

**GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY
(GCRA)**

Issue Date: June 3, 2010

**RFP #CRAX0001-SV:
RESTAURANT/DINING
ESTABLISHMENT
TO BE LOCATED AT
1712 SE HAWTHORNE ROAD**



Proposal Due Date: July 8, 2010 @ 3:00 p.m. (local time) to the attention of:

**Sarah Vidal-Finn, Senior Analyst
Gainesville Community Redevelopment Agency
300 East University Avenue, Suite 240
Gainesville, Florida 32601
(352) 334-2205**

I. BACKGROUND AND OVERVIEW

A. Executive Summary

The Gainesville Redevelopment Agency (CRA) is a public agency designed to foster redevelopment and reinvest in four target areas. All CRA redevelopment projects share a central purpose: to alleviate urban blight. This project is focused on revitalizing our Eastside Redevelopment Area.

The CRA invites proposals from restaurateurs, entrepreneurs and business owners interested in participating in the revitalization of Southeast Gainesville properties located at 1712 SE Hawthorne Road, referred to hereafter as the "Redevelopment Site".

The redevelopment site consists of two parcels and an existing building. The site is located near the intersection of SE 17th Street and SE Hawthorne Road.



Hawthorne Road is a major corridor with high traffic in an area with underserved consumer demand for restaurants and retail. For these reasons, the CRA is interested in assisting a new or an existing business that is interested in expanding and locating at this site. The preferred use for the Redevelopment Site is a sit-down dining / restaurant establishment.

The CRA will entertain responsive proposals from existing business owners and/or entrepreneurs that envision a financially feasible business to be located in the proposed 1,200 square foot building shell. Interested parties should provide information indicating that they will be able to operate their proposed business as a tenant in the building with the possibility of ultimately purchasing the redevelopment site.

B. The Site & Building

The site consists of two parcels located at Redevelopment Site near the intersection of SE 17th Street and Hawthorne Road. Hawthorne Road (State

Road 20) is a major traffic corridor that connects Gainesville with Hawthorne and surrounding areas. The existing 300 square foot +/- building will be rebuilt and a 900 square foot +/- addition will be added for a total of 1,200 square foot +/- shell. Anticipated completion date for this construction is the week of July 5, 2010. A conceptual site plan is included as Appendix A and schematic elevations are included as Appendix B.

C. The Opportunity

This project is an exciting and unique opportunity for existing business owners and/or entrepreneurs who desire to make an economic impact in the area, create jobs, and provide valuable goods/services to the area's consumer base. Since the CRA will serve as developer for the project, many of the barriers that exist for private developers will be addressed by the CRA, including site work and construction of the building shell. Additionally, the CRA is willing to negotiate the terms of the lease with the potential tenant in order to support the creation of a new café on the eastside.

II. PROPOSAL EVALUATION PROCESS

A. Submission of Written Proposal

Proposal Submission Requirements:

Submissions should consist of the following elements, which should be answered as completely as possible. Proposals will only be accepted if they include each of the requirements listed below. Please submit information in appropriate detail addressing each of the items* described below to allow adequate review and evaluation of your proposal:

1. A cover letter signed by a person authorized to represent and commit on behalf of respondent
2. Completed "Authorization to Release Information" (Appendix C)
3. Respondent qualifications, past experience & legal status
4. Business concept and character
5. Business terms

*(An explanation of each item is addressed in greater detail below).

B. Written Proposal Scoring and Oral Presentations

Responses to this Proposal will be considered and ranked by CRA Selection Committee; the top three ranked respondents will be invited to present their proposals before the Committee. Additional instructions will be forwarded to the top three respondents for the oral presentations. The final selection will be based

on those presentations and the top ranked firm will be invited to negotiate the terms of their proposal with CRA Selection Committee. Final approval shall be made by the CRA Board.

Proposals will be ranked based on the following criteria:

Respondent's Qualifications, Past Experience & Legal Status	(25 points)
Business Concept and Character	(25 points)
Financial Analysis	(25 points)
Business Terms	(25 points)

Respondent Qualifications, Past Experience & Legal Status

Successful respondents to this RFP will either be experienced business owners with a proven track record or start-up entrepreneurs with a viable business idea. Interested parties should provide information indicating that they will be able to successfully operate their proposed business as a tenant in the Redevelopment Site. Parties should also include the form of ownership of current business or a description of the business to be located at the Redevelopment Site (i.e. Sole Proprietorship, LLC). A resume of relevant professional experiences is strongly encouraged.

Business Concept/Character

Respondents should provide a description of the proposed business. At a minimum, this description should include the following information: proposed hours of operation, types of products sold/services offered, estimated price points for said products/services, assumed target clientele, proposed utilization of interior space, and proposed utilization/layout of outdoor seating areas. Respondents should understand that although the selected business may include food products or other goods which may be consumed off-site, successful respondents must provide a business plan that fully utilizes both the indoor and outdoor components of the Hawthorne Road site.

The proposed business should create a visually appealing site that can serve as a catalyst for increased activity along the Hawthorne Road corridor. Respondents should therefore provide information that will allow the CRA to understand the character, style and ambiance of the proposed business and how it will contribute to the revitalization of East Gainesville. Respondents should provide descriptions and visual aids of proposed signage (if any), décor, and proposed styles of outdoor furniture for the on-site seating/patio areas, and layout for these outdoor areas. Additionally, respondents should provide information related to the internal layout of the Redevelopment Site, in order to demonstrate an understanding of the space issues inside the approximately +/- 1,200 square foot building, and the respondent's ability to successfully adapt to this space.

Financial Analysis

Respondents must provide financial information and a fiscal plan for the proposed business in order to demonstrate the feasibility of the venture. Respondents should demonstrate a financial capability to provide not only start-up capital, but also the funding needed to “ramp up” the business for grand opening and operation. This plan should include estimated expenses and revenue scenarios. Respondents must provide a two year operating pro forma with forecasted revenues, expenses, and financing costs. Applicant must demonstrate the ability to secure financing for the project, if required. Include bank or lending references. Additionally, if the proposed business is an expansion of an existing business, or if the respondent is currently or has previously operated a similar commercial business, respondents must provide a two-year financial statement including profit/loss information, a balance sheet, and statement of cash flows. Applicant should also include proof of Insurance with the following minimums: \$1,000,000 per occurrence; \$2,000,000 aggregate; Business-Auto - \$1,000,000 combined single limit; Worker’s Compensation – Statutory Minimum.

Business Terms

The CRA will lease the Redevelopment Site to the successful respondent. Applicants should be aware the Redevelopment Site will be constructed as a shell building and will require a full build out in order to accommodate a new business. Respondents should address these issues and propose which expenses are to be borne by the CRA and which expenses shall be borne by the respondent, as a tenant. The CRA anticipates that the monthly rental rate for the Redevelopment Site will be negotiable dependent on the tenant’s level of participation in funding the physical build out to the site. Responses to this RFP should include a proposed rent structure, including term of years, for use of the Redevelopment Site. In accordance with F.S. 163.380(2), if the proposed rent is less than “fair market value”, the CRA must hold a public meeting to determine that the lease is in the public interest for uses in accordance with the Eastside Redevelopment Plan.

- While formulating the proposed business plans, respondents should be aware that the Redevelopment Site location is currently under construction in order to provide a useable commercial shell with maximum site flexibility to prospective tenants.
- Appendix D outlines the **proposed** CRA and tenant responsibilities with respect to the site development. These items may be negotiable.

Respondents should identify the necessary site improvements needed to support their proposed business and provide such information, including cost estimates and a proposed division of expenses (between the CRA and the respondent) in

their business proposal. All information relating to rent structure, site improvements, etc. must also agree with, and be reflected in, the respondent's financial analysis materials. The CRA is most interested in a lease-to-purchase proposals.

Applicants are encouraged, though not required, to utilize 3D modeling software (such as Google SketchUp, AutoCad, or similar programs) to illustrate their vision for the Redevelopment Site.

III. DUE DATE FOR QUESTIONS

Questions are encouraged and must be submitted in writing via email to Sarah Vidal-Finn at vidalsc@cityofgainesville.org by close of business July 1, 2010. Answers to questions will be posted to the CRA website by close of business July 5, 2010.

Appendix A

(Cover for Site Plan)

Appendix B

(Note: The images provided are artistic renderings of the building after renovation and expansion. The external appearance may be different at final construction.)



Appendix C

(Cover for "Authorization to Release Information")



AUTHORIZATION TO RELEASE INFORMATION

I/We hereby authorize the **City of Gainesville and/or the Gainesville Community Redevelopment Agency**, or their respective employees or agents, to obtain credit report(s) in connection with my/our response to the Request for Proposals for Restaurant/Dining Establishment at 1712 and 1714 SE Hawthorne Road.

I/We understand and agree that (1) any and all personal information provided by me/us to the **City of Gainesville and/or the Gainesville Community Redevelopment Agency**, or their respective employees or agents, will be furnished to credit reporting agencies or credit bureaus in order to obtain information to determine and evaluate my/our credit history and credit worthiness; (2) the information being requested is for use in connection with a bone fide "permissible purpose" as defined in 15 U.S.C. 1681b; and (3) any and all information provided by me/us and by the credit reporting agencies or credit bureaus to the **City of Gainesville and/or the Gainesville Community Redevelopment Agency** or their respective employees or agents, is a public record and subject to disclosure, unless otherwise exempted by law.

A FACSIMILE OR COPY OF THIS FORM WILL REPRESENT THE ORIGINAL AUTHORIZATION FORM. This document may be reproduced to acquire information from more than one source.

Signature

Social Security#

Date

Printed Name

Signature

Social Security#

Date

Printed Name

Appendix D

(Cover for CRA and Tenant Build-out Responsibilities)

GCRA - Hawthorne Road Café - Tenant Build-out Scope Checklist

Item	CRA	Tenant	Comment
Site Development	Provide Architecture, Landscape Architecture, Engineering, Parking, and Stormwater	Not Applicable	All Sitework, Landscape & Brick Pavers - By Shell Contractor
Building Construction	Will construct "shell" building and construct build-out per tenant's build-out plans; Will obtain building permits	Design Tenant Build-Out/Provide Permit Drawings	Building Permit Cost by Tenant
Grease Trap	Provide one grease trap for the Tenant; 750 gallon capacity, the minimum size for City of Gainesville	Responsible for expenses associated with the cost of emptying and maintaining the grease trap	Piping to the grease trap is provided to the space through a 4" PVC line
Electrical Service	Main service provided to the café through a 400 amp exterior panel	This panel shall be metered and billed to the Tenant	The AC equipment will be served out of this panel. This panel will serve a 100 amp panel for general lighting and receptacles provided by the Landlord. A future panel, provided by the Tenant, will be needed to serve the kitchen equipment
Gas Line	Provide 2" gas line stubbed to space	Responsible for gas expenses	
Phone Line	Provide 1" phone line conduit with pull string to telephone panel.	Responsible for data, telephone, and security	
Lighting / Electric	Provide basic life safety building lighting and exterior lighting	Provide all other interior lighting & electrical outlets	
Dumpster	Provide a wet/dry trash dumpster with 5 CY capacity	Pay for refuse service	
Glass	Install insulated Low E glass in a clear anodized aluminum framing system meeting all Florida energy code requirements.	Not Applicable	Vinyl applied lettering will be allowed for Tenant graphics as approved by the Landlord
Restrooms	Provide two restrooms - Rough-in only	Interior plumbing fixtures & toilet accessories	All fixtures shall be paid for and provided by Tenant per build-out.
Water Supply	Water is supplied to the space through a 1 1/2" water line	Metered and billed to the Tenant based on consumption.	All fixtures and water heater shall be paid for and provided by Tenant per build-out.
Sanitary Sewer Line	A 4" sanitary sewer will be stubbed up to the space	Will be billed based on water line size and capacity.	Shell contractor to provide rough-in under slab-on-grade
Kitchen Slab	Will install kitchen slab per Tenant build-out	Slab for kitchen shall be provided when kitchen equipment has been located	
Kitchen Equipment	Not Applicable	All kitchen equipment shall be provided by Tenant.	
Fire Sprinklers	Not Applicable	Not Applicable	Fire sprinklers are not required for this building
HVAC	Provide two AC units to be located on the roof. One each for the dining area and the kitchen. The dining room unit will have enough outside air (OA) on it to make up any kitchen exhaust and to provide the ventilation requirements for the people in the dining room.	All mechanical design and coordination is the responsibility of the Tenant. Ductwork to be provided by Tenant. All interior grilles & registers. Test & balance of HVAC systems.	Kitchen unit: 4 tons. Dining room unit: 7 tons.
Kitchen Exhaust	Provide block-out area on the premises for routing cook exhaust to the exterior of the building.	Kitchen exhaust system needs to be determined by extent of Tenant's kitchen equipment. This system will be furnished and installed by Tenant at Tenant's sole cost and expense.	This system must be sufficient in capacity to accommodate Tenant's cook exhaust requirements. This system may need to include Ansul system.
Indoor Furnishings & Fixtures		To be provided by Tenant at Tenant's sole cost and expense.	
Outdoor Furnishings	Not Applicable	To be provided by Tenant at Tenant's sole cost and expense.	Landlord shall approve all outdoor furnishings prior to installation by Tenant. No outdoor furnishings shall be placed in the ROW, only within the property line.
Fire Alarm	Provide fire alarm	Tenant shall furnish the building's fire alarm system complete.	
Canopies	Provide per the building plans	Not Applicable	Not Applicable
Wet Zone	Not Applicable		The space is not currently wet zoned for the Tenant
Health Department Inspections	Not Applicable	All Alachua County Health Department inspections, permits and final approvals are the responsibility of the Tenant	
Walls	Exterior wall construction to be insulated CMU (Concrete Masonry Units); Interior walls within the space will be left exposed "as is".		
Ceiling			Interior exposed bar joist and metal deck ceiling height is approximated to be 10" -6" from the floor slab to bottom of bar joist
Permits / Licenses	Assist and coordinate all permitting with the City of Gainesville and provide associated building documentation needed for such approvals	Apply for and secure certificate of occupancy, business, occupational, and any other required licenses and/or permits	
Signage	Not Applicable	Provide all tenant-related signage.	Tenant shall permit owner-approved signage in compliance with all applicable codes and ordinances
Insurance	Not Applicable	Provide all required insurance.	
Interior Finishes / Build-out		All interior wall framing, wall, ceiling & floor finishes. Interior ceiling batt insulation / wall rigid insulation by Tenant. All acoustical ceilings, ceramic tile, finish flooring, painting, toilet accessories, fire extinguishers & window blinds by Tenant.	
Freezer / Cooler		By Tenant	Concrete slab by Shell Contractor.