

REQUEST FOR QUALIFICATIONS

The City of Berea (City) intends to enter into a lease agreement with an experienced restaurant operator to establish a farm to table restaurant operation at #3 Artist Circle, Berea, KY 40403. Respondents are asked to submit a Statement of Qualifications demonstrating their ability to provide the required services. The SOQ will be evaluated and the top ranked operator will be invited to enter into a Lease Agreement with the City. The City reserves the right to invite multiple organizations to short-list interviews prior to making a final ranking. The SOQ will be evaluated on the following (TOTAL POSSIBLE POINTS: 100):

Restaurant Operation Experience: 30 Points

This section should include a summary demonstrating the responding proprietor's qualifications to satisfy all the areas identified in the Scope of Work. The respondent should possess a minimum of five years of successful, and verifiable, restaurant ownership experience.

Personnel Experience: 30 points

This section should include qualifications of key personnel to be assigned to this project, including experience on similar projects. Key manager(s) and senior staff shall be identified.

Familiarity with the City: 30 points

Respondents should display their familiarity with the City of Berea, it's rich history with the crafts industry, Berea College, Berea Tourism, its outdoor recreation/entertainment opportunities, and an understanding of its business and industrial community. z

References: 10 Points

A representative list of clients with contact names and telephone numbers must be included. The list should include details of what services were conducted for each client and the dates of service. Emphasis should be on listing work for communities in Kentucky.

Proposal Submission:

Interested firms should submit five (5) copies of their qualifications to:

Mr. Randy Stone, City Administrator
City of Berea
212 Chestnut Street
Berea, Kentucky, 40403

Submittal must be received no later than 4:00 p.m. on Friday, August 4, 2017.

Firms having questions concerning this Request for Qualifications should contact Randy Stone, Berea City Administrator, 859-986-8528.

Late Proposals:

Proposals received after the time and date specified above will not be considered and will be returned to the Proprietor.

Rejection of Proposal:

Unsigned proposals or proposals signed by an individual not authorized to bind the prospective Proprietor will be rejected.

Rights Reserved:

This SOQ does not commit the City to award a lease, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified Proprietor, or to modify or cancel in part or in its entirety the SOQ if it is in the best interest of the City to do so.

Selection Method

A committee of personnel from the City of Berea will be used to evaluate Statement of Qualification submittals and select up to three organizations for further interview, or to waive the interviews and select the most qualified organization.

Background

The City of Berea is requesting the services of an organization with experience in restaurant operations. Berea is located in southern Madison County and has a population of approximately 14,500. In addition to its residents, the City sees over 300,000 visitors annually for various festivals and events. The City historically has been recognized for being Kentucky's Folk Art and Crafts Capital, and the home of Berea College.

Proposed Lease Conditions

The following lease proposed lease conditions should be considered prior to submission of Statements of Qualifications.

1. Restaurant operation must be open a minimum of six days per week
2. Restaurant operation will be required to furnish their own dining room furniture, bar, and kitchen equipment.
3. Proposed rent for the facility will be on a graduated rental lease.
4. Restaurant operation menu should be something unique and not currently available in Berea.
5. Restaurant concept must maintain the characteristic and style of the L&N Train Depot
6. Restaurant operation must be willing to accommodate existing and new events that utilize the Old Town Artisan Village lawn, cabin, and in some case the L&N Train Depot.
7. Proprietor(s) will be subject to a credit and criminal background check.

SOQ REQUIREMENTS

Statements of Qualifications shall contain the following information, and shall not exceed twenty (20) single-sided pages with a font no smaller than 11-point. A business plan that includes the following information will also be accepted.

Executive Summary (included in the page count)

Proprietor(s) Experience & Wherewithal - Proprietor(s) shall provide the following information:

- Successful restaurant ownership experience including the length of time owning other operations.
- General management experience including the length of time managing other operations.
- Proprietor(s) need to demonstrate they have the financial wherewithal to start and sustain an operation for a minimum of three years.
- Proprietor(s) should be able to contribute a capital investment of \$100,000 towards the construction, renovation, and fit-out of the restaurant operation.
- List of all owners in the operation that will have an ownership stake of 20% or greater.

Restaurant Concept - Proprietor(s) shall provide the following information:

- Proprietor(s) should convey their dining concept and how it satisfies the Berea restaurant market for residents and tourist.
- Proprietor(s) must submit a sample menu.
- Proprietors(s) must demonstrate how their concept contributes to Berea, fits within the Old Town Artisan Village, and will connect with other Berea initiatives.

Restaurant Operations - Proprietor(s) shall provide the following information:

- Resumes and qualifications of key staff.
- Projected employment numbers and wages.
- Proposed hours of operation.
- Proposed marketing plan and budget.
- List of equipment needed and an estimate of cost.