit (Loss)	\$ 402,299.50	51.7%	\$ 278,990.99	8.8%	\$ 217,283.49	6.5%
Management Fee	<u>77,760.45</u>	10.0%	<u>315,358.55</u>	10.0%	<u>333,449.23</u>	10.0%
Net Profit (Loss) before	\$ 324,539.05	41.7%	\$ (36,367.56)	-1.2%	\$ (116,165.74)	-3.5%