

RIVERFRONT PLAZA RESTAURANT OPERATOR

Detailed Proposal Submission Requirements

Introduction

The Downtown Investment Authority ("DIA") seeks proposals from qualified, experienced, and well-capitalized food and beverage operators to operate a destination restaurant at Riverfront Plaza in Downtown Jacksonville. The restaurant site and building ("Property") will convey to an operator through a lease-hold interest; the DIA and City are not entertaining fee simple (i.e. ownership) conveyance of the Property through this Disposition. The building will be approximately 6,000 square feet of first floor conditioned space, approximately 1,500 square feet of outdoor patio space and, preferably, a rooftop bar and/or seating.

The DIA or winning bidder (through a cost disbursement agreement as more particularly described in Section 5, below) will build and deliver a "warm dark shell", at the cost of DIA. The DIA will own the restaurant facility and intends to enter into a long-term lease with a third-party operator capable of delivering a high-quality, financially sustainable, and publicly engaging riverfront dining experience. The chosen operator will be responsible for contributing input to the design of the building and interior as well as providing all furniture, fixtures and equipment.

These Detailed Proposal Submission Requirements establish the minimum content and level of detail required for consideration. Proposals must be complete, clearly organized, and responsive to all requirements outlined herein. Incomplete or non-responsive submissions may be rejected at the sole discretion of the DIA.

1. Cover Letter

Provide a cover letter signed by an authorized principal summarizing the Bidder's interest, understanding of the opportunity, commitment to the project, and identifying the legal entity submitting the proposal.

2. Table of Contents

Include a detailed table of contents with clearly labeled sections and page numbers.

3. Executive Summary

Provide a concise summary of the proposed concept, operating team, and key differentiators.

4. Restaurant Concept & Menus

Describe the proposed concept, cuisine, service style, target customer base, price point, and how the concept activates the riverfront. Include a preliminary menu and beverage program overview.

5. Tenant Improvement & Lease Proposal

Provide a plan and estimated cost of tenant improvements. Provide a proposed rent structure (base rent, percentage rent, or combination). Provide an initial lease term and additional options. If proposing to build the shell through cost disbursement, please include those details in this section.

6. Organizational Structure & Operating Team

Identify ownership structure, key operating personnel, roles, responsibilities, and provide resumes or bios of each.

7. Operator Experience & Track Record

Provide evidence of experience operating comparable restaurants, preferably in waterfront, urban, or publicly owned settings.

8. Financial Capacity & Capital Commitment

Describe capitalization, buildout budget, funding sources, liquidity, and operating reserves sufficient to sustain operations through stabilization.

9. Conceptual Design & Use of Space

Describe use of first-floor restaurant space, patio areas, and any proposed second-floor open-air bar or dining space. Conceptual renderings or current bidder operated examples are encouraged.

10. Operations Plan

Provide proposed hours of operation, staffing levels, and service standards.

11. Staffing & Training Plan

Submit a comprehensive plan addressing recruitment, training, customer service standards, compliance, appearance, and management oversight.

12. Marketing & Programming Plan

Provide a 12-month marketing and promotional plan including pre-opening, ongoing marketing, events, and digital engagement.

13. Cleaning & Maintenance Approach

Describe routine cleaning and maintenance practices using contracted services or in-house staff. Additionally, provide a plan and schedule describing how paint, décor, furniture, and operating areas will be refreshed at least once every five (5) years.

14. Local & Small Business Commitment

Describe commitment to utilizing local and small businesses, including coordination with the JSEB program where applicable.

15. References

Provide at least three trade references for comparable restaurant operations. One must be the primary food vendor for existing operations.

16. Disclosures

Disclose any material litigation, bankruptcy, or regulatory actions within the past five years.