

Appendix C-Aurora Town Square: Café and Bar Service

INTRODUCTION

This Request for Expression of Interest (REOI) is being issued by the Town of Aurora for the purpose of gathering responses from parties interested in:

- A. leasing the Café at Aurora Town Square; and/or
- B. leasing the Performance Hall Bar at Aurora Town Square, including the provision of all bar services (excluding the Café) throughout the Town Square facility and outdoor square.

The goal is the execution of a subsequent lease agreement for the space provided. The Town's preference is to enter into one (1) lease agreement for the operation of both the Café and Bar Service but is also accepting Expressions of Interest individually for each. Leases terms are for three (3) years, with two (2) optional two (2) year extensions.

Through this REOI effort, information is sought to determine tenant options, for Respondents who can operate and manage one or both assets within the Aurora Town Square facility in support and benefit of the Town's residents, businesses and community groups.

The Town intends to review the information provided in response to this REOI and present recommendations to Aurora Council for consideration. The final determination will be at the discretion of Council.

The Town of Aurora is a welcoming, diverse and forward-looking municipality in the heart of York Region, bounded by the City of Richmond Hill, Town of Stouffville, Town of Newmarket and the Township of King. Aurora is a vibrant and prosperous community and one of Ontario's best-kept secrets. Home to over 65,000 people, its globally competitive economy includes more than 2,000 businesses and home to companies such as Desjardins Insurance, Magna International, Piramal Pharma, Kirchoff Automotive, Flow Water Inc., and Megalab Group Inc., representing the target sectors in manufacturing, food processing, automotive, insurance and the growing medtech industries.

Along with a growing business community, Aurora is quickly becoming a tourist destination for sport, culture and heritage assets. In this regard the Town seeks expressions of interest to lease and operate the Café and Bar Services at **Aurora Town Square** in the heart of the downtown area.

For more information about the Town of Aurora, please visit www.aurora.ca.

BACKGROUND

Background on the Downtown Area

Downtown Aurora features all the traits that a resident or visitor could possibly love about a neighbourhood.

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The downtown area boasts a variety of boutique shops, spa services, other businesses and residences, as well as The Aurora Armoury and Aurora Town Park, including the Aurora Farmers' Market. Additionally, Downtown Aurora features Machell's Alley, a unique open-air seating space, all of which are walking distance to Aurora Town Square.

As part of Aurora's Downtown area, Aurora Town Square is the arts and culture hub of Aurora, located in the heart of Aurora's vibrant downtown core, and is a key part of the Town's downtown revitalization, complementing Aurora's small-town charm with unique amenities. Rooted in Aurora's history and developed with an inclusive and sustainable focus, Aurora Town Square is a key asset in the community and is part of the new Community Tourism Plan, advancing the Town as a destination within the GTA.

Aurora Town Square is the home of the Aurora Museum and Archives, the Aurora Cultural Centre, the Aurora Public Library, and hosts of many festivals and entertainment - the catalyst for Downtown revitalization.

[Take a Tour – Downtown Story Map](#)

Background on Aurora Town Square

The Church Street School was built in 1865 and initially operated as a school for the Aurora community. This heritage building was renovated in the early 2000's and re-opened in 2010 as home to the Aurora Cultural Centre and subsequently the Aurora Museum and Archives. This location has been a focal point for arts and culture in the community.

In October of 2024 the Town completed an ambitious expansion project adding a 32,000 square foot addition to the original heritage building, including a 250-seat performance hall, as well as a fully enclosed bridge connecting the new addition to the neighbouring and expanded Aurora Public Library, with a new outdoor square situated between both buildings.

Now home to the Aurora Museum and Archives, the Aurora Cultural Centre, the Aurora Public Library, and numerous events in the outdoor square, Aurora Town Square is the central gathering place for the community and visitors alike.

Aurora Town Square features a variety of key spaces, including:

- **Daive de Simone Performance Hall:** retractable seating for 250 guests or banquet hall seating for up to 185 guests.
- **Brevik Hall:** offers a flexible performance/gathering space for up to 150 guests.
- **Homerom Galleries:** and other gallery spaces offering a variety of visual art exhibitions year-round.
- **Aurora Room:** offering various exhibitions from the Aurora Museum and Archives.
- **Addison Hall Dance Studio:** a dedicated studio space for dance instruction.

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- **Shining Hill Arts Studio:** a dedicated studio space for visual arts.
- **Various Multi-Purposes Rooms:** providing flexible spaces for meetings, classes, conferences, and a variety of other community uses.
- **Joyce and Jim McAlpine Museum Collections Space:** the home of the Town's Museum collection.
- **Treasure Hill Bridge:** connects the Church Street School heritage building and the new addition to the Aurora Public Library, offering a fully enclosed space for passing from one building to the other, overlooking the outdoor square.
- **Mirkopoulos Plateia:** outdoor square offering options for outdoor events, a water feature in the summer, a skating loop in the winter, and the **Delmanor Amphitheatre** provides tiered seating for performances in the square.
- **Aurora Public Library:** offering a full range of library services.

Combined total visitors to Aurora Town Square is projected to be in excess of 500,000 annually.

[Take a Tour of Town Square](#)

Facility & Equipment: Café

The Café, located on the lower level with a walkout to the outdoor square and patio seating is approximately 885sq.ft. with seating for 23, plus additional seating on the Treasure Hill Bridge and throughout the buildings. The café is also supported by a 359 square foot prep/storage room. The outdoor patio includes 11 tables with chairs, plus additional seating throughout the square.

The following Café equipment, purchased new in 2024, is provided by the Town:

- One 3-door undercounter refrigerator
- One 2-door undercounter refrigerator
- One countertop refrigerated display
- Dishwasher
- Coffee Grinder
- Espresso machine
- One 2-door display refrigerator
- Seven 42" diameter café tables
- 23 café chairs
- Shelving/Food display
- Toaster oven
- Built-in fixtures, shelving, storage, counters, etc.

The following equipment in the prep/storage area, purchased new in 2024, is also provided by the Town:

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- Worktables
- Full height single door refrigerator
- Microwave
- Three mobile storage racks
- Wall shelving
- 3-stage sink

Additional equipment and supplies, most of which were purchased new in 2024, may be available for sale from the current tenant. All equipment will be the responsibility of the tenant for care, maintenance, repair and replacement.

Facility & Equipment: Bar

The Bar, located on the upper level in the Davide de Simone Performance Hall foyer, is approximately 193sq.ft., conveniently located to serve both performing arts spaces. The Bar service provider would also provide service throughout the buildings or outdoors (excluding the Café) on an as needed basis for special events.

The following Bar equipment, purchased new in 2024, is provided by the Town:

- One 3-door refrigerator
- One 3-spigot kegerator for draught beer
- Cocktail stations
- Ice maker
- Glass washing machine
- Built-in fixtures, shelving, storage, counters, etc.

Additional equipment and supplies, most of which were purchased new in 2024, may be available for sale from the current tenant. All equipment will be the responsibility of the tenant for care, maintenance, repair and replacement.

The tenant shall be responsible for providing all necessary equipment and materials for portable bar services to be used throughout the buildings and/or outdoor square.

Other amenities include:

- Historically significant
- Fully accessible
- Barrier-free washrooms
- ACGO License covering both buildings and the outdoor square
- Internet connectivity for POS (Tenant will be responsible for provision of internet services.)
- Freight elevator and loading area

The Town will:

- Provide general cleaning services to the public space associated with Café and Bar. Specifics to be confirmed.
- Pay all utilities with the exception of internet

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- All building maintenance
- Provide a dedicated web page on the Aurora Town Square website

The Tenant shall be responsible for:

- Cleaning of the assigned café/ prep room and bar service areas, this will also include café seating throughout the day while in operation.
- All consumable products and materials, and all other goods and services required for the operation of the café and/or bar must be supplied by the Tenant at their sole expense.

All other equipment, furnishings and inventory not specifically identified shall be the responsibility of the Tenant.

GOALS & OBJECTIVES

The goal of this REOI is to gather information and establish relationships with organizations (herein referred to as “Respondent”(s)) who may be interested in leasing the space(s) to operate the Café and/or Bar, and contribute to the Town’s tourism attractiveness.

Menu options for food and beverages as well as pricing are subject to consultation with the Town. Certain details may be subject to Town approval. Specifics to be agreed upon in the lease agreement(s).

Café Operations

The Respondents are asked to propose a comprehensive business model for leasing the Cafe with an anticipated 3-year term, with options to extend. Respondents are to propose a menu of hot and cold beverages, snack and pastry items, hot and cold lunch options, and alcoholic beverages (beer and wine), including proposed pricing. It is expected that an appropriate variety and rotating menu options will be offered to provide variety for patrons and sustain a boutique independent café atmosphere.

Anticipated financial terms:

- \$18.00 per sq. ft. calculated on the square footage of the café space only, excluding the prep/storage area.
- Plus, an additional \$1.00 per sq. ft. calculated on the square footage of the café space only, excluding the prep/storage area, if alcohol is sold at the Café.
- TMI at \$4.00 per sq. ft. calculated on the square footage of the café space only, excluding the prep/storage area.
- No additional fees for the prep/storage area
- Annual increases to be negotiated.

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Bar Services

The Respondents are asked to propose a comprehensive a business model for leasing the Cafe with an anticipated 3-year term, with options to extend. Respondents are to propose a plan for providing alcohol sales from both the fixed Bar and portable bar service, including beverage and snack offerings, and pricing.

Anticipated financial terms:

- \$20.00 per sq. ft. calculated on the square footage of the Performance Hall Bar space.
- TMI at \$4.00 per sq. ft. calculated on the square footage of the Performance Hall Bar space.
- Plus, a percentage of Net revenue to be negotiated.
- Annual increases to be negotiated.

The Town will consider responses (expressions of interest) based on the Respondent's experience, the proposed food/beverage menu and operating plan, as well as proposed revenue sharing model for Bar Services. The Town may proceed to invite those who have submitted a response that meets the goals and needs of the project to a subsequent opportunity for contract award, based on the information provided in response to this REOI.

Should the Town receive only one response to this REOI, and/or identify that the market demonstrates a lack of available qualified Respondents, the Town may elect to engage alternative potential respondents directly for a subsequent opportunity.

SUPPORTING MATERIALS

The Town will use its best efforts to make available any relevant municipal reports, background information, data, drawings, plans, surveys, and any other materials relevant to the project through the various stages of negotiation, as required and available. A list of known background information can be viewed from the following sites:

[Aurora Armoury – Town of Aurora Website](#)
[Aurora Armoury – Emerging Aurora \(video\)](#)
[Downtown Aurora – Town of Aurora Website](#)
[Downtown Aurora – Story Map](#)
[Aurora Town Square Website](#)

REQUESTED INFORMATION

Respondents are asked to include, at a minimum, the following information:

- Corporate Information

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- Operational Approach
- Financial Information
- Regulatory Requirements
- Response Format and Submission

Corporate Information

- Provide a description of the Respondent's company, including, but not limited to:
- A description of the Respondent's corporate and ownership structure, including any applicable supporting documentation such as articles of incorporation, not-for-profit registration numbers, or similar credentials. A brief corporate history including number of years in business and overview of experience in providing their services;
- A list of services the company provides, and equipment used; location of current locations (head office and/other locations);

Operational Approach

- Provide a high-level outline of the Respondent's proposed food and beverage offerings, and any community engagement strategies and marketing/promotion of activities/services.
- For Bar Services, provide an outline of how Bar Services will be provided in alternate locations throughout the building.
- The Respondent is solely responsible for the operation and management of the leased space.

Financial Information

Proposed Lease Terms: Outline any proposed market lease rates, payment structures, and any proposed expectations or partnerships from the Town.

Regulatory Requirements

- Confirmation that the Respondent holds or is capable of obtaining the necessary permits, licenses or insurance required to operate the facility as proposed.