



Request for Proposals

City of Coachella Library Café/Restaurant

Site Address:
1500 Sixth Street
Coachella, CA 92236

Issued: May 9, 2018

Proposals Due: May 30, 2018

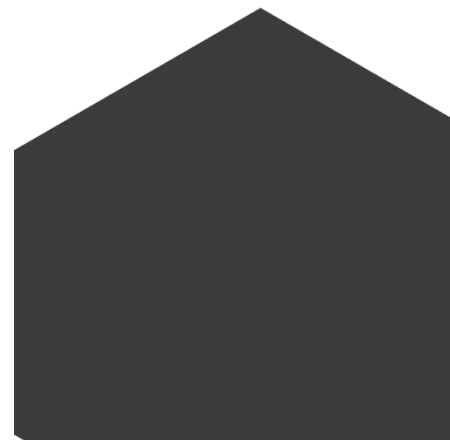




Table of Contents

Section	Page
I. Introduction	2
II. Invitation to Propose	2
III. City Library Description	2
IV. Goal/Objectives	3
V. Proposal Requirements	3
VI. Lease Terms and Incentives	5
VII. Instructions and Schedule for Submitting of Proposals	6
VIII. RFP Inquires	6
IX. Public Records	7
X. Evaluation Process and Selection Criteria	7
Exhibit "A" – Site Map	8
Exhibit "B" – Space Map	9
Exhibit "C" – Design Renderings	10
Exhibit "D" – Construction Photographs	11



I. Introduction

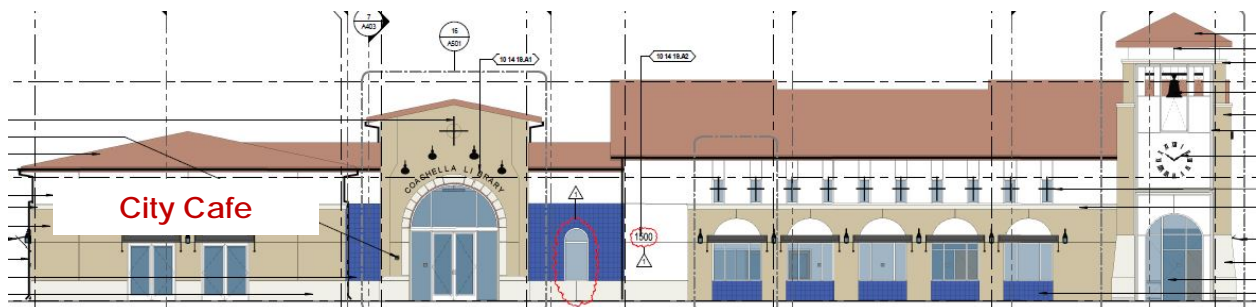
The City of Coachella is known as the “City of Eternal Sunshine” and the “Gateway to the Salton Sea”, and along with its largely young, rural and family oriented demographics makes it one of the most appealing and upcoming areas in Southern California and the County of Riverside. The City of Coachella was incorporated on December 13, 1946. According to the 2010 U.S. Census and Southern California Association of Governments (SCAG), the City of Coachella has a population of over 46,000 people with forecasting numbers that indicate a population of 135,000 by 2035, making it the 2nd largest city in the Coachella Valley. The City has over 29 square miles of mix use zoning opportunities, such as agriculture, commercial retail, industrial and housing. This culturally rich and family oriented City has a median age of 24.5 years old with an average family size of 4.57/household.

II. Invitation to Propose

The City of Coachella is pleased to offer an exciting opportunity for a well-qualified business entity to operate a 658 square foot restaurant/café in the new City of Coachella Library located in the Downtown Pueblo Viejo District. This restaurant will be an anchor of the downtown area, as it is located on one of the four corners of the City square.

Qualified proposals must have demonstrated experience, and knowledge of restaurant/retail operations—including financing, marketing, design, leasing, management and oversight. It is further expected that proposals will be based on a thorough understanding of existing and future restaurant market conditions and trends and that final proposals will contain realistic financial projections.

III. City Library Description



The new 15,800 square foot, one-story public library building is on 1.29 acres of partially developed land in the C-G (General Commercial) Zone. The project amenities will



include a computer lab, library circulation, study rooms, lab workshop areas, programming space, administrative offices, additional parking stalls, conference rooms and a 600 square foot café. These areas will be open to all age groups and will provide recreational/educational services for youth, teens, adults and seniors. On September 14, 2016, the City entered into a design-built agreement and the project is currently in construction with an expected completion date of October 2018.

IV. Goals/Objectives

The goals/objective of this Request for Proposals (RFP) is to award a long term lease to an operation who will accomplish the following:

- Provide a unique destination restaurant and/or eating and entertainment related retail operation with a distinctive menu/experience that will cater to visitors of the Downtown Pueblo Viejo District and draw people to the area for a memorable experience;
- Maximize attendance through featured menu items, service, ambiance, and special events marketing;
- Assess, provide, and install all necessary furnishings and equipment in order to create an attractive and inviting destination;
- Implement quality marketing and advertising campaign; and
- Work in a collaborative effort with the City during the normal course of business to ensure an optimum experience for those going to the new City Library, Senior Center, City Hall and the surrounding community.

Furthermore, the proposed restaurant/cafe development will promote public enjoyment, provide job opportunities for local residents, and complement the Downtown Pueblo Viejo Implementation Plan.

V. Proposal Requirements

Interested parties shall submit written proposals that contain the following essential elements:

- A. Conceptual: Please describe in detail the restaurant concept being proposed and how it will fit into the Downtown Pueblo Viejo District and compliment the culture and quality of life. Provide preliminary plans, sections, diagrams and elevations in sufficient detail showing the manner in which proposer plans to develop the premises as follows:



- Floor plans of space showing proposed uses, layout, circulation and utilities.
 - Proposed integration with the Downtown Pueblo Viejo District and new City Library.
 - One or more architectural rendering(s) of restaurant indicating layout of space, general color scheme, style of furniture, fixtures, materials to be used for flooring, walls and lighting.
 - For all products, please include quality grade, brand names and anticipated costs.
- B. Marketing and Customer Service: Please describe the marketing plan proposed for use in operations, with an emphasis on measures designed to obtain maximum patronage during peak and non-peak periods. Please note that the City will market the new library, as a whole and will include the restaurant/café:
- Describe customer service objectives for the restaurant, specifically employee training and retention programs to support and meet objectives.
 - Menu: include a copy of the proposed menu for the restaurant Menu: include a copy of the proposed menu for the restaurant food/beverage and any associated merchandise being proposed, which includes non-alcoholic and alcoholic beverages indicating as applicable portion size, suggested price, and name brands.
 - Hours: provide proposed days and hours of operation for the proposed restaurant.
- C. Proposer: Please describe a brief history of the proposer entity. Note any changes in the proposers name and ownership structure and any other dba's under which the proposer has been doing business:
- Operational: submit sufficient information to allow the City to evaluate the management structure and operating program of the proposed restaurant concept.
 - Restaurant operations: describe current restaurant operations. Please note that City staff may elect to perform a site visit to review/confirm current restaurant conditions



- Minimum Qualifications: provide evidence that the proposer has experience in the restaurant business and be able to show progressive quality management of similar types of restaurants for the past five (5) years.
- References: provide references to evidence the minimum experience requirements, including the name of the operation, address, contact person, telephone number, and annual gross sales generated.
- Management Structure: describe the management structure to be employed in the operation of the restaurant. Please include a job description for the on-site manager, include the number of employees and a proposed daily schedule to deliver good customer service during the proposed hours of operation.
- Proposed Rent: provide the proposed rent structure including base rent, any rent abatement, annual rate increases, and term.
- Insurance Coverage: provide evidence that the proposer has the ability to obtain the necessary insurance required for the operation of the proposed restaurant. Acceptable evidence includes letters from the proposer's insurance company dated no earlier than two weeks before the submittal deadline date and signed by an officer of the insurance and security provider.

D. Capital Investment: Please provide the cost for interior construction, finishes, furnishings, fixtures, trade equipment, and architectural and engineering fees and the proposed method of financing. Please note that the City intends to connect the space to the existing sewer system and will be responsible for all applicable fees.

VI. Lease Terms and Incentives

Multiple City incentives will be available to the selected restaurant/retail space operator which include, but are not limited to:

- Fast Track Permitting Assistance/Ombudsman Service: The City's Economic Development team will assist with expediting the permit approval process and will monitor the permit application through the development review and approval process. Furthermore, the Economic Development team will provide personalized ombudsman assistance which simplifies the process of navigating City departments and processes.



- City will subsidize the lease rate with potential tenant until the cost of their tenant improvements has covered.
- Lease Rate will be \$1.00/square foot x 658 square feet = \$658/month
- Lease Term – 3 years
- City will be responsible for the maintenance and operations of the new Library.

VII. Instructions and Schedule for Submitting of Proposals

The City shall not be liable for any expenses incurred by any proposer in relation to the preparation or submittal of Proposals. Expenses include, but are not limited to, expenses by proposer in: preparing a Proposal or related information in response to RFP; negotiations with City on any matter related to this RFP; and costs associated with interviews, meetings, travel or presentations. Additionally, City shall not be liable for expenses incurred as a result of City's rejection of any Proposals made in response to this RFP.

Proposals are due before 5:00 PM on May 30, 2018. This time and date is fixed and extensions will not be granted. The City does not recognize the U. S. Postal Service, its postmarks or any other organization as its agent for purposes of dating the Proposal. All Proposals received after the deadline shown will be rejected, returned to sender and will not receive further consideration. Furthermore, the City reserves the right to reject any and all Proposals and to waive information and minor irregularities in any Proposal received.

Mail, hand-deliver or e-mail Proposal to:

Attn: Gabriel Martin

City of Coachella Economic Development Department

1515 6th Street, Coachella, CA 92236

E-mail: gmartin@coachella.org

VIII. RFP Inquires

For questions or clarifications pertaining to this RFP, please contact Gabriel Martin, Economic Development Manager, at (760) 625-6062 or gmartin@coachella.org



IX. Public Records

All proposals submitted in response to this RFP become property of the City and under the Public Records Act (Government Code § 6250 et. seq.) are public records, and as such may be subject to public review at least ten (10) days before selection and award.

If a proposer claims a privilege against public disclosure for trade secret or other proprietary information, such information must be clearly identified in the Proposal. Personal information should be labeled as confidential and will remain so. Note the under California law, a price proposal to a public agency is not a trade secret.

X. Evaluation Process and Selection Criteria

The City will conduct the selection process. The City is the final decision-maker regarding this selection, and it reserves the right to reject any or all responses or to terminate development negotiations at any time. The City reserves the right to request clarification or additional information from individual respondents and to request some or all respondents to make presentations to City staff, community groups, or others.

As part of the evaluation process, the City expects to interview some, but not necessarily all, of the parties submitting proposals.

The intent of the RFP step of this selection process is to identify qualified parties interested in operating and maintaining a full-service restaurant and related amenities within the new City of Coachella Library. The selection of a qualified proposer will be based generally upon his/her experience in the restaurant industry and ability to demonstrate progressive quality restaurant management over a five (5) year period, including the quality of the proposed restaurant/café and capacity to carry out the restaurant development in a carefully and coordinated manner with the full collaboration of the City.

The restaurant operator will be selected based upon the following:

- A. Strength of restaurant team and management approach;
- B. Demonstration of relevant project experience;
- C. Financial strength and capital accessibility;
- D. Understanding of the proposal restaurant/café development goals;
- E. Quality of the proposed restaurant development;

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Exhibit "B"

Space Map

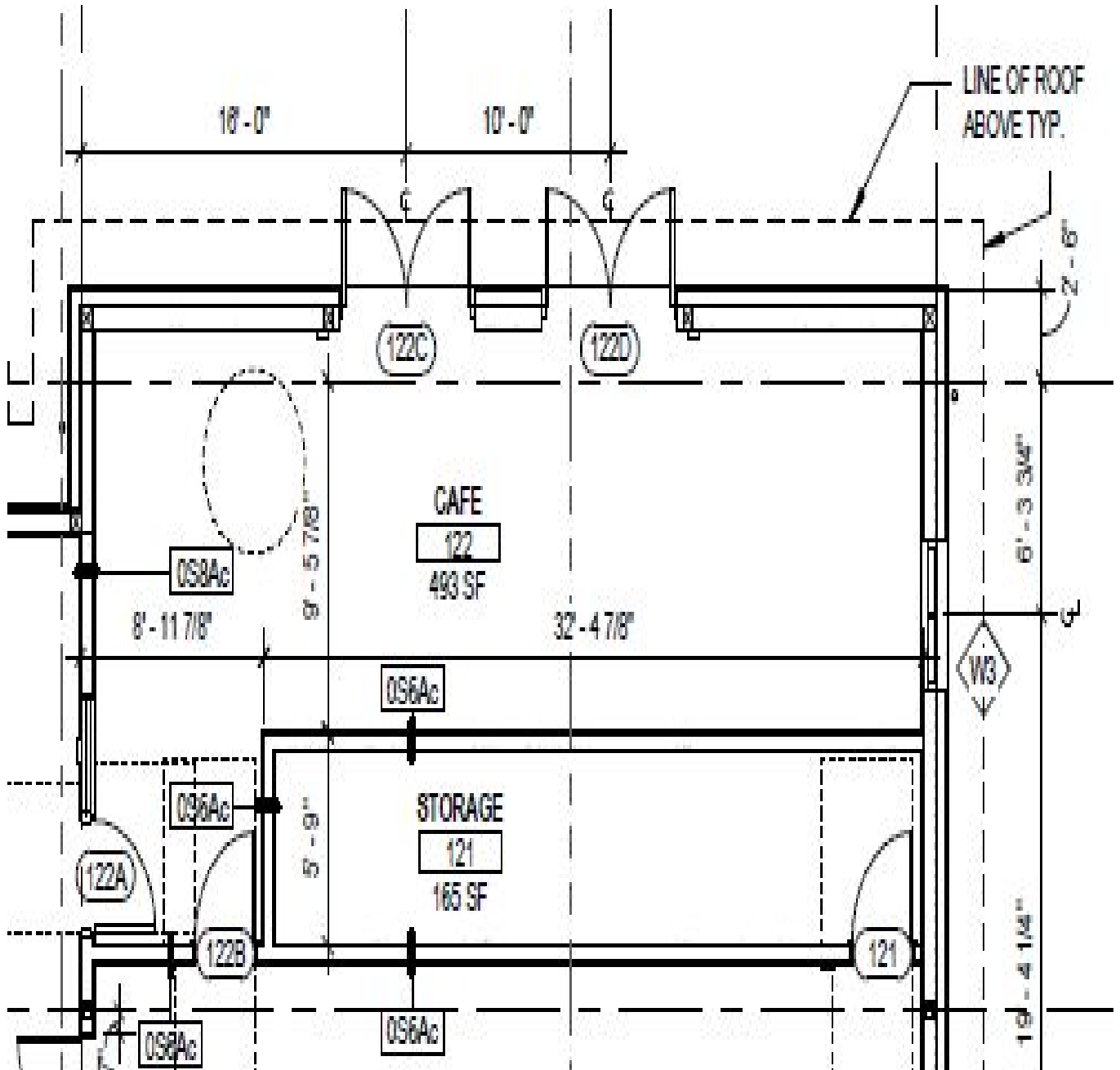




Exhibit "C"

Design Renderings



Elevation 2 - a 2
1/8" = 1'-0"



Elevation 4 - a 4
1/8" = 1'-0"



Elevation 3 - c 3
1/8" = 1'-0"



Elevation 1 - a 1
1/8" = 1'-0"

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Exhibit “D”

Construction Photographs



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