

# REQUEST FOR PROPOSALS

## RIVERWALK CAFÉ AT RIVARD PLAZA



**Detroit RiverFront Conservancy, Inc.**  
Detroit, Michigan

November 4, 2014

For services provided to:  
Detroit RiverFront Conservancy, Inc  
600 Renaissance Center, Suite 1720  
Detroit, Michigan 48243-1802

### **CONFIDENTIALITY**

This Request for Proposal ("**RFP**") contains materials and information which are confidential to the Detroit RiverFront Conservancy ("**DRFC**"). The recipient shall not disclose any of the information contained in this RFP without previous written approval from the DRFC who specifically requires that recipient not discuss or disclose the contents of this package, or the fact that this RFP has been issued, with any other party other than representatives of the DRFC.

In preparing your Proposal, if your firm determines that it is necessary or appropriate to involve a resource outside of your firm (such as a specialty consultant) to complete your Proposal, written permission from the DRFC to communicate outside of your firm is required. Please submit your request as an inquiry, the response to such inquiries will not be distributed to all parties.

## REQUEST FOR PROPOSALS

### DETROIT RIVERFRONT CONSERVANCY (DRFC) RIVERWALK CAFÉ AT RIVARD PLAZA

#### 1. PROPOSAL SUMMARY

The Detroit Riverfront Conservancy (**DRFC**) is seeking proposals for the operation of the cafe at Rivard Plaza. The café is intended to provide daily food-service to RiverWalk patrons, seasonally or on a year-round basis, and to draw customers from outside the RiverWalk as well. The DRFC seeks an experienced operator to bring a unique flair to this unique facility. Partnerships are encouraged with special consideration provided to local Detroit operators with experience employing Detroit residents. Proposals may include the operation of satellite locations at Mt. Elliott Park, Gabriel Richard Park, and may include food carts in approved locations along other portions of the RiverWalk, including the West Riverfront and the Dequindre Cut. We also encourage proposals that identify concepts for special events.

The DRFC intends to contract with the successful qualified firm as the Concessionaire as defined in the Sample Concession Agreement at Attachment A.

#### 2. DRFC PHILOSOPHY AND GOALS FOR THE RIVERWALK CAFÉ

- The Detroit RiverWalk belongs to everyone. The Detroit River is the most significant natural feature in our community, and the RiverWalk has become a gathering place for the greater Detroit area and visitors from outside of our community. On the RiverWalk, international business leaders stroll past local residents and fitness buffs. The Detroit riverfront celebrates and embraces diversity every day and is a leading model for public/private partnerships. More than three million people visited the riverfront in 2014.
- The construction of the RiverWalk has stimulated significant redevelopment in the riverfront district. Since opening in 2007, the RiverWalk has played a major role in transforming a once industrial neglected riverfront into a vibrant, clean, safe and beautiful place for people to visit and enjoy. Buildings and vacant lots along the riverfront that have been sitting abandoned are finding new life. Key new developments include the Rivertown Neighborhood Senior Apartments, University Preparatory Academy High School, and Orleans Landing, which is planned to deliver 260 residential units in 2016. Additionally, General Motors has plans to redevelop the surface parking lots into a mixed use community, which will introduce more residents to the district.
- As new construction brings new residents to the riverfront, the DRFC has a keen interest in seeing that the RiverWalk remains a place where everyone feels at home and everyone feels a sense of ownership.
- The operation of the café must support this mission. The food offerings must be high quality, accessible to all visitors and the cafe facility should draw new visitors to the RiverWalk, establishing the riverfront as a local food destination in the Detroit market.

- The food offerings should be authentic, accessible to a broad economic spectrum, and thoughtfully executed. Menu items need not be extraordinary, but should be well thought out and should reflect the tastes of Detroit. The cafe operator should love the food that is offered, and should care about every detail of the operation.
- DRFC is looking for an operator who can bring a new spirit to the RiverWalk - an establishment that transcends conventional convenience food and not only brings flavor, but one that also supports the mission and vision of the DRFC that supports our efforts to make the riverfront a special destination and a great place for kids, families, teens, seniors, and everyone in between.

### **3. DESCRIPTION OF THE FACILITY**

- Located within the Detroit's famed RiverWalk at Rivard Plaza, the RiverWalk Café features modern style architecture and direct frontage on the Detroit River. The site has more than 160 free parking spaces in a surface lot immediately adjacent to the building. The east riverfront stretches more than three miles along the waterfront and features walking, jogging, bicycle paths, beautiful Garden Rooms, and the first urban state park in Michigan. The RiverWalk borders Belle Isle to the east, Rosa Parks Blvd. to the west and includes the picturesque Dequindre Cut to the north.
- The RiverWalk Café at Rivard Plaza is located at 1340 E. Atwater Street, Detroit, MI 48207. It is currently a three window outdoor style snack shop that operates Friday, Saturday and Sunday through Memorial Day, then opens seven days per week through Labor Day. The RiverWalk Café remains open after Labor Day on an "as weather permits" basis through October. All organizations using the walk for any event are required per their agreement to use the RiverWalk Café for all their food and beverage needs. On occasion, VIP events are booked at Rivard Plaza and on those occasions, the Café may be required to cater this type of event. The Operator will also be required to manage ticket sales and operations of the Cullen Family Carousel located at Rivard Plaza while the RiverWalk Café is open for business. The Operator will not be responsible for maintenance of the carousel. Coffee must be provided.
- The Property has access to all typical utilities including but not limited to water, electric, and telephone. HVAC is installed and is operational.
- This rare site offers an expansive and grand waterfront experience right next to major transportation access points and provides an opportunity to provide an expanded and exciting food and beverage service experience. The Rivard Plaza entrance is three blocks off I-375, the City's main downtown exit. As the site is just south of downtown, it is served by the Detroit People Mover. Also along the walk is the GM World Headquarters, Hart Plaza. Within walking distance of the RiverWalk is the Central Business District of Detroit, which includes the wonderful Campus Martius Park.

### **4. BACKGROUND**

- The Detroit RiverFront Conservancy is a non-profit organization founded in 2003 by a group of forward-looking civic, community and public leaders that took the lead in putting together a plan to develop public space on Detroit's historic and international riverfront to

not only open the riverfront to public access, but to serve as a catalyst to economic development.

- The Conservancy represents a successful public-private partnership which includes foundations, corporations, individuals, the public sector and Conservancy Board of Directors that have all been integral to revitalizing the riverfront. This project has been one of the most successful, fast-tracked developments in the history of Detroit.
- The Conservancy was founded by three key partners: the City of Detroit, which provided valuable riverfront land and significant infrastructure improvements, including the demolition of the riverfront silos; General Motors which invested an additional \$25 million into its waterfront renovations at the Renaissance Center which included the building of the GM Plaza and the first half mile of RiverWalk which it donated to the Conservancy along with cash and in-kind support; and the Kresge Foundation, which provided its largest grant ever to a single project – a \$50 million challenge grant that served as an economic catalyst to launch the Conservancy's efforts.
- The mission of the Conservancy is to develop public access to Detroit's riverfront and serve as an anchor for economic development – all while working with others to create more thriving, walkable and connected communities within Detroit. The Conservancy's responsibilities in support of this mission include managing design and construction, maintenance, operations and programming, funding and other stewardship responsibilities.
- Detroit has approximately 730,000 residents, with more than 300,000 people living within a 10-mile radius of the site. Detroit's workforce exceeds the City's population and the RiverWalk has become a Detroit landmark and destination point for all who visit, live, work or play in Detroit.

## 5. TIMELINE

a)	Mandatory Pre-Bid Site Visit	November 17, 2014 1:00 pm EST
b)	Proposals Due	December 12, 2014 5:00 pm EST
c)	Proposal Evaluation/interviews	December 12 - January 9, 2014
d)	Short List	January 23, 2015
e)	Execute Concession Agreement	February 2, 2015
f)	Open for Operations	Spring 2015

## 6. PROPOSAL REQUIREMENTS

- Provide a complete description of the concept or theme and how the cafe will be operated to achieve the DRFC's philosophy for the space. Proposers are encouraged to provide a distinctive name and brand identity.
- Provide an outline of the marketing plan for the concept.
- Provide a detailed staffing plan and estimated number of full-time and part-time jobs created.

- State the percentage of Gross Receipts (as defined in the sample concession agreement) that will be paid to DRFC. Minimum requirement is 5%. Provide a 5 year proforma.
- If any alterations to the cafe are contemplated, provide concept plans and renderings for such alterations.
- Provide the full name, corporate tax identification number and main office address of the entity (hereinafter referred to as the "Operator") which would ultimately enter into a contract with the DRFC.
- Provide a listing of Operator's current food service or related operations for the past five years. Provide annual revenues earned. As applicable, provide a summation of contracts awarded within the last five years, including the amount and the dates. Also include contact information for the relevant customers.
- Provide a listing of the officers and owners of the Operator, as well as the background and experience of these specific individuals.
- Provide contact information for specific lenders, banks, financiers, equity partners and landlords who can speak to the Operator's financial strength, stability, and credit-worthiness.
- Indicate if any present or former DRFC employee, board member, person, or company who is payable in whole or in part from the DRFC has any direct or indirect personal interest in the Operator. If so, describe the circumstances.
- Provide a description of any claims, complaints, and litigation that may have been brought against the Operator over employee health and safety (OSHA), labor laws, or affirmative action, as these issues relate to performance of duties.
- If applicable, describe the circumstances under which the Operator may have been terminated from a contract for cause.

## **7. SUBMITTAL OF PROPOSAL**

Deliver (6) hard copies and on disk, of your RFP response by December 12, 2014 to:

Detroit Riverfront Conservancy, Inc.  
600 Renaissance Center  
Suite 1720  
Detroit, MI 48243-1802  
ATTN: William Smith

## **8. EVALUATION OF PROPOSALS**

The following criteria will be considered when making an evaluation of the Proposals:

- A. Alignment with DRFC philosophy and goals
- B. Thoroughness of response
- C. Statement of SBE/WBE/MBE
- D. Depth of relevant experience and other qualifications
- E. Financial considerations
- F. Ability to fulfill client's expectations

The DRFC reserves the right to reject any and all Proposals submitted and to request additional information from all potential candidates. The DRFC is not obligated to accept any Proposal based on financial consideration or otherwise. Candidates agree their Proposals will remain valid for a period of sixty (60) calendar days following the due date for submittal.

## **9. ATTACHMENTS PROVIDED**

- A. Sample Contract

**ATTACHMENT A**  
**SAMPLE CONCESSION AGREEMENT**