

**Firehouse at Hance Park
Lease and Redevelopment
for Restaurant Concept
Request for Proposals (RFP)
Pre-Proposal Meeting**

August 9, 2022
Phoenix City Hall


City of Phoenix
COMMUNITY & ECONOMIC
DEVELOPMENT DEPARTMENT

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 **Agenda**


- RFP Basics
- Business Opportunity
- Proposer Instructions
- Evaluation Criteria
- Questions & Answers Session
- Solicitation Transparency Policy

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 **Questions & Answers (Q&A)**


- Written questions only
 - Some answers available today
 - All answers published on web
- Written answers supersede verbal answers
- Email alerts when Q&A available online


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 **Q&A Deadline**

- Submit questions by August 30, 2022
 - 2:00 p.m. local Phoenix time
 - Email: procurement.request.ced@phoenix.gov
- Answers available by September 6, 2022
- <https://solicitations.phoenix.gov/Solicitations/Details/1276>

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 **Proposal Deadline**



**Thursday
September 20, 2022
2:00 p.m.
local Phoenix time**

Late proposals will be rejected.

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 **Minimum Qualifications**

- 1 adaptive reuse development in the last 5 years and 5 years' experience operating a restaurant
- Firehouse must be a restaurant in current location
- Minimum first year lease payment: \$128,580
 - Minimum 3% annual increase
- Proposed lease term between 5 and 20 years

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Small Business Outreach

- Each proposer must conduct and document outreach efforts in compliance with Attachment C
- No small business participation goal
 - City strongly encourages each proposer to voluntarily utilize small businesses in its proposal
- **Any proposal that does not meet outreach requirements will be disqualified.**

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Guarantee Instruments

- Proposal Guarantee
 - \$10,000 cashier's check (1 check)
 - **Any proposal without this proposal guarantee will be disqualified.**
- Performance Guarantee
 - 3 months' proposed rent
 - Due at execution of lease

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Business Opportunity

- Site Description
 - Existing building 4,700 SF
 - Site total approx. 24,291 SF



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Business Opportunity

- Desired Project
 - Create unique restaurant concept with local ties
 - Follow HPO guidelines and requirements
 - Be consistent with Conceptual Designs for Firehouse and other applicable plans
 - Incorporate sustainable design elements
 - Align with community and neighborhood goals
 - Be complete in a reasonable time period

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Proposer Instructions


- Proposal Packet
 - 1 original, signed & notarized proposal
 - 8 color copies of proposal
 - 1 e-copy in native format
 - Flash drive or CD
 - Sealed package marked with:
 - Proposer's name
 - Name of this RFP

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Proposer Instructions


- Form of Proposal
 - Tabbed as described in Section III (B)
 - Loose-leaf ringed binder (do not bind)
 - Numbered pages
 - 12-point Arial font
- Encouraged Page Limit
 - 25 double-sided letter-sized pages
 - Excluding Tab 1

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 **Tab 1 – General Information**


- Attachment A – *Executed Affidavit*
- Attachment B – *Signed Conflict of Interest and Solicitation Transparency Disclosure Form*
- Executive Summary

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 **Tab 2 – Concept to Activate Site (Design Elements)**


- Development Details
- Narrative – consistent with Section II (F)
 - Explain deviations from Firehouse Conceptual Designs
- Conceptual Building Elevations/Site Plan
- Circulation Plan
- Project Budget
- Operating Pro Forma
- Timeline
- Construction Mitigation Plan

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 **Tab 2 – Concept to Activate Site (Restaurant Elements)**


- Management Plan
- Marketing Plan
- Restaurant Concept and Menu
- Visual Quality of Proposing Team's Existing/Previous Restaurant(s)

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 **Tab 3 – Return to City**


- Annual lease payment schedule
 - Year 1 at least \$128,580
 - May include requested rent credits
 - Minimum annual increase of 3% for term
- Other Tangible Public Benefits
- Description of any other requested City assistance

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 **Tab 4 – Proposer's Qualifications, Experience, and Financial Capacity**


- Key individuals and their roles
- Each team member's adaptive reuse or restaurant experience
 - Documentation of minimum qualifications
- Financial capacity to successfully manage and complete the proposed development

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 **Small Business Outreach Documentation**

- In separate envelope:
 - Attachment C-A – *Completed Negotiations with Small Businesses*
 - Attachment C-B – *Completed and Signed Small Business Utilization Commitment*
- All required documentation in Attachment C
- 1 e-copy and 1 hard copy


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Evaluation Criteria

- Concept to Activate the Site (0-400 points)
- Return to the City (0-350 points)
- Proposing Team's Qualifications, Experience, and Financial Capacity (0-250 points)


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Evaluation Process

- Evaluation Panel may:
 - Evaluate based on written proposals
 - Interview all proposers
 - Conduct a short-listing process and interview those proposers most likely to be successful based on evaluation criteria
- Details in Section IV (A)


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Q&A Session

- Written questions only


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2nd Site Tour

- August 23, 2022
 - 8:00 a.m. local Phoenix time
 - Registration is not required
 - Release Forms will be made available at tour
 - No questions will be answered on tour, written questions only

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Solicitation Transparency Policy

- All proposers and their representatives, under penalty of disqualification, will refrain from contacting any City staff or officials to discuss this solicitation.
- All questions must be directed to the procurement officer.
- Full policy in **Section V (A)** of the RFP

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