



CITY OF MOBILE
REQUEST FOR PROPOSALS
RFP 2020-02

WATERFRONT ATTRACTION DEVELOPMENT AND OPERATION
GULFQUEST MARITIME MUSEUM/COOPER RIVERSIDE PARK

The City of Mobile is seeking proposals to establish and operate a vibrant waterfront concession venue consisting of food and beverage, retail and experiential recreational opportunities on the Mobile River. The development area is centered adjacent to the GulfQuest National Maritime Museum of the Gulf of Mexico, 155 South Water Street, Mobile, Alabama and extending into Cooper Riverside Park on the west bank of the Mobile River.

Written Proposals Due: 5:00 pm, March 31, 2020

US Mail Address

RFP 2020-02
City of Mobile
Procurement Department
PO Box 1948
Mobile, AL 36633

Package & Hand Delivery:

RFP 2020-02
City of Mobile
Procurement Department
205 Government Street
4th Floor South Tower, Room 408S
Mobile, AL 36644

Questions due to Purchasing@CityofMobile.org: seven calendar days prior to proposal due date.

Proposals must be submitted in a sealed envelope with at least one signed original and one electronic copy (CD or thumb-drive). The outside of the envelope must be marked "City of Mobile RFP 2020-02."

The full contents of the Request for Proposals (RFP), and any subsequent Addenda to this RFP may be found on the City Bid page at <http://www.cityofmobile.org/bids>.

To ensure you are sent the latest information regarding this request, you may, but are not required to, register as an interested respondent by submitting your e-mail contact information to Purchasing@CityofMobile.org. The City will distribute any amendments or addenda by email, as well as posting on the City bid page.

1. GENERAL INFORMATION

- 1.1. The City of Mobile, Alabama, ("City") is soliciting proposals from qualified individuals, firms, partnerships, and corporations to select a developer of City



owned property on the Mobile Riverfront. The City desires a developer with the interest, creativity, resources, experience, and commitment to partner with the City in a favorable lease or license and profit-sharing arrangement to create a riverfront “destination venue.” This is a unique opportunity as the City has no other downtown waterfront dining, retail and entertainment attraction, that is centrally accessible for residents, convention goers, businesses, leisure travelers and cruise patrons.

- 1.2. The City desires to enhance Mobile’s downtown waterfront experience through strategic programming of vending, dining, retail and entertainment in a space bounded by Water Street, the Mobile Convention Center, and GulfQuest. See **Exhibit A** for a conceptual drawing of the space generally available for development. The City has significant projects already underway to improve Water Street’s pedestrian access to downtown by slowing traffic, narrowing driving lanes, adding pedestrian and bike paths, improving signalization and crosswalks, and soft-scaping. The City is increasing the frequency and scope of activities and events in adjacent Cooper Riverside Park and has added a floating dock for regular round-trip excursion cruises, and a dinner cruise vessel, the Perdido Queen.
- 1.3. The City does not wish to limit design ideas but will more highly rate proposals with sound financial prospects that provide the attraction experience most likely draw customers and business investment. Proposals may address development of the entire park but must incorporate the landing area just north of GulfQuest. Proposals may include development of on-water facilities, such as the addition of docks and marinas, but also must have shoreside features.
- 1.4. GulfQuest has become a popular site for meetings and events and has some cooking and dining facilities that may be included in any plan but are not required to be.
 - 1.4.1. Developers will not be required to provide restaurant services to GulfQuest visitors but may suggest that as a design or revenue feature.
 - 1.4.2. Proposals may include as a planning assumption preference as caterer for events held at GulfQuest, and holders of the Alabama Beer/Wine/Liquor licenses for the facility. The current license includes, in addition to the museum building, the area along the promenade to the stairs on the north side of the D’Iberville statue and fountain. This includes the Stage and Amphitheater.
 - 1.4.3. Proposals using the GulfQuest building as a restaurant and beverage venue may extend to the as-yet-undeveloped rooftop of the museum building. The building’s rooftop was designed and structurally built to accommodate patrons

but was left unfinished as a final-build cost-savings. Proposals are invited, but not required, to consider this space for development.

- 1.5. Development proposals must include a conceptual site plan, a concept of operations, a development strategy, and a proposed timeline. The development also must include planning assumptions, including expected City capital investment. The City does not expect detailed design and revenue plans at this stage of proposal, but sufficient detail to fairly evaluate the seriousness and viability of the proposed development. The City recognizes that robust development of this venue will require capital and utility infrastructure repairs and upgrades and is expecting to make such investments in collaboration with a selected development proposal.
- 1.6. Most of the space is publicly accessible, but escorted site tours are available upon request by email to Purchasing@CityofMobile.org.
- 1.7. Written questions may be submitted via e-mail to Purchasing@CityofMobile.org by the date and time identified on the cover of this RFP.
- 1.8. The City assures that no person shall, on account of race, color, national origin, or sex, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City of Mobile further assures that every effort will be made to ensure non-discrimination in all of its programs and activities.

2. RFP SUBMISSION PROCESS

Responses shall include the following information, presented in this order.

- 2.1. Cover Letter. On firm letterhead, please identify the principal contact, providing the name, title, street address, email address, and phone number as well as all persons authorized to represent the respondent.
- 2.2. Qualifications and Experience. Provide the following information in a narrative document that will be the primary basis by which the City will determine the best qualified Contractor:
 - 2.2.1. Owner and Operating Team. Please name the owners, team and corporate form you will use to develop this project.
 - 2.2.2. Qualifications and Experience of your team. Include the following:
 - 2.2.2.1. Examples of similar projects undertaken.
 - 2.2.2.2. Administrative capacity to undertake the project.
 - 2.2.2.3. Unique strengths or capabilities of the development team.



- 2.3. Development Plan. State your plan to set up, operate, and maintain a quality venue for patrons.
- 2.3.1.1. Provide the overall design plan, including site usage, materials, and services provided to the public.
 - 2.3.1.2. Provide a general capital investment plan, to include expected City and grant contributions, and a development timeline.
 - 2.3.1.3. Indicate the design elements you propose, including décor, specials, entertainment, and food/drink options. Please also indicate here your intentions (or not) to develop and use GulfQuest's rooftop venue or other GulfQuest features.
 - 2.3.1.4. Please indicate the marketing plan you intend to use to promote the waterfront attraction experience.
 - 2.3.1.5. State any expectations for the City to support operations, to include utilities, park programming, and permitting.
 - 2.3.1.6. State generally expected operational costs and revenues, and plan to operate the developed attraction. Indicate if your intention is to subcontract or hand off operation, and how you might intend to accomplish such a transfer. Include also your expectations for revenue sharing and lease/license fees
 - 2.3.1.7. Describe how you will measure customer satisfaction and project success.
- 2.4. Proposals should be prepared simply, providing a straightforward, concise description of your ability to satisfy the requirements of the RFP.
- 2.5. The City reserves the right to request at any time that the Proposer modify a proposal to more fully meet the needs of the City. The City also reserves the right to negotiate modifications to proposals it deems acceptable, reject any and all proposals, and to waive minor irregularities in the procedures or in any submission.
- 2.6. All submissions shall become the property of the City, and the City retains the right to use any or all ideas presented in any proposal. Selection or rejection of the proposal does not affect this right. The City cannot guarantee the confidentiality of any information or materials submitted in response to this RFP, though it will endeavor to protect from disclosure confidential financial information marked as such by proposers, and determined by the City to be sensitive and confidential. Proposals and communications exchanged in response to this RFP should be assumed to be potentially subject to public disclosure.

3. METHOD OF SELECTION

- 3.1. Late proposals: Proposals received by the City after the due date and time will not

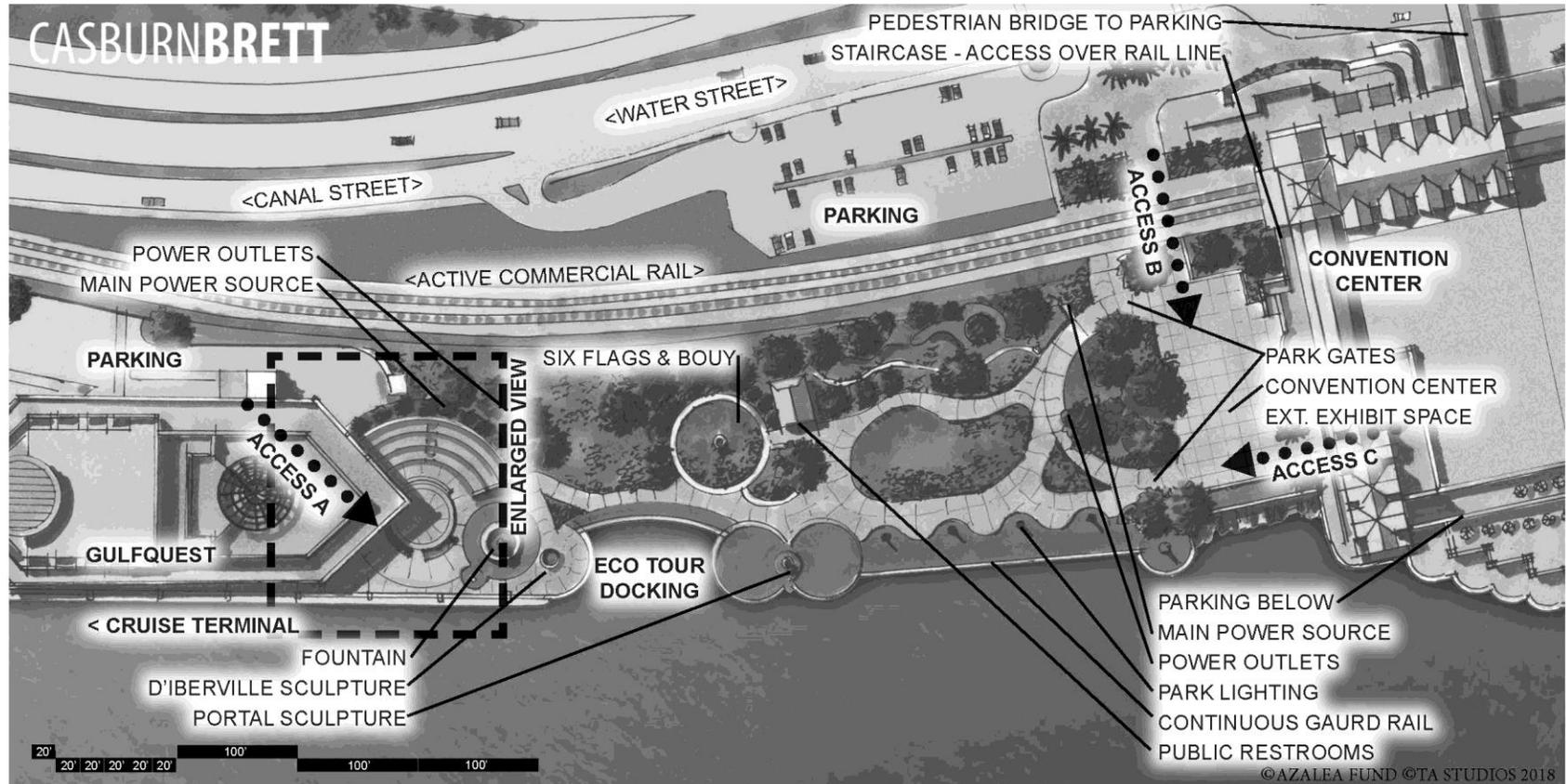


be considered. If you require additional time to complete your proposal, please request an extension by email to Purchasing@CityofMobile.org not later than seven calendar days before proposals are due. The City will liberally consider extension requests, and will provide public notice of any such extension at the City bid page, www.CityofMobile.org/bids, and by specific notice to any person that sends an email to Purchasing@CityofMobile.org requesting notices regarding this RFP. Proposers shall assume full responsibility for the timely delivery of the proposals to the location designated for receipt of proposals.

- 3.2. Completeness: All information required by the RFP must be supplied to constitute a legitimate and responsive proposal.
- 3.3. The City will conduct an evaluation of all submitted proposals by a designated selection team. The evaluation process will identify the Proposer who, in the City's sole discretion, best meets the City's needs and objectives. The City may conduct interviews as part of the evaluation process.
- 3.4. The intent of the City is to select one proposal determined to be the most advantageous to the City based on the evaluation criteria. The City may, however, select multiple highest-scoring proposals for further development, negotiation, and competitive reconsideration.
- 3.5. Proposals will be evaluated on a 100-point scale according to the following categories and weighting:
 - 3.5.1. Qualifications and experience of management team – 30 points.
 - 3.5.2. Business Plan (viability, creativity) 40 points.
 - 3.5.3. Investment plan and expectations required of City 30 points.
- 3.6. The City reserves the right to reject any or all proposals, or to indefinitely extend this proposal opportunity.

EXHIBIT: A Conceptual Drawings

EXHIBIT A CONCEPTUAL DRAWINGS



1- Civic Adjacency:

Nestled in the beautiful park setting, the site offers adjacency to many of the area's other civic attractions. Immediately adjacent to the park are the GulfQuest National Maritime Museum, the Mobile Convention Center, and one of the WildNative Tour departure locations. Within a half-mile walk, patrons will find the Gulf Coast Exploreum Science Center and IMAX Dome Theater, the History Museum of Mobile, the Visit Mobile Welcome Center, Mardi Gras Park, The Fort of Colonial Mobile, Gulf Coast Ducks, Dauphin Street Shopping and Dining, and the Cruise Terminal. With so many neighboring opportunities for locals and tourists alike, this site expands on the collective menu of all that Mobile has to offer, while further activating the waterfront.

EXHIBIT A CONCEPTUAL DRAWINGS

2 - Transportation Adjacency:

Aside from direct views of a working harbor, this location offers high connectivity to multiple modes of transportation. The site is easily accessed from Water Street, a connector to Government Street, Dauphin Street, Canal Street and ultimately Broad Street. The CSX Railroad parallels Water Street for the entire length of Cooper Riverside Park. The railroad provides occasional obstruction to the primary Northern Access Point (Access B), however the adjacent Convention Center provides stairs up and over the railroad for access when the train lines are active. Cooper Riverside Park is well connected to pedestrian pathways, with access to the park from both the Mobile Convention Center and GulfQuest National Maritime Museum. The site also offers connectivity to Mobile's public transportation with modal Trolley stops located directly behind the GulfQuest amphitheater and directly in front of the Renaissance at the corner of Water Street and Government Street.

3 - Services & Utilities Adjacencies:

This location offers access to all of the services and utilities necessary for a successful operation. The site includes power, water, and sewer/grease waste availability in the adjacent facilities, and potential for access to the kitchen facilities already present at The Galley Cafe within GulfQuest and/or the Mobile Convention Center. Furthermore, GulfQuest is equipped for receiving deliveries and conveniently houses trash facilities. Additional amenities include ample parking opportunities with 100 parking spaces next to the Convention Center, 286 parking spaces underneath the Convention Center, 45 parking spaces at GulfQuest, 1550 spaces at the Riverview Renaissance Plaza garage, and additional parking under the overpass and at the Cruise Terminal parking deck. Patrons will also enjoy convenient access to a 1000 square foot restroom facility located inside Cooper Riverside Park.

4 - Temporary Installation Pad Sites

The City of Mobile has defined two potential pad sites for temporary installations only. Any proposed

temporary installation must be truly temporary at its core. No permanent structures will be allowed to be built within the City park. No permanent structural foundations and no permanent utilities will be permitted in support of a temporary installation. In the case of impending storm conditions such as hurricanes, the operator must provide a plan for either complete removal of the installation or an approved securing of the structure. The installation is intended to act as an extension of the existing park amenities, and utilize existing services provided, such as restrooms, delivery locations, and kitchens as necessary and approved by the city of Mobile.

