REQUEST FOR PROPOSALS

ATWATER TENANT FOR ATWATER BEACH



DETROIT, MI SEPTEMBER 28, 2017



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.



THE DETROIT RIVERFRONT

INTRODUCTION

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.

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 and 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, as well as new residential units in Harbor Town – Waters Edge and Orleans Landing.



ATWATER BEACH CONCEPT RENDERING



ATWATER BEACH PROJECT SUMMARY

MASTER TENANT PROPOSAL

Atwater Beach is a unique site along the riverfront that will provide incredible opportunities for Detroiters to experience fun activities, space for relaxation and recreation, and food and beverage destinations. The Atwater Beach site will complete a series of parks along the riverfront and will further activate an exciting part of the district that is enjoying a resurgence with the expansion of Atwater Brewing, opening of Ashe & Co Coffee, and community favorites such as Andrew's on the Corner, the Rattlesnake Club, and They Say.

The Detroit RiverFront Conservancy (DRFC) is seeking proposals for a master tenant to operate and populate Atwater Beach with food and retail vendors. Atwater Beach contains a Shed and Barge that will provide daily food and retail services to RiverWalk patrons during the spring and summer seasons and to draw customers from outside the RiverWalk as well. The DRFC seeks an experienced master tenant to bring unique vendors that will help to create and maintain a destination at Atwater Beach.

DRFC will build the Shed structure and will pay for the placement and fit-out of the Barge. The master tenant will be responsible for the initial investment in the furnishings, fixtures, and equipment needed to build out the spaces as well as enter into a revenue sharing agreement with DRFC. DRFC and the master tenant will work together to seek out and market to local vendors and identify operators for the spaces.

Partnerships are encouraged, with special consideration provided to local Detroit operators with experience employing Detroit residents.

PHILOSOPHY & GOALS

- Atwater Beach will be a unique, multi-faceted destination on the riverfront where residents and visitors will be able to experience a beach environment, art installations, games, and a children's music garden in addition to two distinct but connected food and beverage areas: the Shed and Barge.
- Atwater Beach is designed by Groundswell, a Philadelphia-based architecture firm, whose work includes Spruce Street Harbor, which receives hundreds of thousands of visitors per year.
- The operation of the Shed and Barge must support the mission of the DRFC. Food menus and prices must be accessible to all visitors and the spaces should draw new visitors to the RiverWalk, establishing the riverfront as a local food destination in the Detroit market.
- Whatever the style, food offerings should be authentic as well as accessible to a broad economic spectrum. Menu items should be well thought out and should reflect the tastes of Detroit. The master tenant will be responsible for ensuring subtenant food operators meet these goals, love their offerings, and care about every detail of the operation.
- DRFC is seeking a master tenant who can bring unique vendors and subtenants with a fresh spirit
 to Atwater Beach, anchoring its position as a destination along the RiverFront that supports the
 mission and vision of the DRFC to make the riverfront a great place for kids, families, teens, seniors,
 and everyone in between.
- 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.



ATWATER BEACH SITE SUMMARY

DESCRIPTION OF THE FACILITY

- Atwater Beach is located off Atwater Street between Joseph Campau and Chene, just east of Chene Park.
- Located within Detroit's RiverWalk, Atwater Beach will have direct frontage on the Detroit River and be surrounded by dedicated seating areas, gathering spaces, and other exciting amenities.
- The Atwater Beach site offers an opportunity for a master tenant to co-create, alongside DRFC, an exciting and unique destination along a burgeoning riverfront.
- The Shed will be comprised of a tent enclosure that is anchored on a base of shipping containers.
- The Shed will be outfitted with electricity. Any plumbing, water and HVAC installation will be the responsibility of the master tenant.
- The Barge will consist of multiple seating areas, including seating / planters made of recycled vintage truck tailgates from Detroit automakers. It will also include a vintage van that will be converted into a beer/beverage concessioner and two ADA-compliant entrance / exit ramps connecting it to the RiverWalk.
- 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 with additional miles to be constructed in the near future. The RiverWalk borders Belle Isle to the east, Rosa Parks Blvd to the west and includes the picturesque Dequindre Cut to the north.



ATWATER BEACH CONCEPT RENDERING



GENERAL TERMS

TERMS & CONDITIONS

- Master tenant will be responsible for all maintenance of the Shed and Barge to the extent not the responsibility of the subtenant.
- Master tenant will be responsible for carrying property and liability insurance for both the Shed and the Barge.
- Master tenant lease term will be 5-7 years with renewal provisions.
- DRFC retains all rights to Atwater Beach area other than Barge and Shed, including naming rights and maintenance responsibilities.
- DRFC will retain the right to public use of the walkway across the Barge.
- DRFC retains approval over subtenants and sublease terms. This would include:
 - Term and renewal options
 - Rent structure
 - Branding
 - Menu items and pricing
 - Hours of operation
- Control over lighting and noise
- Standards of operation
- Adherence to DRFC policies for concessionaires/vendors.
- Maintenance responsibilities for Barge and Shed
- Termination rights (see below)
- DRFC reserves the right to terminate the lease for liquor license violations, excessive police incidents, fights, blocking access to walkway, and similar matters that reflect adversely on image of the Conservancy.

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 nearly 700,000 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.



MASTER TENANT RFP

Press release and RFP September 28th, 2017

Clarification questions submitted October 5th, 2017

Answers sent to all submitters October 12th, 2017

Proposals due November 2nd, 2017

Shortlist completed, vendor negotiations November 9th, 2017

Master Tenant secured November 30th, 2017



SUBMITTAL

PROPOSAL REQUIREMENTS

- Provide a complete description of the concept or theme and how the Shed and Barge 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.
- Provide the full name, corporate tax identification number and main office address of the entity (hereinafter referred to as the "Master Tenant") which would ultimately enter into a contract with DRFC.
- State the percentage of gross revenue that will be paid to DRFC as rent.
- State the initial projected investment in furnishings, fixtures, equipment, and utilities that will be made.
- Respondents are welcome to submit alternative scenarios.
- Provide a listing of Master Tenant'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 contact information for specific lenders, banks, financiers, equity partners, and landlords who can speak to the Master Tenant'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 Master Tenant. If so, describe the circumstances.
- Provide a description of any claims, complaints, and litigation that may have been brought against the Master Tenant 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 Master Tenant may have been terminated from a contract for cause.

SUBMITTAL OF PROPOSAL

Deliver (6) hard copies and digital files (either on CD or thumb drive) of your RFP response by November 2nd to:

Detroit RiverFront Conservancy, Inc. 600 Renaissance Center Suite 1720 Detroit, MI 48243-1802

ATTN: Emilie Evans

