REQUEST FOR PROPOSALS: FOOD SERVICE OPERATORS AT BONNET SPRINGS PARK

good food is good business

DEADLINE: OCTOBER 1, 2019,5 P.M.

KarenKarp&Partners

27 East 21st Street, 3rd Floor New York, NY 10010

т: 212.260.1070 ғ: 917.591.5104

ABOUT KK&P

Founded as Karp Resources in 1990, Karen Karp & Partners (KK&P) is the nation's leading problem-solver for food-related enterprises, programs, and policies. Our personalized approach is designed to meet the unique challenges facing our clients. We apply a combination of analytic, strategic, and tactical approaches to every problem and deliver solutions that can be measured and are always meaningful.

KK&P's clients include corporations, government agencies, small businesses, non-profits, and educational organizations. For almost 30 years, KK&P has spearheaded and has been integral to the development and execution of food businesses, policies, and partnerships.

KK&P is a certified Woman-owned Business Enterprise (WBE).

Services

- Food Systems Planning
- Supply Chain Strategies
- Business & Program Development

- Stakeholder Engagement
- Recruiting & Performance Management
- Education & Events

KK&P works with communities, non-profits, and the private sector to create stronger food systems.



In Oneonta, NY, we developed a concept and plan for a regional food and beverage education center and food innovation district to revitalize an underutilized downtown corridor. The plan garnered significant funding and is now in development.



We worked with the Children's Discovery Museum of San José to transform its café to be a more thoughtful and robust foodservice experience. We oversaw a talented team of designers, contractors, and suppliers to open the café on time and within budget.



To get local food into NYC's Department of Education School Lunch program, we navigated complex policies and supply chains, resulting in \$5 million worth of local food served in schools over the course of three years. In Northwest Arkansas, we created the strategy and helped design the cutting-edge \$8 million culinary arts school, Brightwater, for Northwest Arkansas Community College. The school opened in Spring 2017.

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Gilbane Development Company retained KK&P to perform a comprehensive analysis of issues related to the location, layout of food manufacturing and retail spaces, equipment considerations, and the mix of tenants for a new mixed-use residential, retail, and light manufacturing site in the Bronx.

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For City Harvest, we designed a strategy that has enabled the organization to increase its rescue and distribution of fresh perishable food from 23 million pounds to 60 million pounds over seven years.

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All design drawings and renderings courtesy Sasaki.

OVERVIEW

SUMMARY

Bonnet Springs Park is a new 180-acre public park in the heart of Lakeland, Florida, slated to open to the public in early 2021. The park will be an urban oasis where art, recreation, fun, and tranquility intersect by design. This blended urban/natural park will provide spaces to escape, engage, and explore with one another and with nature while experiencing and learning about the extraordinary history of Central Florida.

Karen Karp & Partners (KK&P), on behalf of Bonnet Springs Park, is seeking proposals for operations of three distinct food service venues at the park: a restaurant at the Welcome Center, a centrally located café, and an Event Center. This Request For Proposals (RFP) provides detailed information about the opportunity and proposal instructions for potential operators.

DEADLINE

<u>All proposals must be submitted in PDF format no later than 5 p.m. on Tuesday,</u> <u>October 1, 2019.</u>

Proposals should be submitted via email to Christophe Hille, Senior Consultant at KK&P: christophe@kkandp.com.

RFP TIMELINE

The following dates are subject to change.

RFP Released	September 4
Proposal Deadline	Tuesday, October 1, 5 p.m.
Finalist Interviews & Site Visits	October 28-30
Final Phone Interviews (if needed)	November 4-6
Selections Confirmed and Announced	December 3

OVERVIEW



ABOUT BONNET SPRINGS PARK

Following its closure in the early 1980s, Lakeland's nearly century-old railyard operation, once the largest in Florida, left a deep environmental footprint. The property, located between West Memorial Boulevard and George Jenkins Boulevard on the east side of Lake Bonnet, languished for nearly forty years, forgotten by most Lakelanders, until a group of community investors and developers united to repurpose the historic site. Through the collaboration of local developer David Bunch, retired Lakeland Parks and Recreation Director Bill Tinsley, and Carol and Barney Barnett, the purchase of the railyard and more than a dozen adjoining properties were acquired, and master planning and design began in 2016.

Recovering these important lands with skill and purpose, and preparing to develop them required all of the competence that could be marshalled. To meet these challenges, the team partnered with world-renowned architectural and park planning group Sasaki. The Boston-based firm put our vision into reality, designing a unique space that will provide opportunities for all Lakelanders.

Contamination remediation site work began in April 2019, unearthing the ecological impacts of the railroad's steam and coal era's transition to diesel locomotives. Each era from railroad's history had contributed a unique footprint. In early 2021, Bonnet Springs Park will open its doors for the community to experience a world-class park on a beautiful, flourishing property within walking distance of Downtown Lakeland. Ambitious in scale, Bonnet Springs Park will present natural beauty and a wide array of activities that invite visitors to "Escape. Engage. Explore."

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OVERVIEW

BONNET SPRINGS PARK CORE VALUES

Park programming, including food service at the park, will be guided by six core values:

- · A passion for Lakeland and its parks
- Public access
- A new urban landscape
- Inclusiveness
- A respect for people and nature
- Responsible management

COMMUNITY CONTEXT

Bonnet Springs Park is well-positioned to become a destination not just for residents of Lakeland, but for the larger region of Central Florida and beyond. Key findings from KK&P's earlier research into the park's community and regional market context include:

- 3.1 million residents live within a 1-hour drive of the park.
- Over 163,000 people live within a 15-minute drive of the park (the population of Lakeland is 108,054).
- Lakeland is increasingly considered a college town, with the highest millennial growth rate of any U.S. mid-sized metro (19.8% growth from 2012 to 2017).
- There is a strong interest in more fresh, healthy, and modern food options in Lakeland.

The park will aim to serve locals, visitors from across the region, and national and international tourists. Food business operators at Bonnet Springs Park will help the park to achieve destination status for a diverse range of park visitors, while also benefitting from the robust visitorship the park's developers envision.

THE OPPORTUNITY

GUIDING PRINCIPLES FOR FOOD AT BONNET SPRINGS PARK

Food service programming at Bonnet Springs Park will:

- Feature food offerings that are fresh, healthy, and delicious
- Offer diverse price points and menu items that respond to the diversity of Lakeland ٠ and its region
- Create a range of distinct food and beverage experiences, meeting park users' needs at different times of day and for different purposes
- Seek homegrown independent operators that will reflect the culinary heritage of • Central Florida

The Bonnet Springs Park team seeks food service operator proposals that will support these principles.

OPPORTUNITY OVERVIEW

Bonnet Springs Park is seeking operator proposals for two distinct food service sites - the restaurant at the Welcome Center, and the cafe at the Bridge Building - and preferred caterer proposals for the Event Center. Each of these opportunities are detailed on the following pages.

Potential operators may submit proposals for a single site or for multiple sites.

THE OPPORTUNITY

THE RESTAURANT AT THE WELCOME CENTER

The Welcome Center will be the flagship building that park visitors first encounter when they enter the park. The main feature of the Welcome Center will be a beautiful 96-seat ground-floor restaurant, including a bar and private dining room. In addition to the restaurant, the building will house an information hub for visitors and administrative offices.

The Bonnet Springs Park team is seeking proposals to operate a **full-service**, **fine-dining restaurant** at the Welcome Center (lease terms to be proposed by applicant and negotiated in collaboration with BSP team). We are seeking proposals consistent with the following concept:

The restaurant at the Welcome Center will offer chef-driven, regionally relevant, and contemporary food in an elegant and comfortable destination setting.

Dining Format: Full-service restaurant serving lunch and dinner. Imagined customer uses:

- Destination dining
- Business lunches and professional gatherings
- · Graduation dinners for students and parents from local colleges
- Cool date spot for couples
- Baby showers and wedding rehearsal dinners

Square feet of demised space (FOH/BOH total): 4100 SF approx.

- BOH area: 1350 SF
- FOH area: 2750 SF

Seating: 96 seats in indoor areas, 40 seats on covered patio outside

Landlord will provide:

- Overall kitchen finishing:
 - » Health code compliant finishes for all of the floors, walls, and ceilings.
 - » Mechanical, electrical and plumbing infrastructure and capacity for what is shown in full build-out design drawings (drawings may be supplied upon request)
 - » Floor sinks (for equipment-specific indirect waste as well as area floor drains)
- Walk-in cooler
 - » Evaporator coils and air-cooled remote condensers

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- » Installation of refrigeration lines for a fully operable system
- » Closure panels from the top of the walk-in to the underside of the finished ceiling
- Walk-in freezer
- Dry-goods storeroom
- Hood exhaust system
 - » Black iron duct work, exhaust fans and built-in fire suppression system for a fully operable exhaust system (fire suppression drops/nozzles will be by the operator once the equipment has been installed)
 - » Closure panels from the top of the hood to the underside of the finished ceiling
 - » Stainless steel wall backing from the underside of the hood to the coved base of the flooring system
- 3-bay dish sink station
- Hand sinks
- Fire suppression
- Conduit in slab for soda system
- Floor trough at ice machine location
- Grease trap
- Floor drains
- Front of house infrastructure:
 - » Lighting: General pendant lights at dining area and accent lighting at bar
 - » POS connection points for power and data
 - » HVAC for base equipment and space
 - » Power, Data, Wifi
 - » Pendant Speakers
 - » Built in TV wall
 - » Security Cameras
- Front of house finishing:
 - » Walls: Painted, accent walls including acoustical wall panels and mirrored metal panel
 - » Floors: polished concrete
 - » Ceilings: Wood soffitt at perimeter edge, drywall ceiling over the bar and acoustical panels above the seating area (mounted to bottom of the metal deck)
 - » Private Dining/Multi-purpose room glass separation with privacy wood screens and drapery
 - » Front Bar and support bar with shelving over mirrored panel

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- Upholstered banquette »
- Built in TV wall in multipurpose room »
- Screens doors to close off restaurant after hours »
- Private Storage area (125 SF) »
- Restrooms: Unisex, Finished (3) »
- Furniture: Tables and Chairs, Stools »
- Outdoor seating area and furniture, with ceiling fans »

Tenant to provide:

- All required production and cleaning equipment for proper operation of a fullservice restaurant
- Restaurant signage (with Bonnet Springs Park approval)

Complete construction documents bid package will include:

- Plans, building works and MEP rough-in drawings
- Fabrication details
- Written equipment specifications
- Specific and general conditions outlining potential bidder responsibilities and obligations under the contract

Kitchen and restaurant schematics can be found on the following pages. Please note that all equipment is shown for illustration and planning purposes but does not indicate that all of the equipment shown will be supplied by landlord. List of landlord-supplied items is as per above.

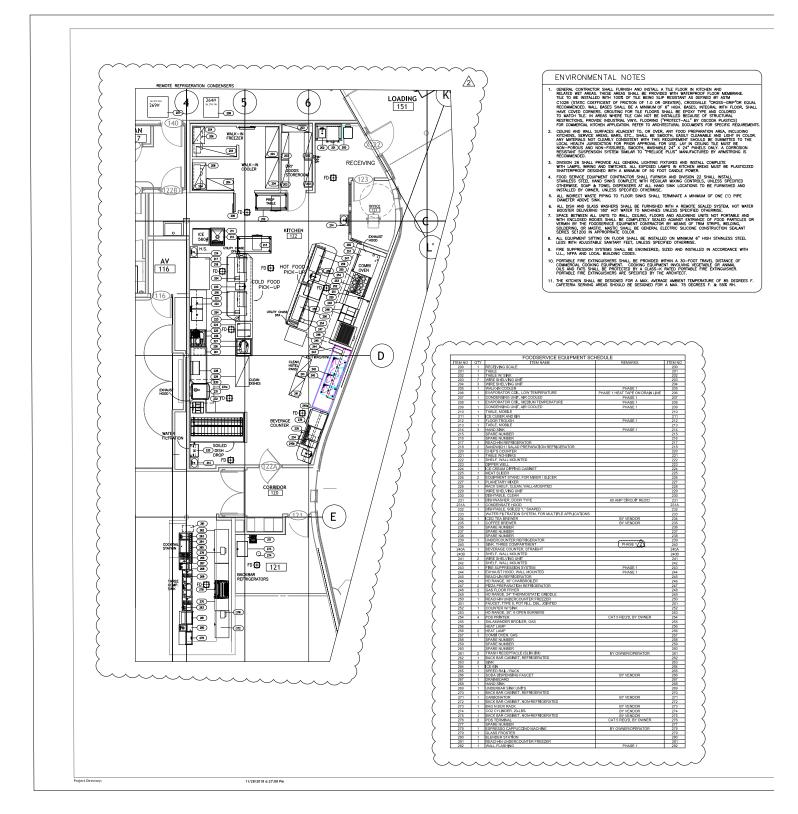
THE WELCOME CENTER CONTEXT



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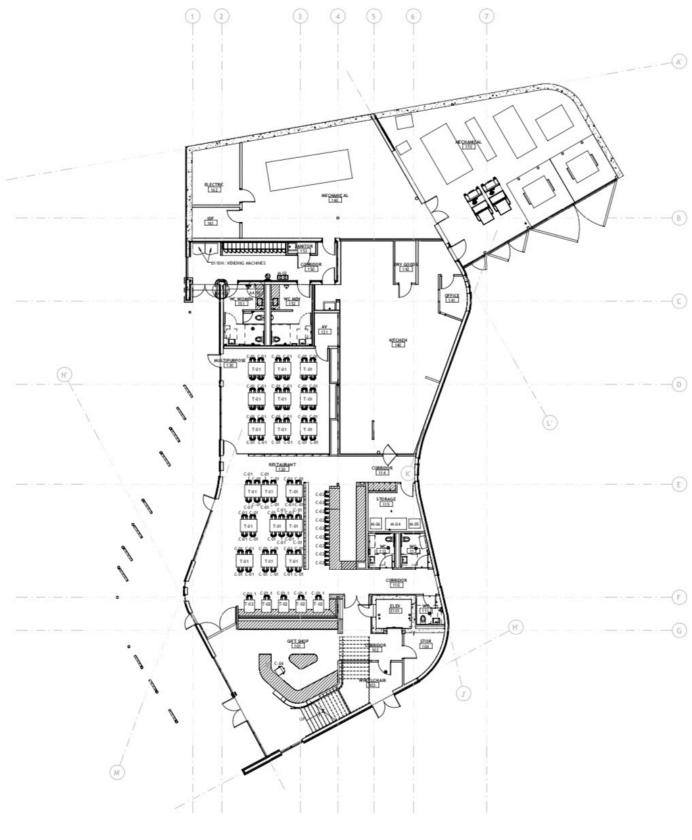
KITCHEN SCHEMATIC



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RESTAURANT FLOOR PLAN



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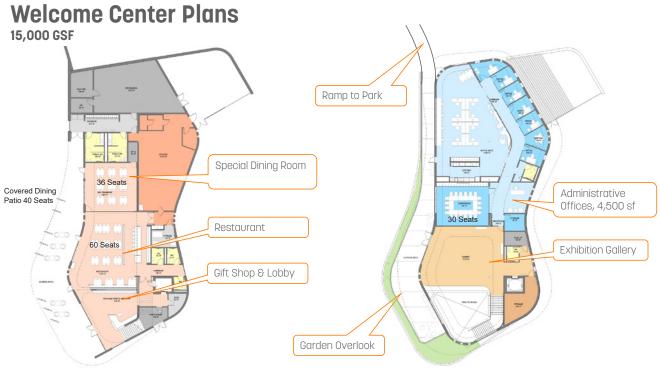
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RENDERINGS AND PLAN VIEWS



First Floor

Second Floor



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RENDERINGS AND PLAN VIEWS





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Welcome Center



Entry Approach

View from South



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THE OPPORTUNITY

THE BRIDGE BUILDING CAFÉ

The Bridge Building Café will be adjacent to the new Explorations V Children's Museum, and will be centrally located with a sweeping view of the park. The Café building will feature a rooftop garden area that will provide event opportunities for the operator, and is also located adjacent to the Event Lawn, where cultural events will be programmed throughout the year.

The Bonnet Springs Park team is seeking proposals to operate an **upscale fast/casual quick service restaurant** at the Bridge Building (lease terms to be proposed by applicant and negotiated in collaboration with BSP team). We are seeking proposals consistent with the following concept:

The restaurant at the Bridge Building will offer fresh, healthy, accessible meals throughout the day.

Dining Format: Upscale, counter-service/fast casual restaurant. Imagined customer uses:

- · Family lunches and snacks before and after Children's Museum visits
- · Off-campus college student gathering place
- · Healthy, quick rendezvous meals for working adults
- · Popular supplier of delivered office lunches through Seamless, et al.
- · Affordable, healthy lunches for active seniors
- · Children's birthday party celebrations
- Park staff meals

Square feet of demised space (FOH/BOH total): 3920 SF approx.

- BOH area: 1185 SF
- FOH area: 2735 SF

Seating: 65 seats interior (dedicated seating), 60 seats exterior at ground level (public seating), 70 seats on rooftop (approximate, public seating)

Landlord will provide:

- Overall kitchen finishing:
 - » Health code compliant finishes for all of the floors, walls, and ceilings.

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- » Mechanical, electrical and plumbing infrastructure and capacity for what is shown in full build-out design drawings (drawings may be supplied upon request)
- » Floor sinks (for equipment-specific indirect waste as well as area floor drains)
- Walk-in cooler
 - » Evaporator coils and air cooled remote condensers
 - » Installation of refrigeration lines for a fully operable system
 - » Closure panels from the top of the walk-in to the underside of the finished ceiling
- Walk-in freezer
- Dry-goods storeroom
- Hood exhaust system
 - » Black iron duct work, exhaust fans and built-in fire suppression system for a fully operable exhaust system (fire suppression drops/nozzles will be by the operator once the equipment has been installed)
 - » Closure panels from the top of the hood to the underside of the finished ceiling
 - » Stainless steel wall backing from the underside of the hood to the coved base of the flooring system
- Make-up air system
- 3-bay dish sink station
- Hand sinks
- Fire suppression
- Conduit in slab for soda system
- · Floor trough at ice machine location
- Grease trap
- Floor drains
- Front of house infrastructure:
 - » Lighting: Floor 1 General track lighting, downlights at eating areas. No accent lighting at FOH counter/soffit provided.
 - » Lighting: Rooftop bar accent lighting, canopy general and feature lighting (string lights)
 - » POS connection points for power and data
 - » Plumbing for base equipment, floor drains, floor sinks
 - » HVAC for base equipment and space
 - » Power, Data, Wifi
 - » Pendant Speakers

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- Security Camera »
- Floor 1 Base kitchen equipment at FOH and BOH spaces »
- Rooftop Bar counter double sink, floor drain, floor sink »
- Front of house finishing:
 - » Wall finishes at FOH are limited to paint and rubber wall base. Includes partial height wall with cementitious backer board substrate, plumbing/elec rough-ins, with no wall finish or countertop.
 - Floors: polished concrete »
 - Ceilings: Wood soffit at perimeter edge, exposed acoustical deck above seating » area, painted.
 - Built in condiment and trash stations »
 - Upholstered built-in banquettes with integral decorative shelving »
 - Furniture: tables and chairs »
 - Floor 1 outdoor seating area with some built-in seating »
 - Restrooms: Mens, Womens, Family Finished »
 - Rooftop Bar: Fit out with solid surface quartz counters, tile walls. Canopy over seating » area with operable louvers and fans.

Tenant to provide:

- All required production and cleaning equipment for proper operation of a fullservice restaurant
- Restaurant signage (with Bonnet Springs Park approval)

Complete construction documents bid package will include:

- Plans, building works and MEP rough-in drawings
- Fabrication details
- Written equipment specifications
- Specific and general conditions outlining potential bidder responsibilities and obligations under the contract

Kitchen and café schematics can be found on the following pages. Please note that all equipment is shown for illustration and planning purposes but does not indicate that all of the equipment shown will be supplied by landlord. List of landlord-supplied items is as per above.

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THE BRIDGE BUILDING CONTEXT

Museum & Café -Centrally located within park



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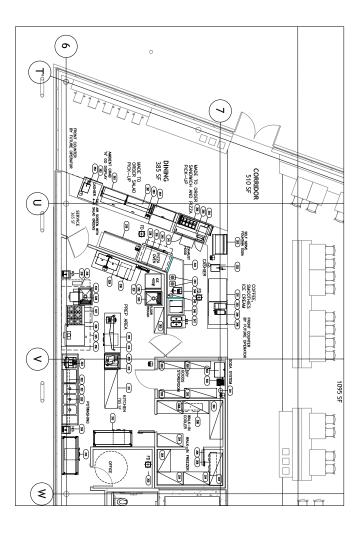
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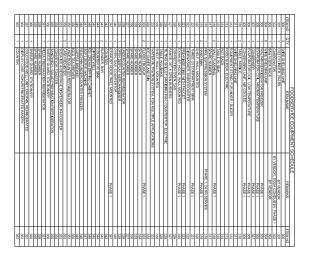
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KITCHEN SCHEMATIC

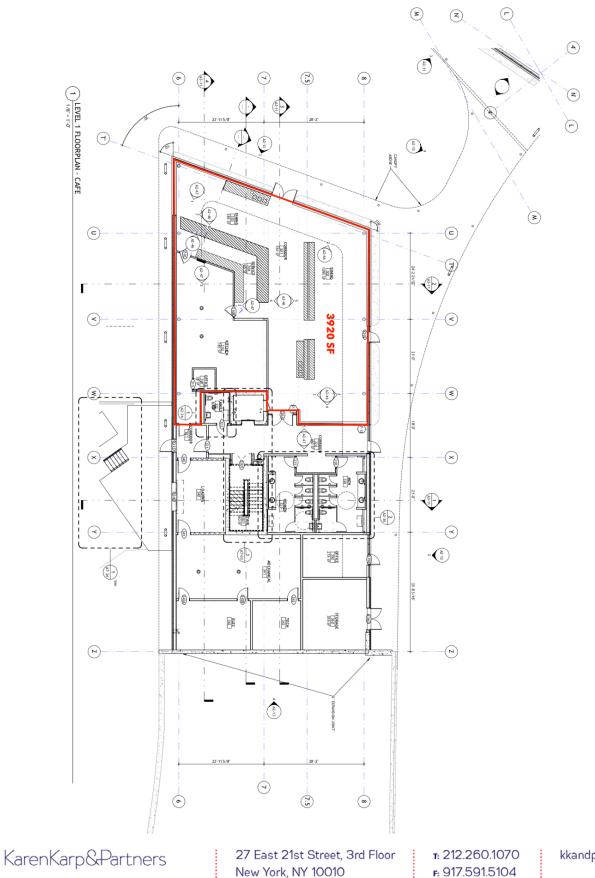




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CAFE FLOOR PLAN



RENDERINGS AND PLAN VIEWS



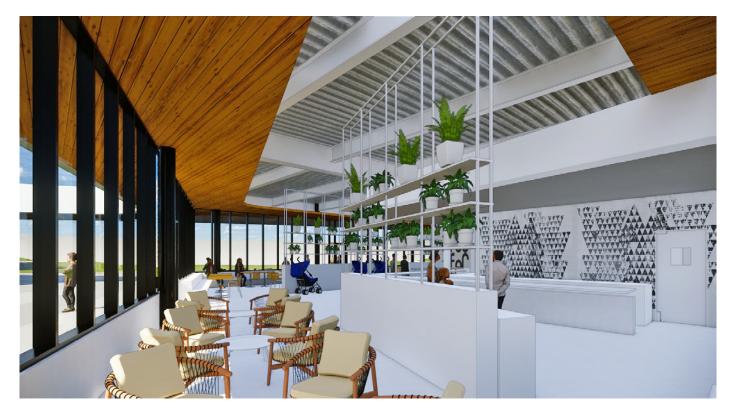


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RENDERINGS AND PLAN VIEWS





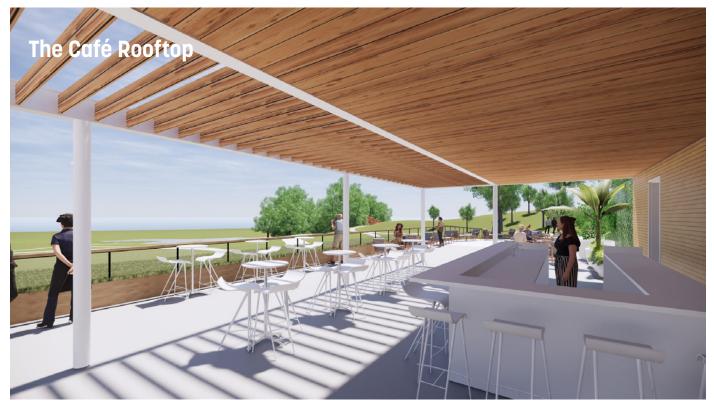
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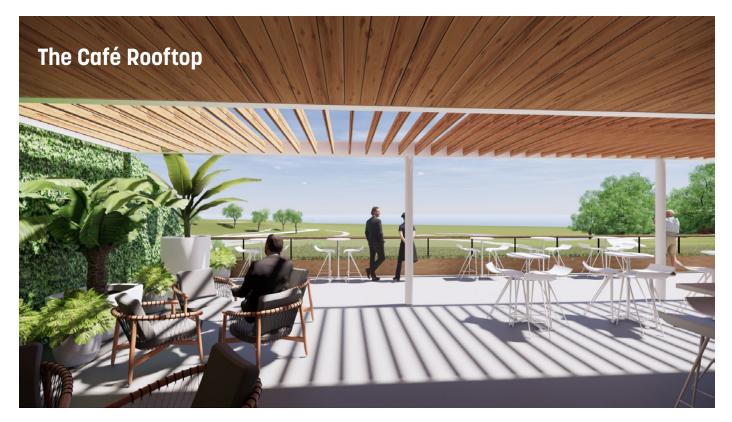
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THE OPPORTUNITY

THE EVENT CENTER

The Event Center will be a best-in-class events venue in a memorable setting unlike any other offered in the region.

Unlike for the previous two venues, Bonnet Springs Park is not seeking a dedicated operator for Event Center. Rather, the Park is soliciting proposals from interested operators to be identified and featured as preferred caterers for the venue.

The Event Center will be ideally suited for:

- Elegant and intimate wedding celebrations
- Engagement parties and rehearsal dinners
- Graduation parties for local institutions •
- Crisp, contemporary corporate events
- Day-long non-profit meetings and retreats •
- Garden-side cocktail parties
- Ecologically-oriented parties of all kinds

Square feet of Event Center:

- BOH area: 900 SF (approx.)
- FOH area: 6600 SF (approx.)

Seating: 350 seats (interior) in a dividable room. Additional seating capacity in outdoor patio and in Event Center garden areas

Bonnet Springs Park will provide a built-out kitchen with the following equipment:

- Walk-in cooler
- Reach-in freezer
- Hood exhaust system
- Make-up air system •
- 2 combi ovens
- 1 convection oven
- 2 three-bay dish sink stations

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- 1 six-burner range •
- Ice machine •
- Mobile tables •
- Wash basins •
- Plating area •
- Electrical drop-cords •

Kitchen and event area schematics can be found on the following pages.

THE EVENT CENTER CONTEXT



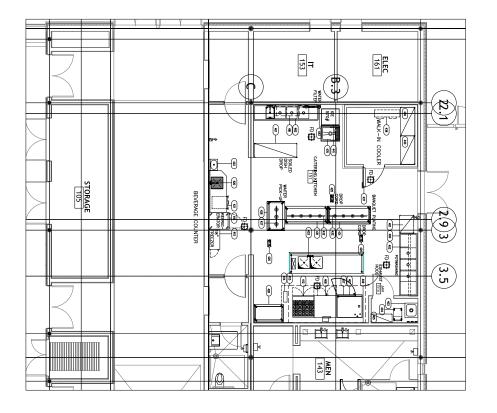
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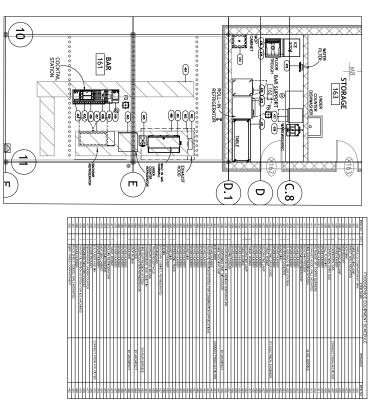
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KITCHEN SCHEMATIC



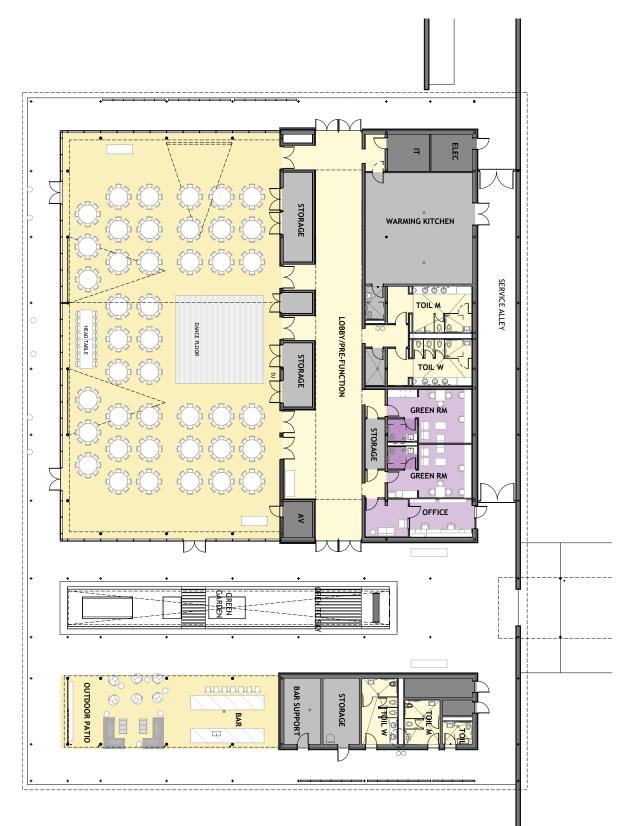


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EVENT CENTER FLOOR PLAN



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PROPOSALS

WELCOME CENTER & BRIDGE BUILDING PROPOSAL CONTENTS

All proposals for the Welcome Center and Bridge Building must include the following contents:

- 1. Basic business information:
 - a. Owner/applicant name with contact information (phone, email, and website)
 - b. Name and address of existing business(es)
 - c. Number of years in business
 - d. Current number of employees (full-time and part-time)
- 2. Personal and business biography, inclusive of all core team members (chef, GM, partners, designers, contractors, etc.)
- 3. Identification of the park venue(s) applicant is proposing for
- 4. Summary of proposed business concept, including how your concept is consistent with both the desired concept sought for the venue and the park's guiding principles for food
- 5. Proposed lease terms for occupancy of desired venue (terms can include consideration of flat rent, percentage rent, annual escalations, tiered rent, or a mix of any of these). Applicant should assume that operator will be responsible for all typical operational expenses incurred in commercial leases, including but not limited to utilities, trash services, phone service, repairs and maintenance, etc.
- 6. Food concept and menu, including style, dishes, sourcing, price points, and preliminary sample menu
- 7. Single season pro forma for the proposed operation
- 8. Description of operational plan, staffing plan, financial reporting methods, any special delivery requirements or concerns, and equipment plan.
- 9. Estimate of capital investment needs and fit-out time to become operational from time of move-in
- 10. Three business references who can speak to your financial and operational capabilities. Include their names, titles, nature of relationship, and contact information.

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PROPOSALS

EVENT CENTER PROPOSAL CONTENTS

All proposals for the Event Center must include the following contents:

- 1. Basic business information:
 - a. Owner/applicant name with contact information (phone, email, and website)
 - b. Name and address of existing business(es)
 - c. Number of years in business
 - d. Current number of employees (full-time and part-time)
- 2. Personal and business biography, inclusive of all core team members (chef, GM, partners, designers, contractors, etc.)
- 3. Identification of the park venue(s) applicant is proposing for
- 4. Summary of proposed business concept, including how your concept is consistent with both the desired concept sought for the venue and the park's guiding principles for food
- 5. Proposed fee structures for use of space (not to be considered binding or final quotes)
- 6. Food concept and menu, including style, dishes, sourcing, price points, and preliminary sample menu
- 7. Sample venue contract for event spaces
- 8. Sample event plans or Banquet Event Orders detailing specific event menu, event run-of-show, staffing plan, etc.
- 9. Three business references who can speak to your financial and operational capabilities. Include their names, titles, nature of relationship, and contact information.
- 10. Three customer references who can speak to your food and service experience and capabilities.

PROPOSALS

PROPOSAL SUBMISSION INSTRUCTIONS

All proposals must be submitted in PDF format no later than 5 p.m. on Tuesday, October 1, 2019.

Proposals should be submitted via email to Christophe Hille, Senior Consultant at KK&P: christophe@kkandp.com.

EVALUATION PROCEDURES

Proposals will be reviewed by a committee of KK&P and Bonnet Springs Park team members. Finalists will be selected based on the following criteria:

- Operating experience
- Proposed concept, including alignment with the park's core values and guiding principles for food
- Proposed lease/fee terms
- Financial, operational, and staff planning, as applicable
- · Additional factors, such as quality of presentation and business references

Finalists will be invited for in-person interviews and site visits in late October (Oct. 28-30; dates subject to change). Follow-up phone interviews may be conducted the following week as needed. Selections are expected to be finalized and announced the week of Dec. 3.

QUESTIONS?

Please send any questions related to this RFP to Christophe Hille, Senior Consultant at KK&P (christophe@kkandp.com) ideally no later than Friday, Sept. 13.