



1934-36 East Passyunk Avenue
“Restaurant”
Request for Proposal (RFP) October 2016

Passyunk Avenue Revitalization Corporation
Philadelphia, PA

1.0 GENERAL INFORMATION

FOR: A restaurant to be located at 1934-36 East Passyunk Avenue, Philadelphia, PA 19148 (*see attached map*)

BY: Passyunk Avenue Revitalization Corporation
1134 Titan Street
Philadelphia, PA 19147

CONTACT: Bryan Fenstermaker
Executive Director
Office: (215) 551-5111
Fax: (215) 465-6598
Email: bfenstermaker@passyarc.com

DEADLINE: 3:00 p.m., Thursday, November 10th, 2016

OVERVIEW

Passyunk Avenue Revitalization Corporation (PARC) is seeking an experienced restaurateur that has successfully operated and managed a restaurant for at least two (2) consecutive years to operate at 1934-36 East Passyunk Avenue. The concept will be left to the selected restaurateur provided that the individual/team submit a qualified proposal based on the following RFP.

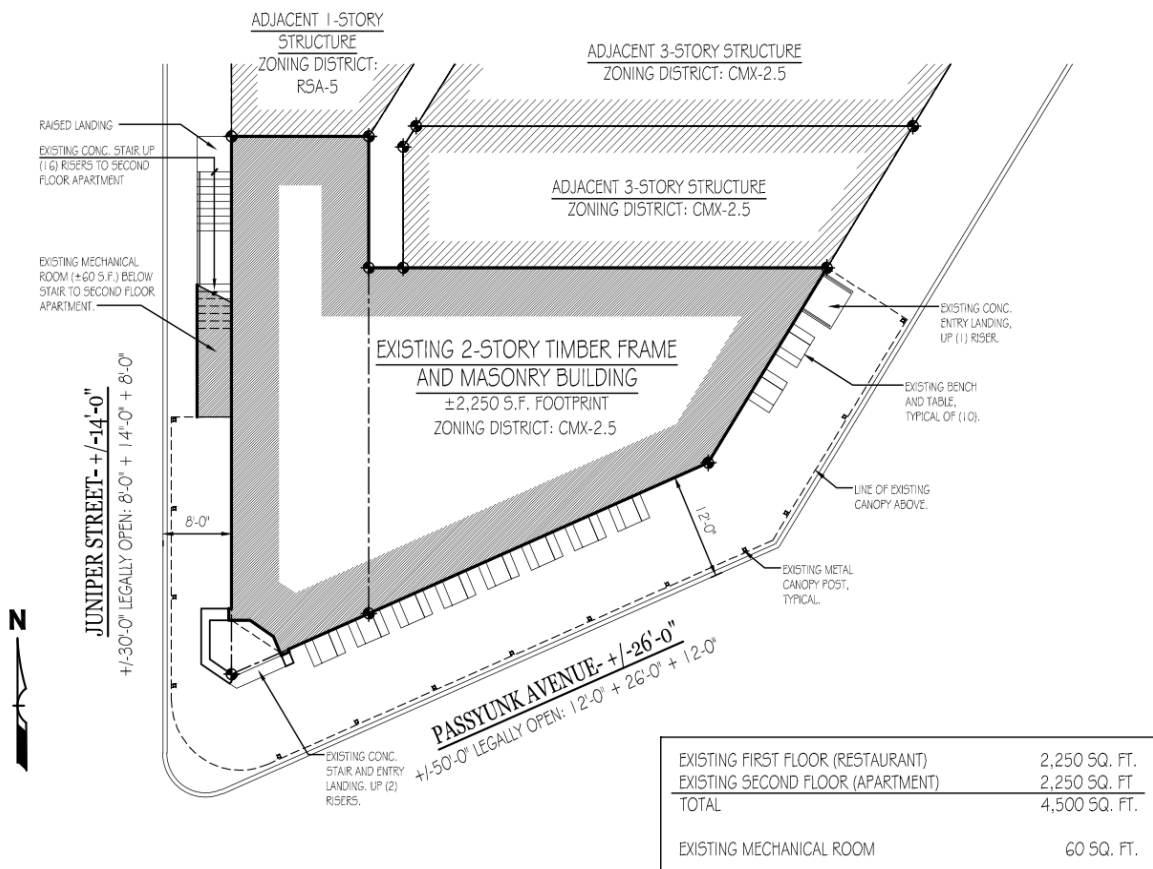
PARC – MISSION STATEMENT

PARC, a 501(c)3 has a dual mission as both a non-profit real estate development/management company and a public space maintenance and enhancement organization. As a non-profit organization, PARC owns real estate primarily on the Passyunk Avenue retail corridor from Federal Street to McKean Street. With the income from these properties PARC provides supplementary public space maintenance and improvement services on Passyunk Avenue and on the surrounding residential blocks from Broad Street to 9th Street, Federal Street to Snyder Avenue.

PARC will ensure a quality retail mix that serves both the neighborhood and the region. Retail leasing decisions will balance prudent investment principles with community service objectives.

THE RESTAURANT SPACE

The building is laid out as a restaurant on the first floor with 2,250 square feet of interior area. The granite bar is at the front portion with dining along Juniper Street and at the center of the building and the restrooms and the kitchen are at the rear. A small unheated storage room is also in the dining room. The seating capacity is reported to be sixty persons excluding exterior seating. There is a wood-covered canopy with eight tables along the sidewalk. There is an exterior storage area along the street frontages, as well as covered posts supporting the canopy and ornamental planters. (*see site plan below and current figuration plan*)



2.0 REQUIRED CONTENTS OF PROPOSAL

Each respondent must provide, at a minimum, the following information, in addition to the information described in Section 4.0 of this Request for Proposals:

1. Name, address, email address, telephone number and fax number of the respondent;
2. Name, address, email address, telephone number and fax number of representative that is authorized to act on behalf of and represent respondent;
3. Name, address, email address, phone number and fax number of a designated contact person for all notices and communications regarding the submitted proposal;
4. Statement signed by the respondent/s or authorized representative certifying that:
 - a. All of the information contained in the proposal is true and correct;
 - b. Respondent agrees to all terms and conditions, reservations and stipulations contained in this RFP document, including but not limited to those specified in Section 6.0 hereof; and
 - c. Signator is authorized to make the commitments and representations contained in the proposal on behalf of the respondent.
5. Identify the owner and operating team and describe team members' qualifications and experience, with particular attention to the experience and qualification related to the proponent's proposal for a restaurant. Also include their name and contact information;
6. Provide a resume of successful operations similar to what you are proposing along with any other information deemed relevant to the committee's evaluation of how your proposal addresses this criterion. Include date of opening and, if applicable, date operation was closed for any operations examples submitted;
7. Provide a description of the proposed ownership and management/marketing structure for the proposed operation. Include information on any significant restaurant projects completed in the past ten (10) years involving such ownership and management/marketing;
8. Provide at least three references, including name, address, email address, phone number, fax number, contact person and description of relationship with proposed business;
9. Provide current financial statements for all entities and individuals comprising the proposed ownership entity (including members, if LLC, and general partners, if partnership). Respondent may identify such information as "**CONFIDENTIAL**" and the committee shall endeavor to protect any information so marked from public disclosure. All information will be shredded once the committee has made its decision.

10. Provide a narrative summary describing why Respondent is qualified to undertake the proposed operation;
11. Provide a narrative description of the proposed operation;
12. Provide a business plan and project budget including individual line items for each major expense. The business plan should include an operating budget, market analysis and projections, management structure, and proposed financing arrangements. The budget should also include a three (3) year income and expense projection—this projection should also identify sources of working capital to cover initial operating deficits and startup costs that would cover all costs of opening the facility, addressing repairs, clean-up and any new equipment the respondent believes needed. The business plan should address daily operations, planning, security, special events, promoting, reporting and operations to achieve the greatest benefits and enhance the overall experience for the community. The business plan should also include a description of the types of workers expected to be involved in the facility’s operation and the number of each type of worker proposed to be involved;
13. Provide a detailed operating proforma for the three years, including all anticipated income and expenses for the completed project. Also, provide a statement of sources and uses of funds for financing the project;
14. Provide a copy of any financial commitment letters from any lenders and/or equity partners or contributors—if respondent identifies any funds other than respondent’s own funds as “sources” in any materials presented in response to the requirements specified in section 4.0 below, commitment letters from all such other sources are required as a part of the RFP response;
15. Provide a narrative description of any changes to restaurant design and necessary equipment needed. PARC will make itself available for respondents to tour the restaurant.
16. Provide a narrative description and annotated timetable outlining milestones for all proposed restaurant activities, including a definitive schedule for opening the facility and a date certain when the facility will be open for business.
17. Provide a narrative describing the proposed marketing, promotion and advertising plans for the restaurant, as applicable.
18. Provide a detailed description of any event, fact, circumstance or agreement, upon which all or any part of the restaurant is conditioned.
19. Provide a narrative explaining your interest in obtaining a liquor license.
20. Provide concept material such as name, logo, menu with accompanying prices for the Review Committee.

IT IS REQUIRED THAT PROPOSALS FOLLOW THE ABOVE FORMAT AND INCLUDE ALL REQUESTED INFORMATION. THE PROVISION OF SUPPLEMENTAL AND ADDITIONAL INFORMATION TO ILLUSTRATE OR CLARIFY RESPONSES IS ENCOURAGED. BY SUBMITTING A PROPOSAL.

An electronic copy must be sent to bfenstermaker@passyarc.com in addition five (5) hardcopies of the proposal must be addressed as follows and delivered to the following address:

**Passyunk Avenue Revitalization Corporation
c/o Bryan Fenstermaker
1134 Titan Street
Philadelphia, PA 19147**

Additional information and documentation may be required once a proposal is accepted. After Friday, November 11th, 2016, submitted proposals will be reviewed.

Participants will be contacted no later than Monday, November 14th, 2016 as to whether or not the submitted proposal has been accepted. PARC may change, extend the dates and/or solicit more proposals if it deems necessary. If you have any questions, please contact Bryan Fenstermaker at (215) 551-5111 or via email at bfenstermaker@passyarc.com.

3.0 Selection Process and Criteria

Responses will be reviewed by a selection committee of the PARC Board of Directors. The committee shall evaluate the proposals and vote to move forward with a selection. The committee shall use the following criteria in its selection process:

1. Experience and qualifications of individuals proposing to be involved in the operation of the Restaurant;
2. Evidence of financial strength and capacity to operate a said facility;
3. Evaluation of the proposed business plan for the operation and management of Restaurant;
4. Ability and commitment to complete all necessary work to commence operations expeditiously, including sufficient staffing to open facility. This includes the ability to secure all necessary permits and licenses, including a liquor license;
5. Schedule for reopening the facility; and
6. Amount of investment in the restaurant proposed, if necessary.

The Committee may add other selection criteria during the selection process.

4.0 REQUIRED FORM OF PROPOSAL RESPONSE

All proposals must be delivered sealed and unopened. Proposals must be stapled or bound, in booklet form, on eight and one-half inch (8 ½”) by eleven inch (11”) white paper printed on one side. [Sheets containing graphic images, if any, may fold out to eleven inches (11”) by seventeen inches (17”).] The front cover of each booklet must clearly identify the respondent and contain the name, address, and telephone number of its principal spokesperson, which may be released by the Review Committee as public information upon receipt of the proposal.

Oversized graphic materials, if any, will be accepted provided that reduced versions are included in all original proposal booklets. Each respondent must submit five (5) complete copies of each proposal. Each respondent must include all of the information described in Section 2.0 above.

5.0 QUESTIONS REGARDING THIS RFP

Any and all questions or requests for clarification with respect to this RFP or the site must be submitted in writing or via e-mail to:

Passyunk Avenue Revitalization Corporation
c/o Bryan Fenstermaker
1134 Titan Street
Philadelphia, PA 19147
bfenstermaker@passyarc.com
P: (215) 551-5111

Questions must be received no later than 3:00 p.m., Tuesday, November 1st, 2016, in order for the Committee to issue a timely response. The Committee shall not be obligated to respond to any question. Responses to all questions will be sent electronically to the questioner.

6.0 GENERAL CONDITIONS FOR SUBMISSION OF PROPOSAL

The Review Committee reserves the right to reject any or all proposals; to select one or none of the respondents; to void this RFP and the review process and/or terminate negotiations at any time; to revise any conditions and stipulations contained herein, as convenient or necessary; to further negotiate fees, rates and financial arrangements, etc; to establish further criteria for selection; to ask respondents to submit additional information or evidence of their qualifications and experience; to waive informalities in the proposals and in the proposal process; and to negotiate with successful respondents; to reject any and/or all proposals for any reason, in Committee’s sole discretion.

PARC Commercial Properties & Public Spaces



Current Configuration Plan

