

CITY OF WATSONVILLE MUNICIPAL AIRPORT

100 AVIATION WAY □ WATSONVILLE, CALIFORNIA 95076
PHONE: 831 768-3575 □ FAX: 831 763-4058



AUGUST 1, 2025

REQUEST FOR PROPOSAL (RFP): For Lease of the restaurant facility at 100 Aviation Way, Watsonville, California, 95076 (previously Ella's At The Airport Restaurant & Flight lounge).

The Watsonville Municipal Airport (the Airport) is issuing this Request for Proposal ("RFP") to parties seeking consideration for leasing restaurant space at 100 Aviation Way (restaurant facility), to manage and operate the facility owned by the Watsonville Municipal Airport.

Responses to this RFP must be submitted to the Airport's administrative office no later than 5:00 p.m. local time on **Friday, September 5, 2025**.

Proposals will be time-stamped upon receipt. Please submit three (3) original printed copies and one digital copy addressed to the Airport's administrative office, 100 Aviation Way, Watsonville, CA, 95076, Attention: Airport Administrative Analyst. Responses may be mailed, hand delivered or couriered only. No charge for delivery or any other delivery fees will be paid by the Airport.

The Airport will not be responsible for any lost or undeliverable mail related to this RFP. In bold lettering, mark the submission: "**PROPOSAL FOR 100 AVIATION WAY RESTAURANT.**" All questions should be directed via e-mail to the address below with the words "**100 AVIATION WAY RESTAURANT RFP**" entered on the e-mail subject line:

Alexandra Aguado, Airport Administrative Analyst
alexandra.aguado@watsonville.gov

Parties planning to submit a proposal are encouraged to schedule a non-mandatory restaurant tour at 100 Aviation Way, Watsonville, CA at **10:00am, Monday, August 18, 2025**. An airport representative will be available to answer questions.

BACKGROUND

The Watsonville Municipal Airport, a California regional general aviation (GA) airport, is part of the national airspace system (NAS) and is an enterprise operation owned by the City of Watsonville.

A historic military airfield, the airport continues to receive state and federal aviation grants to ensure safety and service. The Airport is effectively self-sufficient and serves as landlord for a number of aviation and non-aviation users within the airport boundaries.

The restaurant facility is located in the airport municipal building and is approximately 2,400 square feet of restaurant/cocktail lounge, 430 square feet of patio area and 650 square feet of outside storage.

Facility was formerly operated as Ella's At the Airport Restaurant and Lounge (2014-2025), Props Restaurant and Flight Lounge (2012-2013) and Zuniga's Mexican Food Restaurant (1989-2012). Prior establishments were Michael's Restaurant and "The Belly Landing".

PROPOSALS

A committee will evaluate Proposals and may short-list proposals after the initial evaluation and/or request additional information. The selected party should be prepared to enter into negotiations to determine terms and provisions of a lease for the restaurant facility.

Proposals are to include the estimated cost of operating the restaurant facility and proposed terms of a Lease with the Airport, including the contract period. The proposed terms will be utilized in negotiation of a contract between the Airport and the successful Respondent.

Proposals shall be signed by an authorized individual or officer of the submitting party. Proposals may be withdrawn by the submitting party at any time prior to the designated date and time for the submittal of the Proposals.

This RFP does not commit to the Airport to grant a lease, contract or contracts, to defray any costs incurred in the preparation of a response to this RFP.

The Airport reserves the right to cancel, in part or in its entirety, this RFP, including but not limited to: submittal date, requirements and selection schedule.

If any addendums are issued, it will be the sole responsibility of the individual or party to retrieve them from the Airport Administrative office.

PROPOSAL CONTENT

All Proposals shall, at a minimum, include the information listed below:

1) Transmittal Letter: A letter indicating the Respondent's interest and briefly summarizing any participation of partners, subcontractors or others in the proposed restaurant operation.

2) Title Sheet: Listing (i) Respondent's name and address, including type of entity (sole proprietorship, partnership, or corporation, including whether public or private); (ii) name and address of sub-contractors, or others participating in the proposed operation; and (iii) full name, title, mailing address, e-mail address, telephone numbers of the individual(s) authorized to represent and contractually bind the Company.

3) Table of Contents: List of key sections to assist the reviewer in locating relevant information.

4) Statement of Qualifications and Experience: A statement summarizing experience with special emphasis on operating a similar size restaurant facility. Describe the administrative, financial and physical capacity to operate the proposed facility. Include abbreviated resumes of key individuals that will provide services required to operate the proposed restaurant.

5) Business Plan: A business plan that considers the ubiquitous presence of restaurants at GA airports. Business plan and marketing must consider local and adjacent pilot communities, Specialized Aviation Service Operators (SASOs), nearby aviation related businesses (see Attachment "A") as well as recurring aviation and non-aviation events. The plan should address how the restaurant ensures Watsonville Municipal Airport is a "fly-in" destination.

6) Potential site improvements: The Respondent shall be responsible for any modifications that may be desired to the existing facilities. All modifications (if any) must be approved, in writing, by the Airport, and all necessary permits obtained from the City of Watsonville. Proof of insurance coverage is required prior to the beginning of any approved modifications. The following criteria will be utilized in selecting a tenant for the Airport Restaurant:

Criteria	Weighting
Restaurant Experience	30 points
Business Plan	20 points
Financial Capacity and Credit History	20 points
Proposed Lease Rate	15 points
Proposed Tenant Site Improvements	10 points
Completeness and Creativeness of Proposal	5 points

PROPOSAL DETAILS

Proposals shall contain no more than twenty (20) single sided pages. The Transmittal Letter, Contents, Information Sheets, Subcontractor Information and Resumes will not be counted as part of the twenty pages. The Response will reflect reliability and ability to meet the specifications set forth in this RFP as well as the willingness to supply the most efficient and effective services possible.

The Respondent shall ensure the proposal details provision of the following, at a minimum:

- Marketing Plan which partners with the Airport Management
- Lunch and Dinner service (Breakfast optional), Full Bar service
- Experienced kitchen, bus and servers, in sufficient numbers to provide prompt service
- Establish menus and pricing at levels to meet the needs of the Airport customer base
- Open at least six (6) days a week, Weekends mandatory; one weekday closed optional
- Full-time on-site manager

Respondent will be responsible for obtaining all permits, licenses, and other requirements to comply with City, County, State, and Federal laws, including but not limited to, the appropriate liquor license, if applicable.

Respondent will be charged a "Common Area Maintenance Fee" to cover janitorial service for the lobby and restrooms located in the terminal building.

Respondent will be responsible for securing and locking the terminal premises and terminal building each evening, excluding days the restaurant may be closed.

REQUIRED COMPLIANCES

The Respondent's proposed method of operation and all equipment used must comply with the applicable provisions of the Federal and State Occupational Safety and Health Act, The Americans with Disabilities Act, and the Airport Rules and Regulations (Attachment "B").

In addition, Respondent must comply with all environmental rules and regulations promulgated by any federal, state, or local government entity, which may be

currently in effect or as may be enacted in the future, all regulations for restaurant providers and all other applicable laws, regulations, ordinances, codes and rules of any governmental entities that have jurisdiction.

The successful Respondent agrees to defend and indemnify the Airport against all losses, expenses and damages from violation of any of the above laws, regulations, ordinances, codes and rules.

Respondents will be required to verify that all equipment used under this RFP can meet the requirements for standard industry regulations on an annual basis.

Respondent will be required to maintain at all times, an "A" rating from the Santa Cruz County Health Department throughout the term of the Lease.

DOCUMENTATION AND REPORTS

Certain documentation will be required at lease execution by the selected Respondent, unless directed otherwise by the Airport Director, or designee. Such documentation shall include, but not be limited to:

- A current Certificate of Insurance as required by the Airport Lease.
- A current City of Watsonville business license and any other applicable license required by the Airport Lease.
- If a current restaurant operator, a current Certificate from the County of Santa Cruz Health Department with an "A" rating.

PROPOSAL SUBMITTAL

Responses must be submitted to the Airport's administrative office no later than 5:00 p.m. **Friday, September 5, 2025**. Respondent shall submit three (3) original printed copies and one digital copy addressed to the Airport at 100 Aviation Way, Watsonville, CA, 95076, attention: Airport Administrative Analyst. In bold lettering, mark the submission with: "**PROPOSAL FOR 100 AVIATION WAY RESTRURANT.**"

Responses may be mailed, hand delivered or couriered only. The Airport will not be responsible for any lost mail or undeliverable mail related to this RFP.

The Airport reserves the right to request additional information and/or clarifications from any or all parties responding to this RFP.

All submitted Proposals and proposal documents are subject to the provisions of Government Code Section 6250, et seq., commonly known as the California Public Records Act.

Proposals and related documents shall become the property of the Airport. Any confidential financial material submitted will be kept confidential to the extent possible by law. Such material, if provided, should be submitted under separate and sealed cover.

PROPOSED SCHEDULE

RFP (this document) available **August 1, 2025**

Non-mandatory tour, **10:00am, Monday, August 18, 2025**

Proposals due 5:00 p.m., local time, **Friday, September 5, 2025**

Notice of Respondent selection no later than **September 12, 2025**

Approved negotiated lease by Watsonville City Council: **October 28, 2025**

SELECTION OF SUCCESSFUL PROPOSAL

The Airport intends to select the party that provides optimal services for the operation of the restaurant facility. Consideration will be given to all Proposals.

Preference will be given to a Respondent that has demonstrated a history of successful restaurant management and has submitted a Proposal that demonstrates a commitment to partnering with Airport management and is in the best interest of the Airport and its continued development.

The successful Respondent will enter into lease negotiations with the Airport. A sample Lease agreement is attached (Attachment "C"). The Airport will rely upon this sample form to the extent appropriate.

The Airport reserves the right to accept or reject any or all Proposals and/or re-solicit or cancel the Proposal process, if deemed to be in the best interest of the Airport.

ATTACHMENT "A"

This attachment represents a partial list of aviation related businesses, Specialized Aviation Service operators (SASOs) and/or organizations located at the Watsonville Municipal Airport and are provided for reference only.

Belardi's Interiors
Calibro
Civil Air Patrol Squadron 13
Experimental Aircraft Association, Chapter 119
Hertz
Joby Aviation
Ninety-Nines, Monterey Bay Chapter
NorCal Avionics
Pajaro Valley Aviation Academy
Skydive Surf City
Specialized Helicopters
Strawberry Aviation
United Flight Services

ATTACHEMENT "B"

**WATSONVILLE MUNICIPAL AIRPORT
RULES AND REGULATIONS
By Resolution of
The City Council of the City of Watsonville**

ATTACHMENT "C"

**SAMPLE LEASE AGREEMENT BETWEEN CITY OF
WATSONVILLE AND "RESPONDENT" FOR
THE AIRPORT RESTAURANT FACILITY**