

# Request for Proposals

## Food Hall Feasibility Study Consultant Services

Issued by:  
Grandmont Rosedale Development Corporation

Issued on:  
January 13, 2017

## Project Information PART I

### 1-1 Work Objective

Grandmont Rosedale Development Corporation (GRDC) and FoodLab Detroit are seeking proposals for services necessary to determine the feasibility of a neighborhood food hall concept in the Grandmont Rosedale neighborhoods. Ideally, the food hall will accelerate the growth of local food businesses while simultaneously contributing to the revitalization of the Grand River business district.

Our preliminary concept is a food hall structure of approximately 4 - 6,000 square feet. The building would include spaces for a minimum of 6-10 individual vendors and a communal seating area for customers. Products sold could include fresh, locally grown produce, packaged goods, and prepared foods. The facility may include a shared commercial kitchen or individual kitchen build-outs. The site would also be designed to accommodate a weekly outdoor farmers' market on a seasonal basis, including covered stalls. Currently, no site has been selected, although some sites have been identified for consideration.

These are only preliminary project details. We are seeking a consultant to test the feasibility of this concept and to make recommendation for concept refinement.

### Background

Grandmont Rosedale Development Corporation is a 501(c)3 nonprofit, place-based organization working to preserve and improve the Grandmont Rosedale Neighborhoods of northwest Detroit. GRDC takes a comprehensive approach to community revitalization, with programs designed to renovate vacant homes, assist local homeowners and businesses, beautify the community and keep neighborhoods safe and vibrant. GRDC also operates the Northwest Detroit Farmers Market (NWDFM), which currently draws between 200-300 customers each week and does \$56,000 in annual sales over 18 weeks. However, the market is only open four hours per week from June through October.

FoodLab Detroit is a diverse group of locally-owned food businesses -- caterers, bakers, picklers, distributors, corner stores, cafes -- who support one other in the process of growing and improving their individual businesses, and who are committed to taking active steps together towards a more delicious, healthy, fair, and green food economy in Detroit. FoodLab considers itself part of a larger movement and strives to develop new programs, projects and services in a way that builds on the assets of organizations, public service agencies, community leaders, eaters, and businesses in other industries.

### Project Description

In September 2013, a study conducted by Michigan Community Resources identified leakage of \$15 million dollars in annual spending on food related businesses from the Grandmont Rosedale market area. The largest opportunity gaps for foodservice and drinking places are full-service restaurants (annual leakage \$6,671,972), limited-service eating places (annual leakage \$6,963,101) and special food services (annual leakage \$1,886,363). Likewise, FoodLab Detroit has been looking for a

physical location in which their entrepreneur membership can test concepts with a relatively low barrier to entry, not typical of full restaurant or commercial kitchen development.

The proposed food hall would build on GRDC's experience with operating a neighborhood based farmers' market and with commercial real estate development. It would also build on the large network of food-based entrepreneurs already organized under the FoodLab Detroit umbrella. A feasibility study will help both organizations to identify local and regional demand trends, businesses that would locate in a food hall, the monthly rent those businesses would be willing and able to pay, what facilities would be needed and what a financial model for this project would look like. In October of 2016, GRDC and FoodLab Detroit were awarded the Catalytic Investment Award through the Michigan Good Food Fund to complete a feasibility study, as a way to ensure that development of a food hall would be financially positioned to:

1. Accelerate the growth and development of locally-owned, entrepreneurial food-based businesses
2. Increase access to fresh, healthy, locally-sourced foods for residents of Detroit neighborhoods
3. Spur the revitalization of the Grand River commercial corridor in northwest Detroit.

## 1-2 Scope of Work

Services include:

1. **Market analysis and community outreach**
  - Assess the consumer demand for a neighborhood food hall business in Grandmont Rosedale using both quantitative and qualitative analysis. Identify food hall characteristics, including business mix, necessary to attract desired customer base.
  - Work with Northwest Detroit Farmers Market vendors and FoodLab Detroit's members to assess the potential for tenant attraction. Identify food hall characteristics desired by potential tenants.
  - Determine a market rate of rent based on an understanding of what local entrepreneurs would be willing and able to pay, as well as current rents in similar, or competing facilities.
  - Work with GRDC to identify potential locations (either existing buildings or development sites) for a neighborhood food hall within the Grandmont Rosedale vicinity.
  - Develop recommendations for optimum size, configuration, tenant mix, rent levels, parking needs, management structure, hours of operation, projected numbers of foot traffic and location of proposed neighborhood food hall.
2. **Prepare development and operating pro formas reflecting at least three potential development scenarios**
  - Estimate potential operating expenses and revenues.
  - Identify operating revenue gap, if any, and potential strategies to fill the gap.
  - Estimate development costs and identify potential development sources, including equity, grants, and loans.
  - Identify development finance gap, if any, and potential strategies to fill the gap.
3. **Refine development concept and proposal**
  - Identify preferred development scenario including preferred facility location
  - Refine development and operating pro formas
  - Make recommendations regarding development sources and operating revenues.

- Develop conceptual design, including conceptual floor plans and site plan
- 4. **Develop marketing packet for development**
  - Design marketing materials for investment attraction
  - Design marketing materials for tenant attraction
  - Work with GRDC and FoodLab Detroit to develop marketing strategy for food hall

### 1-3 Goals & Vision

In order to create something truly unique, we're envisioning a one-of-a-kind food hall concept: *think local fare, think outside the paper plate.*

We are creating a true food hall destination experience, unmatched by anything currently available in Detroit. A place where Detroit's strong and growing vendor pool of farmers, producers, and food entrepreneurs, many of which have already expressed interest in being part of a food hall, can bring with them their own unique character to add to the neighborhood's authenticity.

The goal of this food hall is to remove the barriers to entry encountered by so many food entrepreneurs. This will be a place designed to help food entrepreneurs further develop creative concepts and business acumen in a low-risk, high-impact environment with spotlighted visibility in one of Detroit's premiere neighborhoods for locals and visitors alike.

We will only entertain expressions of interest from respondents who have a demonstrated understanding that locally grown, locally made, and locally owned businesses accentuate the qualities that make a community special.

During the selection process, the committee of experts will give weighted consideration to respondents whose brand story meshes with our vision of this project:

- This project is for the community; and by the community. It will be people driven, not profit driven
- This project is for the community; it will be sustainable, both financially and environmentally – it will be replicable and scalable, as well
- This project is for the community; we will listen and value their input – there is always a seat for everyone at the table regardless of one's race, gender, social economic status, abilities or beliefs
- This project is for the community; it will represent all of the best pieces of our communities and local food systems – it will be a space for anyone and everyone
- This project is for the community; it will support minority- and women-owned businesses and create true community wealth – we believe in justice and equality
- For us, this project is about more than just food or development. It is a way to create a more healthy, just and vibrant community



## General Information

### PART II

#### 2-1 Definitions

For the purposes of this Request for Proposal, “Consultant” shall mean corporations, firms or other entities or persons submitting a response to the Request for Proposal. “The Issuers” refers to Grandmont Rosedale Development Corporation (GRDC) and FoodLab Detroit, who have entered into a partnership for the purposes of this feasibility study. As the feasibility study is grant funded with GRDC serving as the fiduciary, some aspects of the project execution will be handled exclusively by GRDC.

#### 2-2 Purpose

This Request for Proposal (RFP) provides standards and guidelines for the submission of proposals for the selection of a qualified professional services firm and/or vendor to advise on the feasibility of developing a neighborhood food hall for small business development and commercial corridor revitalization. The Issuers anticipate issuing a contract for services for approximately six (6) months concluding on or before November 1, 2017.

#### 2-3 Proposal Submission and Withdrawal

The Issuers will accept proposals in hard copy OR electronic formats.

Proposals should be addressed to:

Martha Potere  
Grandmont Rosedale Development Corporation  
19800 Grand River Avenue  
Detroit, MI 48223  
[mpotere@grandmontrosedale.com](mailto:mpotere@grandmontrosedale.com)

If submitting hard copies, consultants shall submit two (2) copies of the proposal in a sealed, opaque envelope marked as noted above and including the Consultant’s return address. Consultant may submit the proposal by personal delivery or by mail, but not by facsimile.

If submitting electronically, proposals must be submitted in PDF format. Electronic proposals submitted via email should not exceed 10 MB. If the proposal exceeds 10 MB, the Consultant shall provide a link to a secured site for proposal download (such as DropBox or Google Drive).

**GRDC MUST RECEIVE ALL PROPOSALS BY 5:00 PM ON FRIDAY, FEBRUARY 24, 2017**

Consultants may withdraw their proposals by notifying GRDC in writing at any time prior to the submission deadline via email or mail. After the deadline, proposals shall become a record of GRDC and will not be returned to the Consultants.

#### 2-4 Request for Proposal

The Issuers solicit offers for the services of a responsible, qualified professional services firm and/or vendor to advise on the feasibility of developing a neighborhood food hall for small business development and commercial corridor revitalization.

#### 2-5 Contract Awards

GRDC anticipates entering into a contract with the consultant who submits the proposal judged by The Issuers to be the most responsive and cost effective. GRDC anticipates awarding one contract, but reserves the right to award more than one if in GRDC's best interest.

The Consultant understand that this RFP does not constitute an offer or a contract with the Consultant. An official contract or agreement is not binding until proposals are reviewed and accepted by appointed staff, approved by the appropriate levels of authority within The Issuers' respective organizations and executed by the parties.

The Issuers reserve the right to reject all proposals, to abandon the project, or to re-advertise for and solicit other proposals. The Issuers reserve the right to request clarification on information submitted and request additional information of more than one vendor. The Issuers may, in their discretion, waive any informalities and irregularities contained in the proposal or in the manner of its submittal and award a contract thereafter. The Issuers further reserve the right to negotiate any and all terms of the proposal.

#### 2-6 Development Costs

Neither the Issuers nor their representatives shall be liable for any expenses incurred in connection with preparing a response to this RFP. Consultants are encouraged to prepare their proposals simply and economically, providing a straightforward and concise description of the Consultant's ability to meet the requirements of the RFP.

#### 2-7 Inquiries

Interested Consultants with questions about the proposal may contact GRDC regarding questions about the proposal via email at [mpotere@grandmontrosedale.com](mailto:mpotere@grandmontrosedale.com).

All questions should be addresses as follows:

Martha Potere  
Grandmont Rosedale Development Corporation  
19800 Grand River Avenue  
Detroit, MI 48223  
[mpotere@grandmontrosedale.com](mailto:mpotere@grandmontrosedale.com)  
Subject line: "Food Hall Feasibility Study RFP Question"

All Consultants are expected to carefully examine the proposal documents. Any ambiguities or inconsistencies should be brought to the attention of GRDC through writing communication with GRDC prior to the opening of the proposals. On February 6, 2017, GRDC will also hold a general

information meeting with webinar component during which potential Consultants can ask questions regarding the RFP

## 2-8 Timetable

The Issuers and Consultants shall adhere to the following schedule in all action concerning this RFP:

- a. On January 13, 2017, The Issuers issue the RFP
- b. On February 6, 2017, GRDC will hold a general information meeting with webinar component during which potential Consultants can ask questions regarding the RFP
- c. Proposals must be received by GRDC by 5:00 PM on February 24, 2017
- d. The Issuers will review and evaluate the proposals in a timely manner and select the most qualified proposal. The Issuers may notify candidates for interviews prior to selection
- e. The Issuers may enter into a contract after obtaining appropriate approvals and conducting negotiations the first week of April, 2017

## 2-9 Delays

The Issuers may delay scheduled due dates if it is to their advantage. The Issuers will notify known, potential Consultants of all schedule changes by written addenda.

## 2-10 Addenda

If revisions to the RFP become necessary, The Issuers will provide written addenda to all known, potential Consultants. All Consultants wishing to be notified of any addenda should provide to The Issuers the Consultant's name, address, telephone number and email address.

## 2-11 Selection Process

The proposals will be reviewed by staff of both GRDC and FoodLab Detroit. The reviewers will evaluate and rate each proposal utilizing a number of criteria, including but not limited to:

- a. Overall responsiveness and quality of the proposal in clearly stating an understanding of the work to be performed
- b. Technical ability of the Consultant to perform the required services
- c. The experience, background and availability of the Primary Contact
- d. The experience and availability of support staff for the Primary Contact
- e. The nature and quality of the expertise the Consultant possesses in food hall development services
- f. The experience and reputation of the Consultant as represented in the response and the quality of the references
- g. Cost of services, and the Consultant's ability to incorporate The Issuers into the scope of work as community engagement specialists
- h. Prior working experience of the Consultant with non-profit entities
- i. Prior working experience of the Consultant on community-based development efforts, which combine extensive community input with market supply and demand

- j. Considerations of minority-owned firms, women-owned firms and disadvantaged firms

<b>RFP SELECTION CRITERIA</b>	
Overall responsiveness and quality of the proposal in clearly stating an understanding of the work to be performed	5
Technical ability of the Consultant to perform the required services, including the experience, background and availability of the Primary Contact and support staff	20
The nature and quality of the expertise the Consultant possesses in food hall development services	25
The experience and reputation of the Consultant as represented in the response and the quality of the references	10
Cost of services	15
Prior working experience of the Consultant with community-based non-profit entities, which combine extensive community input with market supply and demand	15
Considerations of minority-owned firms, women-owned firms and disadvantaged firms	10
<b>Potential Score</b>	<b>100</b>

The Issuers will evaluate proposals and select the Consultant which meets the best interests of the Issuers and is deemed most responsive. The Issuers shall be the sole judges of their determination of responsiveness, the proposals, and the resulting, negotiated agreement. The Issuers' decisions will be final.

#### 2-12 Interviews

After evaluating the proposals, The Issuers may request additional information. In their discretion, the Issuers may require any Consultant to attend an interview to make an oral presentation of the proposal. These presentations provide an opportunity for the Consultant to clarify the proposal for the Issuers. The Issuers will schedule any such presentations.

The Issuers may notify up to three (3) candidates for interviews by March 10, 2017. Interviews will take place at the offices of GRDC or via video conference call. The Issuers reserve the right to negotiate any and all elements of this proposal, including but not limited to the fee structure, description of roles and responsibilities and length of the contract, with the company selected as a qualified professional services firm for GRDC.

#### 2-13 Indemnification/Hold Harmless Agreement

Consultant shall, to the fullest extent permitted by law, in addition to any other obligation to indemnify the Issuers under the contract or law, indemnify, defend, and hold harmless GRDC, FoodLab Detroit, and their respective agents and employees, against and from any and all liabilities, obligations, damages, penalties, claims, costs, charges, losses, and expenses (including, without limitation, actual fees and expenses of attorneys, expert witnesses, and other consultants) which may be imposed upon, incurred by, or asserted against GRDC or FoodLab Detroit arising out of any actual or alleged (a) bodily injury, sickness, disease or death, or injury to or destruction of tangible

property, including the loss of use resulting therefrom, or any other damage or loss arising out of or resulting in whole or in part from any actual or alleged act or omission of the Consultant, any subcontractor, anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable in the performance of the work; (b) violation of law, statute, ordinance, governmental administrative order, rule regulation, or infringement of patent rights by Consultant, any subcontractor, anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable in the performance of the work; (c) liens, claims or actions made by the Consultant or any subcontractor, anyone directly or indirectly employed by any of them, or anyone for whose acts any of them may be liable in the performance of the work under workers compensation acts; disability benefit acts, other employee benefit acts or any statutory bar; or (d) any misrepresentation by or any failure by the Consultant, or any of its subcontractors to perform its obligations, either implied or expressed, under this Agreement.

The indemnification obligations hereunder shall not be limited by any limitation on the amount, type of damages, compensation or benefits payable by or for the Consultant or any subcontractor under worker's compensation acts; disability benefit acts, other employee benefit acts or any statutory bar. All expenses, including attorney's fees, incurred by GRDC in enforcing this provision shall be borne by the Consultant.

#### 2-14 No Collusion

By submitting a proposal in response to this RFP, the Consultant certifies the Consultant has not divulged to, discussed or compared the proposal with other Consultants and has not colluded with any other Consultants or competitive parties. Also, Consultant certifies, and in the case of a joint competitive proposal each party thereto certifies as to its own organization, that in connection with the competitive proposal:

- A. All prices and/or cost data submitted have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition as to any matter relating to such prices and/or cost data with any other Consultant or with any competitor.
- B. No prices and/or cost data quoted in the proposal has been knowingly disclosed by the Consultant, and will not knowingly be disclosed by the Consultant, to any competitor prior to the scheduled opening.
- C. No attempt has been made or will be made by the Consultant to induce any other person or company to submit or not to submit a competitive proposal.
- D. The only person(s) or principal(s) interested in the proposal is/are named therein, and no person other than those named has/have any interest in the proposal or in the agreement to be entered into.
- E. No person or agency has been employed or retained to solicit or secure the agreement for a commission, percentage, brokerage, or contingent fee, except bona fide employees or established commercial agencies maintained by the purchaser for the purpose of doing business.

Instructions for Preparing Proposals  
PART 3

3-1 Rules for Proposals

The proposal must name all persons or entities interested in the proposal as principals. The proposal must declare that it is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

3-2 Proposal Format

Consultants shall prepare their proposals using the following format:

- a. Cover Letter – This letter will summarize in a brief and concise manner the Consultant’s understanding of the scope of work and make a positive commitment to timely perform the work. The letter must name all of the persons authorized to make representations for the Consultant, including the titles, addresses and telephone numbers of such persons. An authorized agent of the Consultant must sign the Cover Letter indicating that agent’s title or authority.
- b. Qualifications and Experience
  - i. Business Profile: Provide a brief description of the Consultant’s general capabilities by including the following information:
    - Business entity information, including legal and assumed names of the business, address of the business headquarters, organizational structure, links to website and social media, length of time the business has been in operation and total number of professional and clerical staff. Please also identify whether or not the business is minority- or women-owned, or disadvantaged.
    - Core mission and competencies including the company’s mission statement or values, brief history and description of the business, primary products or services offered and primary industries served.
  - ii. Project Understanding and Qualifications: Provide a statement of the Consultant’s qualifications and capacity to perform/provide the scope of work by including the following information:
    - Describe the Consultant’s prior experience by providing case examples of feasibility studies for retail initiatives, such as a food hall or other multi-tenant developments with comparable sets of considerations re: financing. Each case study should include a summary of services and total contract value provided for each case study.
    - Describe relevant experience working with non-profits entities such as GRDC and FoodLab Detroit, as well as the primary populations served by those entities, if applicable.
    - Provide client contact information as references with respect to the Consultant’s work performance. For each reference, include name, title, address and phone number.

- Project sub-consultant(s) qualifications, if applicable. If the Consultant intends to use the services of any other organization to perform any of the services identifies in this RFP, then you must submit the above information for each and every such organization or person, as applicable, with and as a part of the proposal.
- c. Project Personnel and Organization: Provide a description of the Consultant's personnel and proposed organization to execute the project by providing the following information:
- i. Identify the project principal(s) who will be primarily responsible for providing services to the Issuers
  - ii. Listing of staff that will participate in the day-to-day provision of services
  - iii. Staff qualifications, including a brief resume for each person proposed to work on the project
  - iv. Project organization – Describe the anticipated division of duties among all persons listed, identifying both the type of work such person is anticipated to perform and the percent of the total work expected to be performed by that person in connection with the Issuers' services
  - v. Local availability – Provide a statement of the Consultant's local availability and degree of accessibility to the Issuers. If the Consultant is not located in Wayne County, give specifics as to how the requisite accessibility will be provided and charged to the Issuers.
  - vi. Project sub-consultants(s) key staff, if applicable – If the Consultant intends to use the services of any other organization to perform any of the services identifies in this RFP, then you must submit the above information for each and every such organization or person, as applicable, with and as a part of the proposal. Also, include a brief statement as to the need for and benefit to the Issuers of using these additional or specialized services.
- d. Scope of Work: This section of the proposal should explain the Scope of Work as understood by the Consultant and detail any exception, qualifications or additions. Explain the Consultant's approach, activities, work products and terms of contract and compensation.
- e. Fees and Expenses: Please furnish a proposed fee schedule for the types of services under the Section 2-2 "Scope of Services" and the underlying method of determining such fees. The fee schedule shall be provided as follows:
- i. A lump sum fee for services broken down by the following tasks:
    - Market Analysis and Community Outreach
    - Development and Operating Pro Forma Scenarios
    - Concept Refinement and Conceptual Design
    - Marketing Packet
  - ii. Hourly rates for staff
  - iii. Proposed house by staff by activity
  - iv. Indicate the Consultant's policy regarding out-of-pocket and/or indirect cost expenses including, but not limited to, travel, lodging, faxes, telephone calls, deliveries, etc.

- f. Schedule and availability: Indicate current and anticipated workloads and availability for other activities. Identify the extent and nature of any anticipated outside support.