



## AVENIDA HOUSTON F&B CONCEPT OPPORTUNITY

**ISSUE DATE:** January 17, 2019

**DUE DATE:** **2:00 p.m. on February 19, 2019** (the "Submission Deadline")

**INSTRUCTIONS:** Respondents must submit five paper copies and one electronic copy (on a flash drive) of their response in a sealed envelope in person, via mail or courier. Please write "F&B Concept" clearly on the outside of the package or envelope. Submissions by email or fax will be rejected.

**SUBMIT TO:** Houston First Corporation, Attn: Mitch Miskowski, 701 Avenida de las Americas, Suite 200, Houston, TX 77010.

**CONTACT INFO:** Any questions concerning this solicitation must be sent by e-mail to [bids@houstonfirst.com](mailto:bids@houstonfirst.com) no later than **10:00 a.m. on February 6, 2019**. Questions will be answered collectively in the form of one or more letters of clarification and made available online for all prospective Respondents at [www.houstonfirst.com/do-business](http://www.houstonfirst.com/do-business).

### PURPOSE & OVERVIEW

Houston First Corporation ("HFC") requests responses from persons and entities (each a "Respondent") interested in leasing retail space fronting on Avenida de las Americas located in the George R. Brown Convention Center and measuring approximately 3,810 sq. ft. for the operation of a restaurant. HFC seeks a tenant whose offering will be representative of the creativity and diversity of the Houston dining scene in furtherance of HFC's goal of establishing Avenida Houston as an iconic, high-energy gathering spot for residents and visitors and is complimentary to, and does not conflict or compete with, the existing restaurant themes in the George R. Brown Convention Center or Partnership Tower.

### BACKGROUND

HFC is a local government corporation created by the City of Houston to facilitate economic growth through the promotion of the greater Houston area and the business of conventions, meetings, tourism, and the arts. HFC manages and operates more than 10 city-owned facilities, including the George R. Brown Convention Center, Wortham Theater Center, Jones Hall for the Performing Arts, Miller Outdoor Theatre, Theater District Parking Garages, Partnership Tower, Avenida North Parking Garage and Avenida Central Parking Garage.

Avenida Houston is the entertainment district centered on Avenida de las Americas in downtown Houston, Texas. Encompassing the George R. Brown Convention Center, Discovery Green, Minute Maid Park, Toyota Center, Hilton Americas-Houston, and Marriott Marquis Houston, the area features a unique and exciting array of dining options, nightlife, concerts and events. (See <https://www.avenidahouston.com/>).

### PRE-SUBMITTAL MEETING

A pre-submittal meeting will be held for the benefit of all potential Respondents at **10:00 a.m. on January 30, 2019** in **Board Room** at **Partnership Tower**, located at 701 Avenida de las

Americas, Suite 200, Houston, Texas 77010. Although attendance at the conference is not mandatory, all prospective Respondents are urged to be present. A tour of the rental space will occur after the meeting.

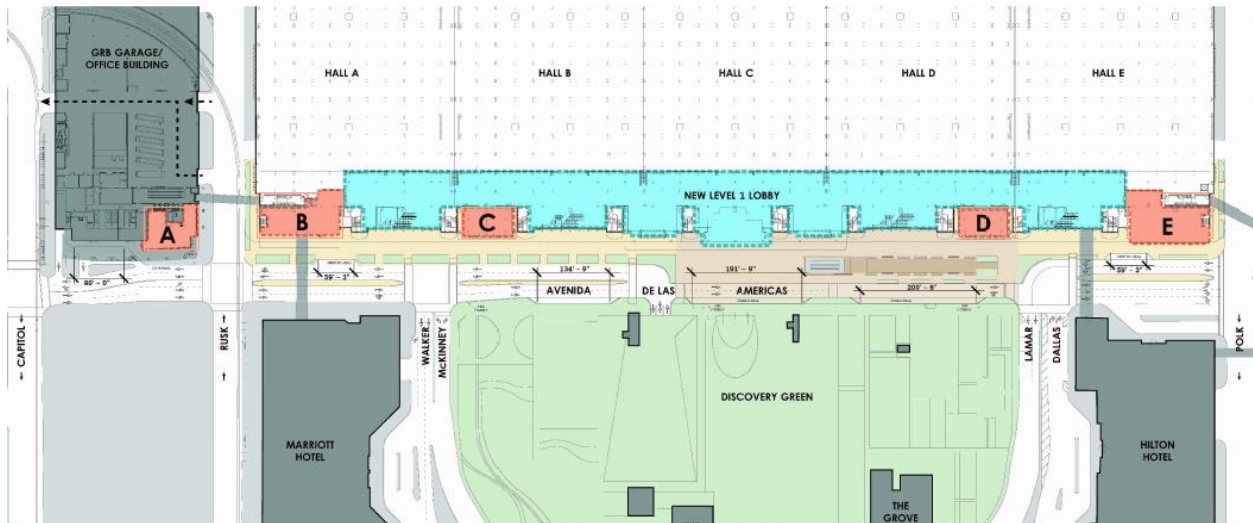


Figure 1. Existing Avenida Houston restaurant locations; available space is section “D”

### CONCEPT PARAMETERS

Respondents are advised of the following:

- All expenses for tenant build out, opening, maintaining and operating the restaurant will be the responsibility of the tenant.
- Tenant will be responsible for any broker fees or commissions.
- HFC will not contribute any funds toward tenant build out.
- Tenant will be required to pay a monthly charge to HFC for the maintenance of common areas, as well as reimbursement for certain utility costs.
- HFC seeks a concept that will compliment, but not conflict with, existing restaurant operations in the George R. Brown Convention Center or Partnership Tower.

### MINIMUM QUALIFICATIONS

Respondents must have significant experience in the restaurant management and operation, including buildout. To be considered, Respondents must, at a minimum, be currently operating a restaurant with gross annual revenue of at least \$2,000,000.

### RESPONSE FORMAT

Although HFC prefers substance over form, Respondents are asked to review the following requests and respond thoughtfully, in order, to the best of their ability:

- **Introductory Letter:** Provide a brief introductory letter communicating effectively why the Respondent’s concept should be selected. The letter must be signed by a person authorized to make representations on behalf of the Proposer and include a direct phone

number and email address. If the Respondent is certified as a diversity company, then please include a copy of the relevant certification to the letter.

- **Concept:** Describe the Respondent's concept for the available space and compatibility with existing dining and entertainment options already part of Avenida Houston. What type of cuisine will be served? Will the concept have unique offerings or destination appeal? Will breakfast, lunch and dinner be served? To what extent will the concept rely on an off-site kitchen or commissary?
- **Viability:** A successful concept must be practical and sustainable. Please describe how the Respondent expects to finance any build out needs, FF&E and other costs associated with opening and operating a new business. Approximately how many full-time employees will the new concept require? Respondents must demonstrate an ability and resources to overcome the challenge of scalability of operations to accommodate periodic influxes of patrons during conventions while managing costs during times when no conventions are being conducted. Does the Respondent expect to form a new entity to serve as tenant at this location? What is the Respondent's marketing strategy and what resources are available to promote the business? How quickly does the Respondent expect the new concept to be operational? Provision of a reasonable business plan with financial projections, if provided by a Respondent, will be considered demonstrative of the Respondent's thoughtfulness regarding viability and its management ability.
- **Experience:** An experienced owner/management team is an essential element of a successful concept. What other successful restaurants does the Respondent currently own or operate? Does the Respondent operate (or has the Respondent recently operated) a concept similar to the proposed concept? To what extent will the owner/management team be involved in day-to-day operations? Will they be responsible for multiple locations or dedicated to this location exclusively? What challenges has the Respondent identified with operating on Avenida Houston and how might they be overcome?
- **Rental Structure:** HFC requests that each Respondent propose and provide a preliminary lease rental structure for base rent (and, if the Respondent is willing to pay the same, a percentage rent) with their response.

All information provided by Respondents should be organized, clear and concise. Respondents are asked to avoid excessive graphics, title pages, or other extraneous information in their response.

## **EVALUATION**

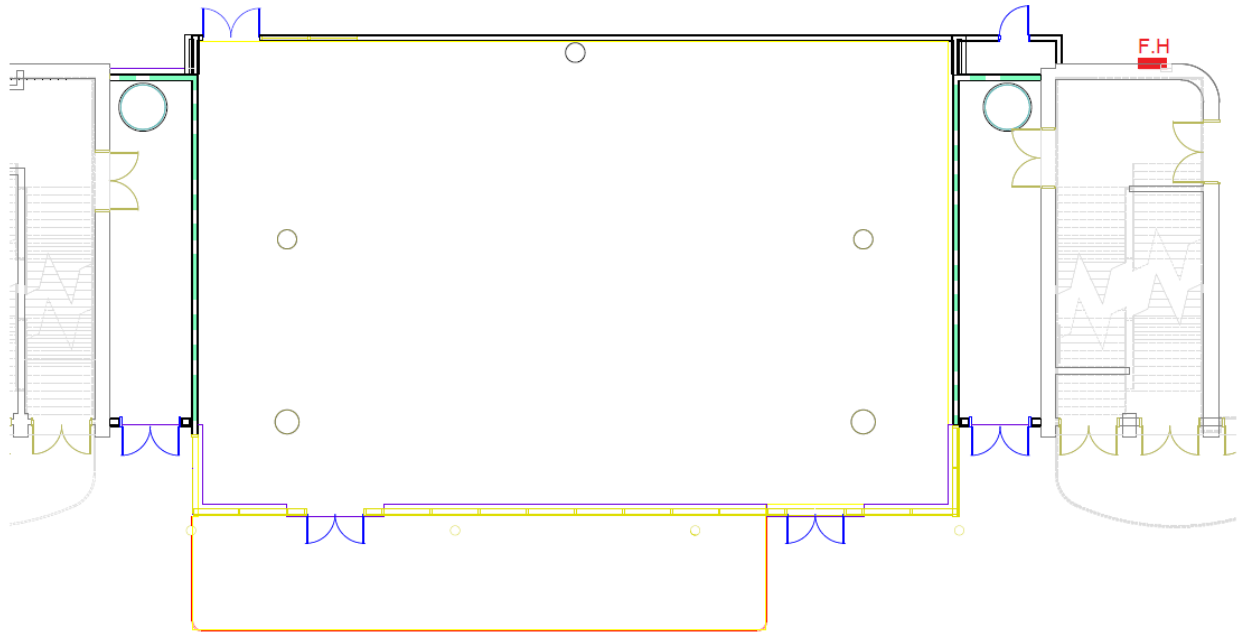
HFC will review and evaluate responses received based on the following weighted criteria: Introductory Letter (10 points); Concept (30 points); Viability (20 points); and Experience (20 points); and Rental Structure (20 points).

HFC expects and reserves the right to interview top-ranked Respondents and may request more detailed operational plans, in-depth evidence of financial capability, and/or a preliminary term sheet or proposal prior to, as part of, or subsequent to such interview.

If interviews are conducted, then up to 30 additional points may be added by an evaluation to the existing scores of the top-ranked Respondents, for a maximum possible total of 130 points, based

on the supplemental information provided by the Respondent team and their overall responsiveness during the interview process.

HFC reserves the right to select or reject all or part of any response, waive minor technicalities, and pursue more detailed or alternate proposals in the manner and to the extent that they serve the best interests of HFC. This solicitation does not commit HFC to award a lease or other contract. HFC reserves the right to reject any or all responses or cancel the entire process. All costs and expenses incurred in providing a response or otherwise participating in the process shall be borne solely by each Respondent.



**Figure 2.** Floorplan of available space, located at the George R. Brown Convention Center

### **LETTERS OF CLARIFICATION**

Responses to all material questions timely submitted by potential Respondents, as well as revisions incorporated into this solicitation by HFC, if any, will be confirmed in a letter posted online at <http://www.houstonfirst.com/do-business/> ("Letter of Clarification"). When issued, Letters of Clarification become part of this solicitation and automatically supersede any previous specifications or provisions in conflict therewith. By submitting their response, Respondents shall be deemed to have received all Letters of Clarification and to have incorporated them into their response. Verbal responses will not otherwise alter the specifications, terms and conditions as stated herein. It is the responsibility of Respondents to monitor the foregoing link and ensure they receive any such Letters of Clarification and incorporate them in their response.

### **DIVERSITY PARTICIPATION**

HFC has not established a Diversity Goal for this solicitation at this early stage of the process. All Respondents, however, should review and be familiar with the requirements of the HFC [Diversity Program](#). Additionally, HFC reserves the right to establish a reasonable, mutually-agreed goal to use good-faith efforts to award subcontracts to diversity participants in any lease resulting from this process.

## **VENDOR CODE OF CONDUCT**

Respondents who do business or seek to do business with HFC are expected to interact with HFC with high ethics and integrity. To promote ethical conduct by its existing and potential contractors, HFC has adopted a Code of Conduct for Vendors, available online at [www.houstonfirst.com/do-business](http://www.houstonfirst.com/do-business). HFC requires that all Respondents be familiar with and abide by the Code of Conduct for Vendors.

## **RESTRICTIONS ON COMMUNICATIONS**

From the Issue Date, for the full duration of the selection process, Respondents are directed not to communicate with any HFC employee, officers, director, or committee member regarding any matter relating to this solicitation, other than during the pre-submittal meeting or a post-submittal interview, through use of [bids@houstonfirst.com](mailto:bids@houstonfirst.com), or in response to a specific request from the HFC Purchasing Agent or General Counsel.

## **CONFLICTS OF INTEREST**

Respondents are required to disclose affiliations or business relationships that might cause a conflict of interest with HFC. If required, the disclosure form should be completed and submitted with the response ([www.ethics.state.tx.us/forms/CIQ.pdf](http://www.ethics.state.tx.us/forms/CIQ.pdf)). By submitting their response, Respondents represent that they are in compliance with the requirements of Chapter 176 of the Texas Local Government Code.

## **PUBLIC INFORMATION**

HFC is subject to the Texas Public Information Act ("TPIA"). Information submitted by Respondents is subject to release under the provisions of the TPIA set forth in Chapter 552 of the Texas Government Code. Each page where confidential or proprietary information appears must be labeled as such clearly and unambiguously. Respondents will be advised of any request for public information that implicates their materials and will have the opportunity to raise objections to disclosure with the Texas Attorney General at their expense.

## **PACKETS**

A complete copy of this solicitation, including exhibits, necessary forms and other relevant information is available on-line at [www.houstonfirst.com/do-business](http://www.houstonfirst.com/do-business). This solicitation provides the information necessary to prepare and submit a response for consideration by HFC.