

Request for Proposal

RFP Timeline

RFP opening date – October 14

RFP Proposal Public Meeting – Oct 24

RFP closing date – REVISED: January 7, 2020 – 5:00pm

First panel review – REVISED January 14th, 2020

Vendor interviews – REVISED January 22, 23, 24 2020

Final Selections – REVISED Week of January 28th 2020

Notification – REVISED February 4th, 2020

All applications must be received no later than 5:00pm on the RFP closing date

Late submittals or incomplete applications will be disqualified. All questions/inquiries go to Jessyca Hipskind with Downtown Phoenix Inc. (DPI) at jhipskind@dtphx.org. Reaching out to anyone else at DPI may result in immediate disqualification of your application.

Application Instructions

Please submit the following no later than January 7th, 2020 to Jessyca Hipskind, Downtown Phoenix Inc. (DPI), 1 East Washington Suite 230, Phoenix AZ 85004 at jhipskind@dtphx.org. Electronic submissions preferred but not required.

- Government issued photo ID or passport
- Federal and State business tax returns for current business location (it is a requirement that all applications have an existing business in operation in the City of Phoenix at time of application)
- Profit and loss statements and business balance sheets showcasing current cash flow and debt ratios for current location
- Business bank statements for current location for the past 12 months
- Arizona Certificate of Good Standing with the Arizona Corporation Commission as a registered business
- Completed Business Plan

DPI recognizes that some companies may not have filled out a business plan to the level of detail required by this RFP. DPI encourages the use of free, local resources for companies to take advantage of during the pre-submittal process. These include but are not limited to, the HIVE

Small Business Resources at Phoenix Public Library and/or the Small Business Administration's SCORE mentoring program.

Company Background

Downtown Phoenix Inc. was formed in 2013 as a community development group to promote the continued revitalization of Downtown Phoenix.

Through collaboration between businesses, City of Phoenix leadership and community groups, DPI coordinates activities between the Downtown Phoenix Partnership, Phoenix Community Alliance and Downtown Phoenix Community Development Corporation.

DPI and its affiliate organizations support the cycling community in Downtown Phoenix through advocacy, bike-oriented events, bike rack installations and City partnerships, including, but not limited to:

- Downtown Pedal Around—a monthly cycling event designed to introduce people to biking safely in an urban setting
- Partnership with the Phoenix Spokes People
- Sponsor of Phoenix Rising Tours (which includes bike tours)
- Frequent collaborator with GRID, Downtown's bike share system
- Installation of 50 artist-designed bike racks throughout Downtown Phoenix
- Produced and hosted 2018 Pedal to the Metal Bike Art Show
- Through the efforts of our affiliate, the Phoenix Community Alliance, we coordinate a multi-modal connectivity committee that is devoted to the development of present and future initiatives that boost rail, bus, biking, walking, safe streets, and parking options affecting businesses and residents of Greater Downtown Phoenix.

Project Overview and Scope

Downtown Phoenix Inc., in partnership with Valley Metro, RED Development and the City of Phoenix, is seeking a vendor to sublet and operate a bike commuter facility in the CityScape mixed-use development in the heart of Downtown Phoenix. This facility would be the first of its kind in the area. The chosen retail site is located on Central Ave, between Washington and Jefferson Streets on the ground floor of the Cityscape complex at 1. E. Washington St. Phoenix, AZ 85004.

The City of Phoenix has expanded bike lanes throughout the Downtown area. With an influx of new residential buildings and business growth, CityScape is a central hub for Downtown. A bike commuter space at CityScape will allow residents, employees and transit riders a solution for bike repair and storage that does not currently exist in the market. The facility will also operate

various amenities, such as shower stalls and changing rooms, which will allow downtown workers to commute into the area via bike more easily.

Downtown, (area bordered by McDowell on the North, Lincoln St. on the South, 7th Avenue to the West and 7th Street to the East) is approximately 1.7 square miles. Over the past few years, this area has experienced an unprecedented boom in development and investment activity that continues to attract new employees, residents and tourists alike. With over 5,000 housing units and student housing beds under construction or in predevelopment, Downtown expects to add an additional 8,000 new residents to the area. Employee growth continues strongly as well, with over 65,000 employees working within a 1 mile radius. The location for the proposed bicycle commuter space is at the center of this activity on one of the busiest ground-floor corners in the entire core. Neighboring retailers include Urban Outfitters, CVS Pharmacy, Chipotle, Chico Malo, Palomar Kimpton Hotel and Squid Ink Sushi.

CityScape, working with award-winning downtown design firm SmithGroup, will provide all necessary tenant improvements needed to make the space functional, including (but not limited to) showers, lockers, key card installation, secure bike storage and space for a retail operation.

The bike commuter space will be a membership-based facility, offering 24-hour access, via key-card, to lockers, showers, bathrooms and bike storage. During business hours, the facility will offer bike repairs and maintenance, bike valet services and other bike-related services. The selected retailer could also sell bikes, accessories, tires, helmets and repairs, etc.

The front of house space will include the Valley Metro Downtown Transit hub, which will be staffed by Valley Metro.

The total square footage of the entire facility space is 3,506 sq ft. The bike repair/retail space will occupy approximately 2,400 total square feet. The bike vendor tenant will maintain full responsibility and control of their tenant space.

- The selected company will assume a standard lease structure and furnish rent to Downtown Phoenix Inc. (DPI) at a subsidized, below-market rate of \$12.50 per square foot with a target 1 – 3 year lease with an option to renew. This retail rate for prime downtown space is significantly subsidized in order to aid the success of this new-to-market concept in direct partnership with DPI.
- Janitorial services will be covered in whole by the landlord, DPI.
- Tenant will be responsible for WiFi, business phone and all utilities except for water and electricity which will be covered by DPI.
- Tenant improvements will be covered by DPI and will not be a cost for the tenant.
- The selected company will be expected to provide all non-fixed equipment that will necessitate the functioning of the shop. This may include but is not limited to repair tools, bicycle parts, etc.

- Employee parking will not be provided as part of the lease. However, monthly parking passes at nearby parking garages can be purchased at the cost of the tenant.

Minimum Requirements for Consideration REVISED:

- Have an existing bike shop that has been open continuously for one or more years in the City of Phoenix
- Ability to provide all required documents (see page 1/cover page checklist).
- Utility bill in member's name
- Paystub
- Credit card in member's name

In order for the application to be complete applicant must include all of the following:

- Federal and State business tax returns for current location
- Profit and loss statements showcasing current cash flow and debt ratios for current location
- Business bank statements for current location
- All operators must submit financial statements for the most recent consecutive year as part of the proposal submission.

A successful proposal should include the following in the business plan and/or supporting documents:

- A proven track record of success in the field of bike shop ownership and maintenance. Proof of this could include but is not limited to copies of Yelp or similar customer reviews, awards or certificates of recognition, news media pieces, etc.
- A proven track record of success in managing business expansions and/or capability to demonstrate capacity to manage two or more business locations at one time. Proof of this could include but is not limited to a narrative describing employee management and/or operations across two or more business locations or a narrative describing the capability to manage two locations if only one currently exists in the market.
- A strong, existing social media presence and well-thought out marketing plan that has aided your success thus far. This could include but is not limited to an explanation of how you currently advertise on social media or in-print media, digital analytics, scanned copies of advertising flyers or collateral, etc.

- A proven track record of partnership and integration with outside community groups and business membership affiliates
- A strong plan for the proposed, new location with projected, anticipated cash flows and debt considerations reflected
- Be capable of hiring experienced and qualified staff for bike repairs. This could be fulfilled with an explanation of your current process for hiring such employees and what type of capabilities you currently require.
- Documented history showcasing community involvement in cycling advocacy (working with non-profits on donating bikes, doing safety checks on bikes) etc., trail advocacy (working with land managers to sponsor/promote trail clean up days, volunteer recruitment and maintenance on public lands), etc.
- Reflection of intention to maintain regular hours of business for the site. DPI will require the chosen retailer to be open from 7:00am – 5:00pm Monday through Friday. Weekend hours will be at the discretion of the tenant. Members will have access 24/7 access to the space.

Preferred but not required:

- Ability and willingness to run a demo fleet of 10 bicycles for potential new bike commuters
- Ability and willingness to conduct workshops specific to the biking community etc. safety and emergency training, urban riding, etc.

Vendor Responsibilities:

The successful proposer will be responsible for the following:

- Operating a functional bike retail space with a walk-up counter for customers. Items for sale could include but are not limited to, helmets, pads, lights, replacement tires, etc.
- Operating a membership-based business model for the storage of up to 76 bikes and the provision of customer-service check in and check out procedures so that members can quickly store their bikes, shower and change.
- Implementing and executing a marketing strategy to source new business for both the retail and membership side of operations
- Hiring and managing staff as needed to run the facility
- Maintenance of regular business hours

The Selection Process:

The selection process will involve the following:

A panel comprised of panelists from Downtown Phoenix Inc, The City of Phoenix, Valley Metro and community leaders will evaluate all received proposals based upon a set matrix. See attachment A.

By submittal of a response to this request for proposal, the proposer certifies that all information presented in connection with the response is true and accurate and can be relied upon by DPI, the City of Phoenix, and Valley Metro, and the proposer will notify DPI promptly of any changes. The proposer acknowledges and agrees that all decisions relating to this request for proposal shall be made at the sole discretion of DPI, and hereby releases and discharges DPI, the City of Phoenix, and Valley Metro from any and all claims and liabilities that may arise from or in connection with this request for proposal and the proposer's response hereto, including, without limitation, the choice by DPI of the vendor. The proposer further agrees that he/she/it will not make a claim or sue DPI, the City of Phoenix, or Valley Metro, or any of its officers, directors, employees or agents if the proposer is not chosen as the vendor. If chosen, the proposer acknowledges that the terms and conditions of use for the space described in this request for proposal will be set forth in lease agreement that is acceptable to DPI. The individual submitting the response to this request for proposal certifies that he/she is authorized by the proposer to submit this response on behalf of the propose and by submittal is authorized to bind the proposer to the terms set forth herein.