

SOUTHEAST OVERTOWN/PARK WEST  
COMMUNITY REDEVELOPMENT AGENCY  
INTER-OFFICE MEMORANDUM

**SUPPORTING  
DOCUMENTATION**

To: Clarence E. Woods, III  
Executive Director, SEOPW CRA

Date: February 18, 2016

File:

Subject: RFQ 16-01

From: Renée A. Jadusingh  
Staff Counsel 

References:

Enclosures: Selection Committee Scoring Sheets

On January 7, 2016, the Southeast Overtown/Park West Community Redevelopment Agency ("CRA") issued Request for Qualifications ("RFQ") 16-01 for Restaurant/Entertainment Venue Programming. On February 9, 2016, the CRA received seven (7) responses to RFQ 16-01 from the following proposers:

1. Marcus Samuelsson Development Group, LLC
2. Overtown Lounge
3. Privacy
4. Yealang's: Taste of Soul
5. A Game
6. Crescendo Jazz & Blues Lounge
7. Morgan's

On February 18, 2016, a selection committee consisting of Neil Shiver, CRA's Assistant Director; Brian Zeltsman, CRA's Director of Architecture and Development; Jonelle Adderley, CRA's Marketing Coordinator; and myself, met to evaluate the aforementioned proposals, and ranked the proposals as follows:

1. Marcus Samuelsson Development Group, LLC
2. Crescendo Jazz & Blues Lounge
3. Morgan's
4. Yealang's: Taste of Soul
5. Privacy
6. Overtown Lounge
7. A Game

Cc: Neil Shiver, CRA  
Brian Zeltsman, CRA  
Jonelle Adderley, CRA



**Selection Committee Scoring Sheet**

**Project:** RESTAURANT/  
ENTERTAINMENT  
VENUE  
PROGRAMMING

**Bid Number:** RFQ 16-01

Score Criteria	Marcus Samuelsson Development Group	Overtown Lounge	Privacy	Taste of Soul	A game	Crescendo Jazz & Blues Lounge	Morgan's
Qualifications & Experience of Proposer(s)	120	10	15	70	10	90	115
Proposed Development Concept & Financial Feasibility	80	50	45	45	10	95	55
Strategic & Management Approach	115	45	50	20	15	105	115
References	40	0	0	18	22	40	40
<b>Total</b>	<b>355</b>	<b>105</b>	<b>110</b>	<b>153</b>	<b>57</b>	<b>330</b>	<b>325</b>



Selection Committee Scoring Sheet

Project: RESTAURANT/  
ENTERTAINMENT  
VENUE  
PROGRAMMING

Bid Number: RFQ 16-01

Score Criteria	Marcus Samuelsson Development Group	Overtown Lounge	Privacy	Taste of Soul	A game	Crescendo Jazz & Blues Lounge	Morgan's
Qualifications & Experience of Proposer(s) (max 30 points)	30	5	10	15	5	20	25
Proposed Development Concept & Financial Feasibility (max 30 points)	20	10	10	15	5	25	20
Strategic & Management Approach (max 30 points)	25	10	15	10	10	25	25
References (max 10 points)	10	0	0	5	5	10	10
Total Score (max 100)	85	25	35	45	25	80	80

Scored by (print):

BRIAN ZELTSMAN

Scored by (sign):

Date:

FEB. 18, 2016



Selection Committee Scoring Sheet

Project: RESTAURANT/  
ENTERTAINMENT  
VENUE  
PROGRAMMING

Bid Number: RFQ 16-01

Score Criteria	Marcus Samuelsson Development Group	Overtown Lounge	Privacy	Taste of Soul	A game	Crescendo Jazz & Blues Lounge	Morgan's
Qualifications & Experience of Proposer(s) (max 30 points)	30	0	0	15	0	25	30
Proposed Development Concept & Financial Feasibility (max 30 points)	20	15	10	10	0	25	15
Strategic & Management Approach (max 30 points)	30	10	15	0	0	25	30
References (max 10 points)	10	0	0	5	10	10	10
<b>Total Score (max 100)</b>	<b>90</b>	<b>25</b>	<b>25</b>	<b>30</b>	<b>10</b>	<b>85</b>	<b>85</b>

Scored by (print): Jonelle Adderley  
 Scored by (sign): Jonelle Adderley  
 Date: 2/18/2016



Selection Committee Scoring Sheet

Project: RESTAURANT/  
ENTERTAINMENT  
VENUE  
PROGRAMMING

Bid Number: RFQ 16-01

Score Criteria	Marcus Samuelsson Development Group	Overtown Lounge	Privacy	Taste of Soul	A game	Crescendo Jazz & Blues Lounge	Morgan's
Qualifications & Experience of Proposer(s) (max 30 points)	30	5	5	15	5	20	30
Proposed Development Concept & Financial Feasibility (max 30 points)	15	10	10	10	5	20	10
Strategic & Management Approach (max 30 points)	30	10	10	10	5	25	30
References (max 10 points)	10	0	0	3	7	10	10
<b>Total Score (max 100)</b>	<b>85</b>	<b>25</b>	<b>25</b>	<b>38</b>	<b>22</b>	<b>75</b>	<b>80</b>

Scored by (print): Renée Jadusingh

Scored by (sign): *Renée Jadusingh*

Date: 2/18/16



**Selection Committee Scoring Sheet**

**Project:** RESTAURANT/  
ENTERTAINMENT  
VENUE  
PROGRAMMING

**Bid Number:** RFQ.16-01

Score Criteria	Marcus Samuelsson Development Group	Overtown Lounge	Privacy	Taste of Soul	A game	Crescendo Jazz & Blues Lounge	Morgan's
Qualifications & Experience of Proposer(s) (max 30 points)	30	0	0	25	0	25	30
Proposed Development Concept & Financial Feasibility (max 30 points)	25	15	15	10	0	25	10
Strategic & Management Approach (max 30 points)	30	15	10	0	0	30	30
References (max 10 points)	10	0	0	5	0	10	10
<b>Total Score (max 100)</b>	<b>95</b>	<b>30</b>	<b>25</b>	<b>40</b>	<b>0</b>	<b>90</b>	<b>80</b>

Scored by (print): Camelus Shiver

Scored by (sign): *Camelus Shiver*

Date: 2/18/16

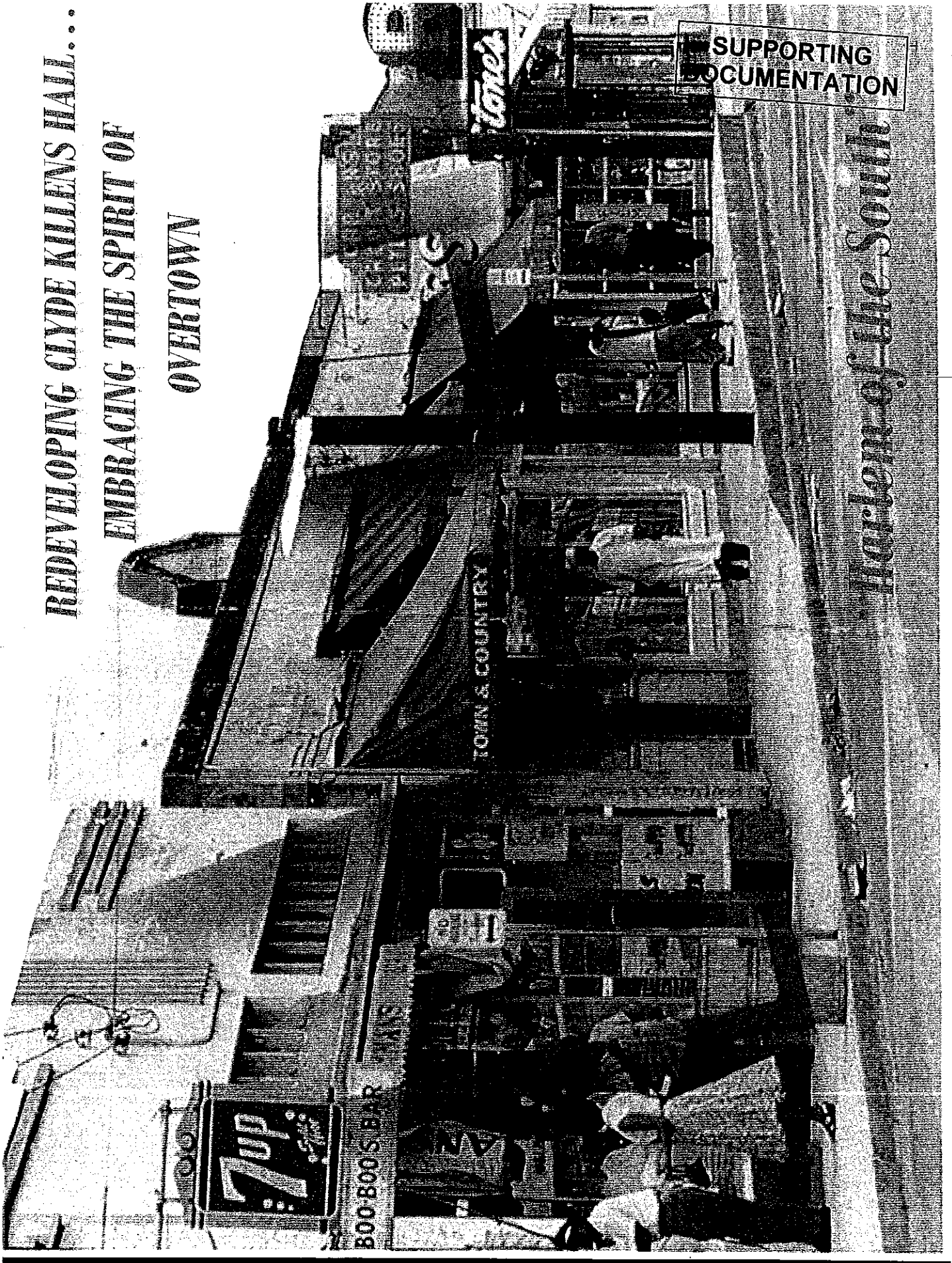
REDEVELOPING CLYDE KILLENS HALL...

EMBRACING THE SPIRIT OF

OVERTOWN

SUPPORTING DOCUMENTATION

Harlem of the South

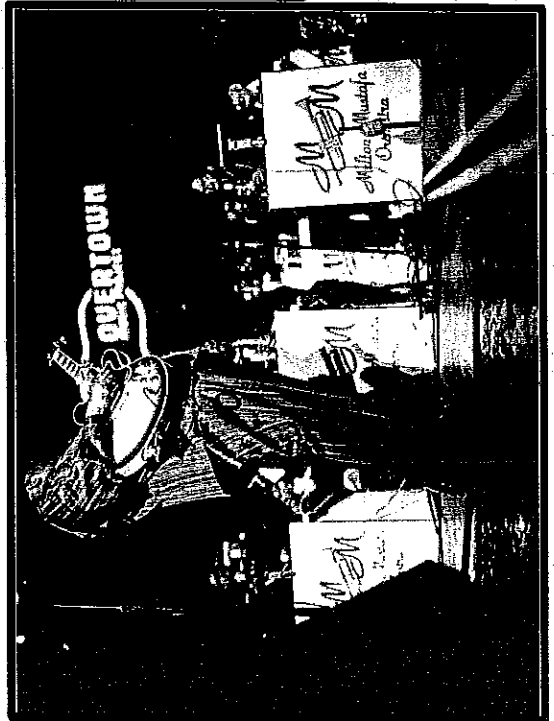
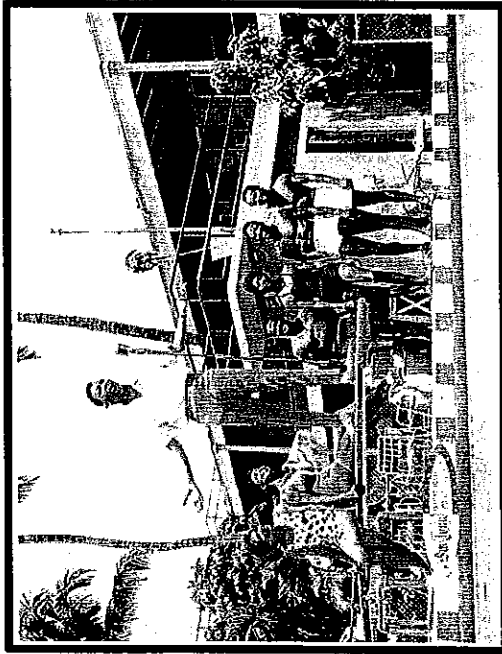
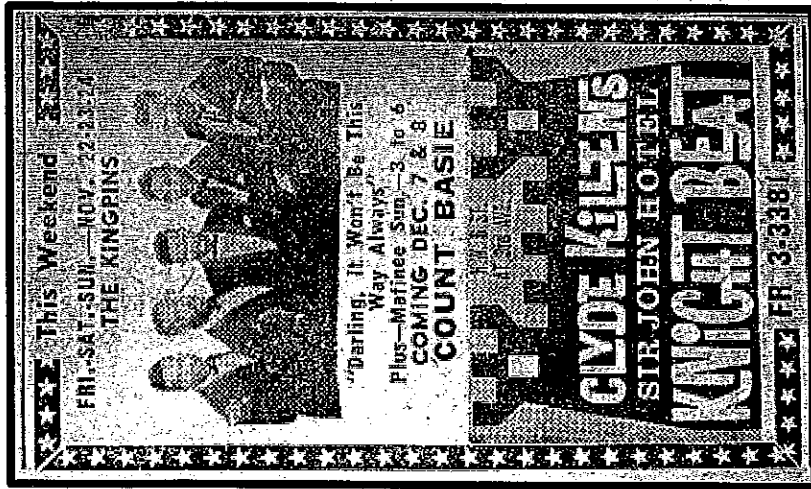


## **CLYDE KILLENS HALL REDEVELOPMENT BUSINESS & DESIGN IMPERATIVES**

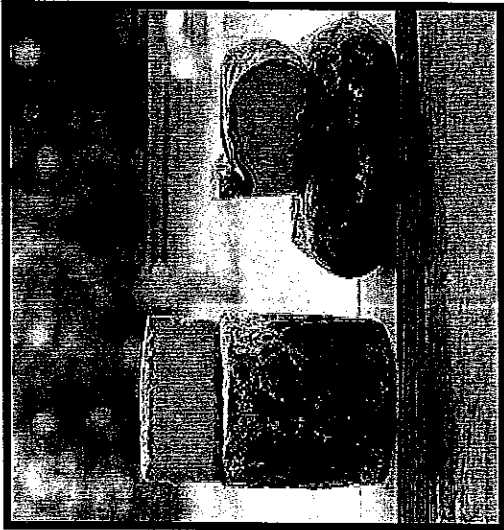
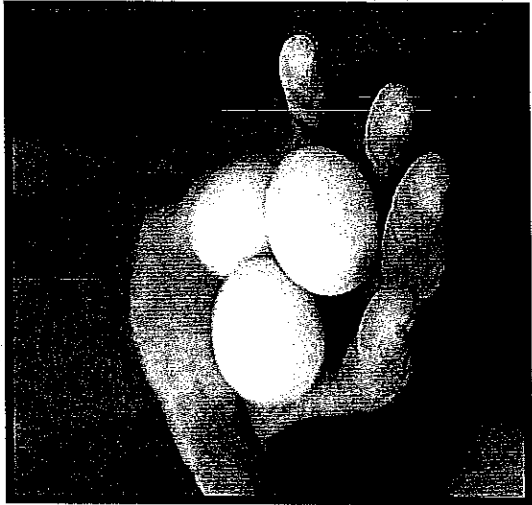
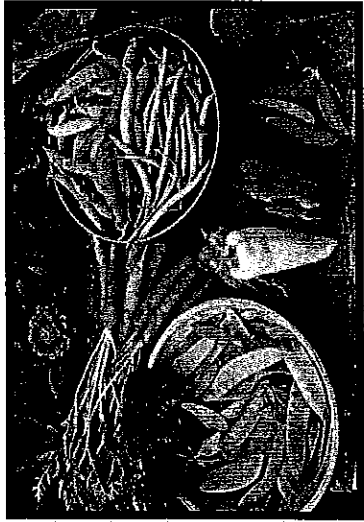
- A welcoming, fun and dynamic dining experience that is approachable, yet elevated, offering new energy, refinement and distinct flavor to the Overtown food scene
- Bar, Restaurant, Supper club convergence offering impeccable service and the highest quality food provisions
- Entertainment destination inspired by Overtown's relevant past but nods to aspirations for Overtown's future
- Distinctive business model that merges visibility of celebrity chef with community inclusion and partnerships
- Healthy Farm-to-Table approach driven by seasonality
- Classic, bold world-class design elements that recall old Overtown, yet stretch forward for contemporary functional and feel



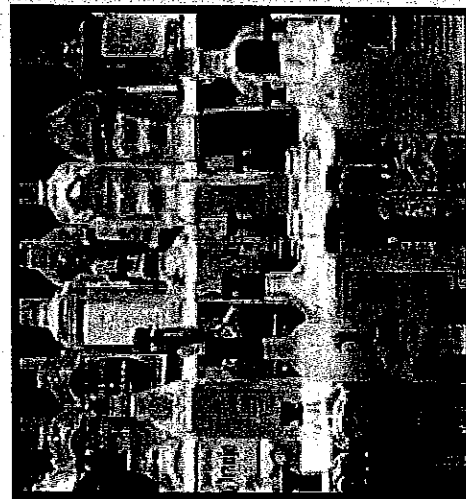
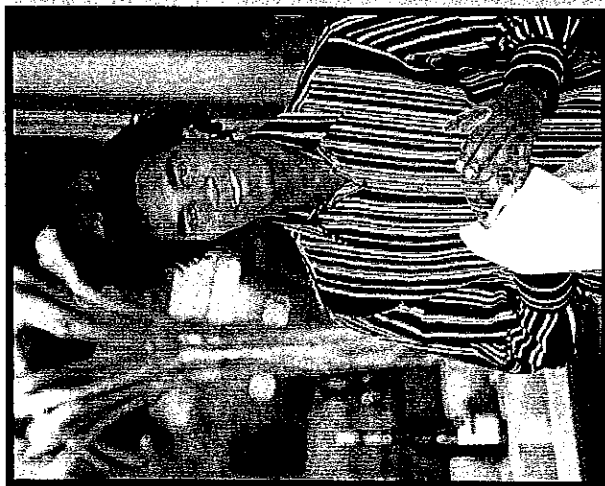
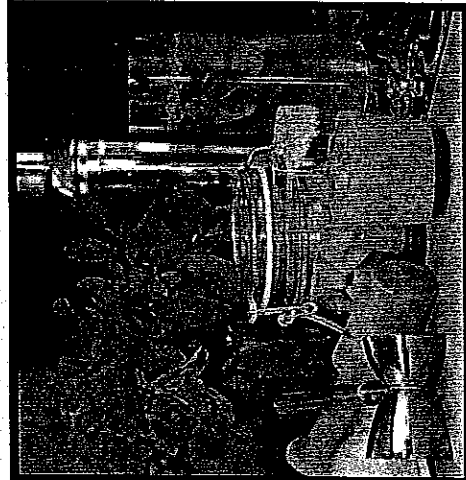
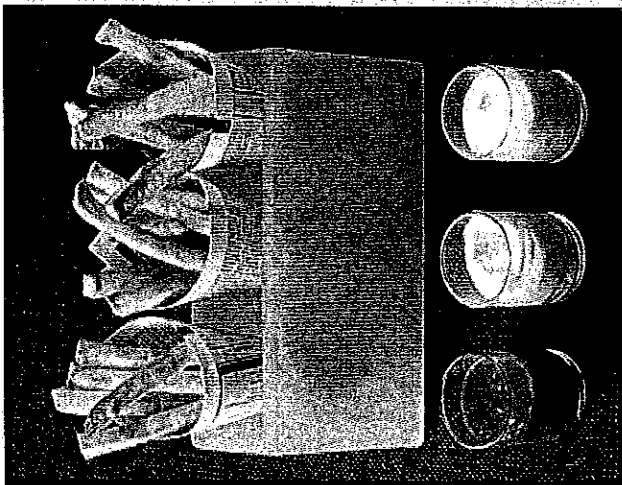
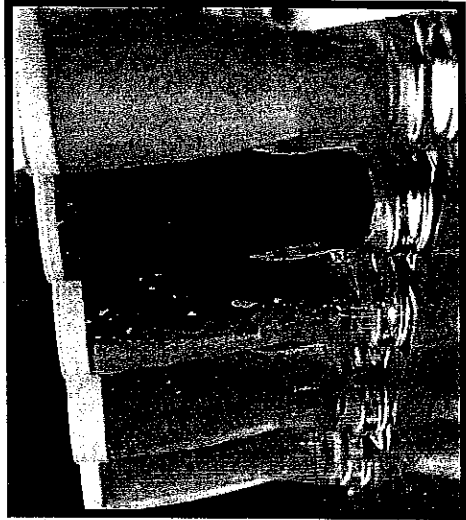
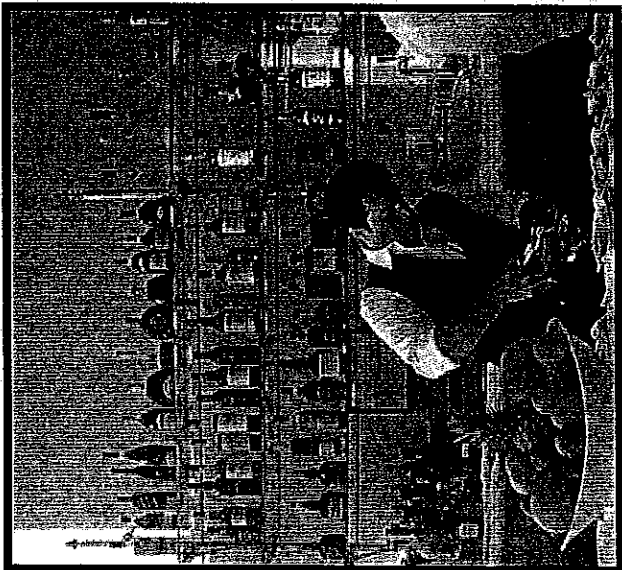
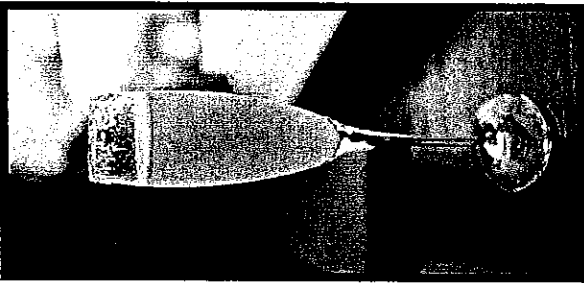
# CLYDE KILLENS POOL HALL MOOD BOARD



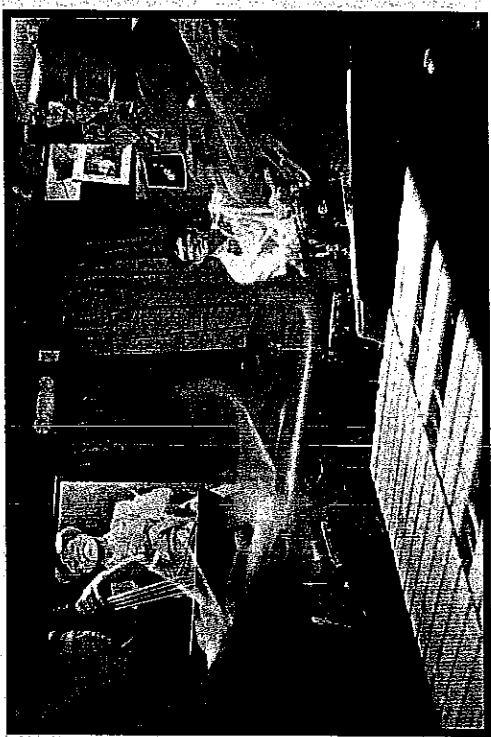
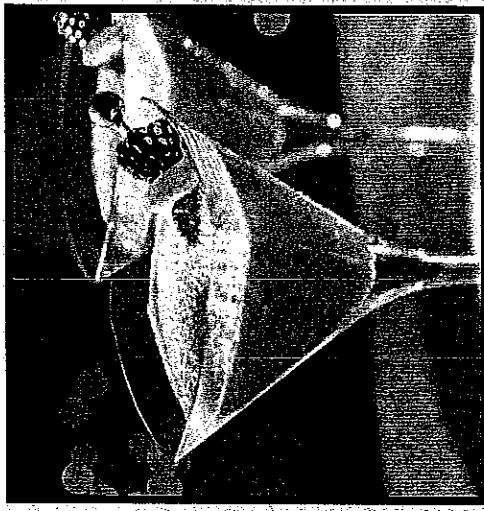
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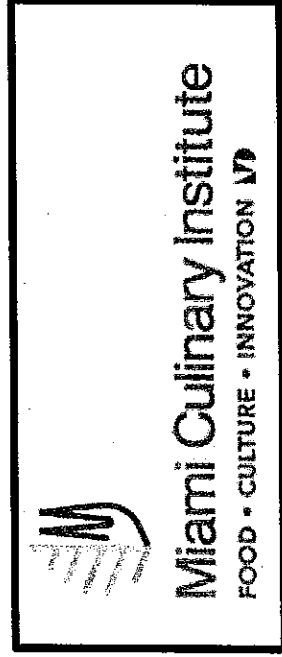
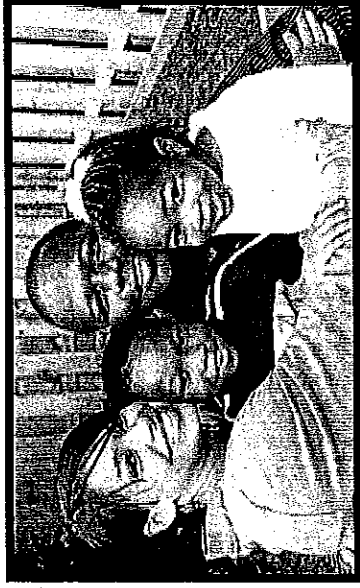


# CLYDE KILLENS POOL HALL MOOD BOARD

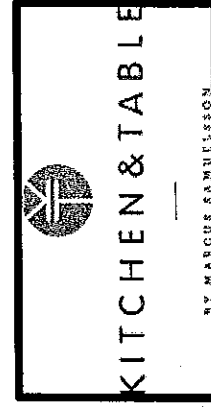
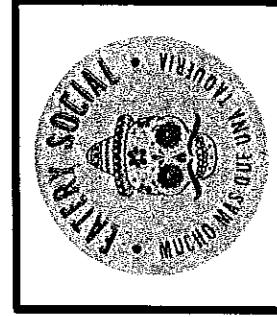
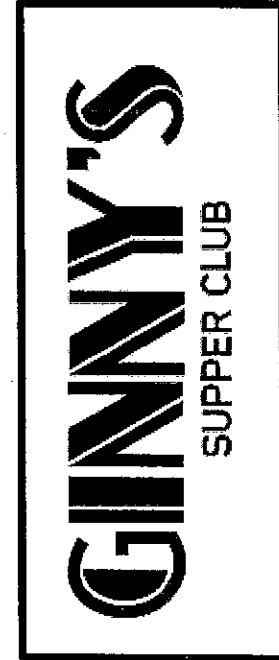


# CRITICAL SUCCESS FACTORS

- Create Jobs for Overtown residents
- Promote Overtown as food and entertainment destination
- Provide new services and amenities for residents of Overtown/Miami as well as regional tourist
- Cooking/Business classes for residents – integrating residents into the Overtown food movement
- Adopt and partner with a local school (Booker T. Senior High School) focused on responsible eating and urban gardening.
- Strengthening and leveraging relationships with local partners such as Miami Dade Culinary Institute, CRA, owner/stakeholders
- Assist in Overtown Master Planning efforts

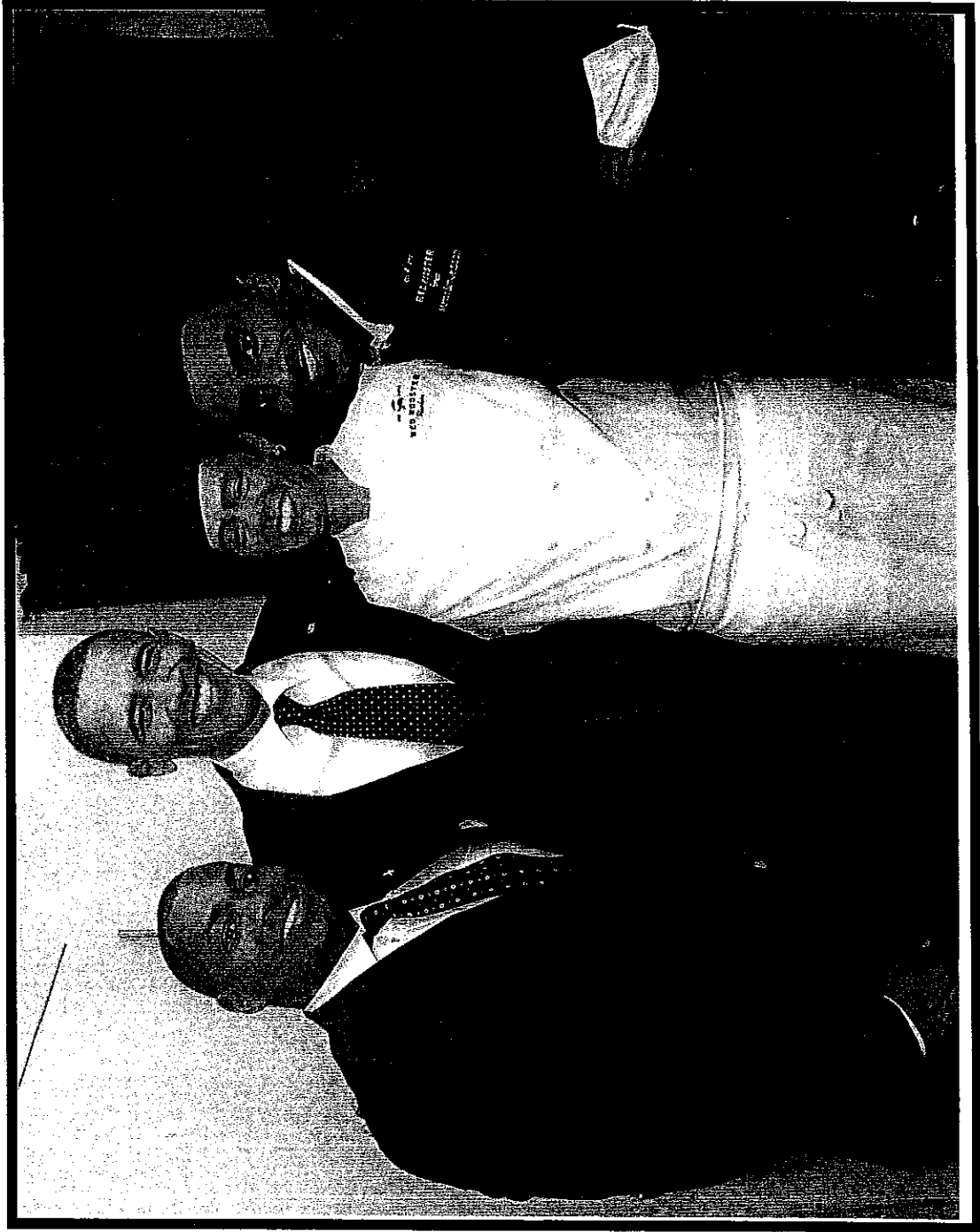


# CURRENT & PREVIOUS DEVELOPMENTS



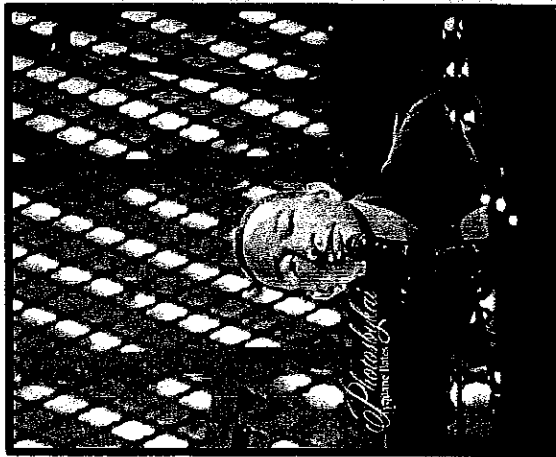


# RED ROOSTER HARLEM - HOST DIGNITARIES

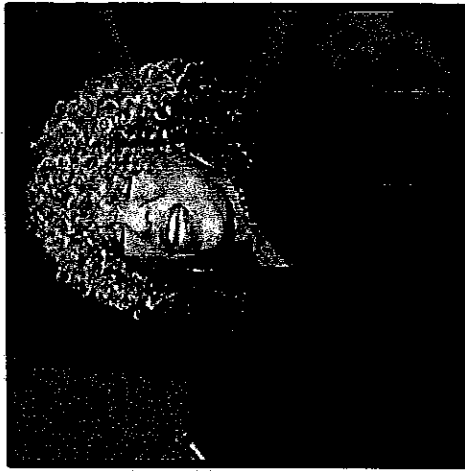




# GINNY'S SUPPER CLUB - PREMIER PERFORMANCES



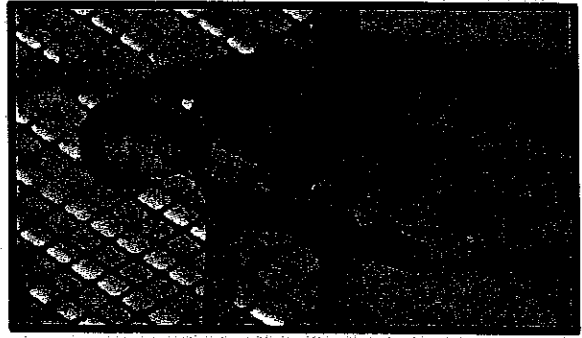
John Legend



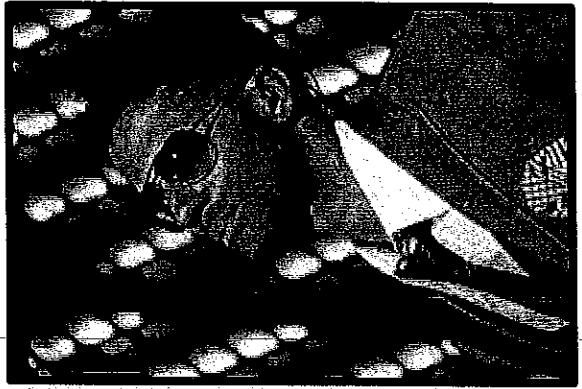
Roberta Flack



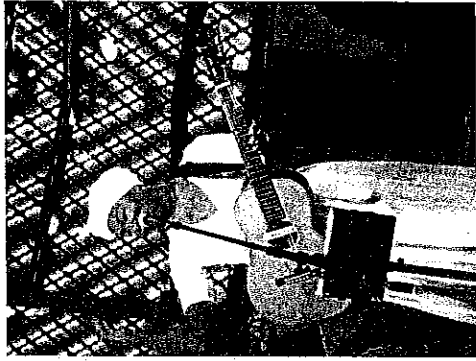
Alicia Keys



Lenny Kravitz



Eric Benet



India Arie



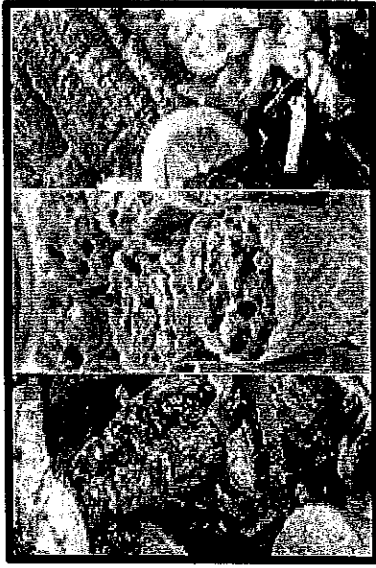
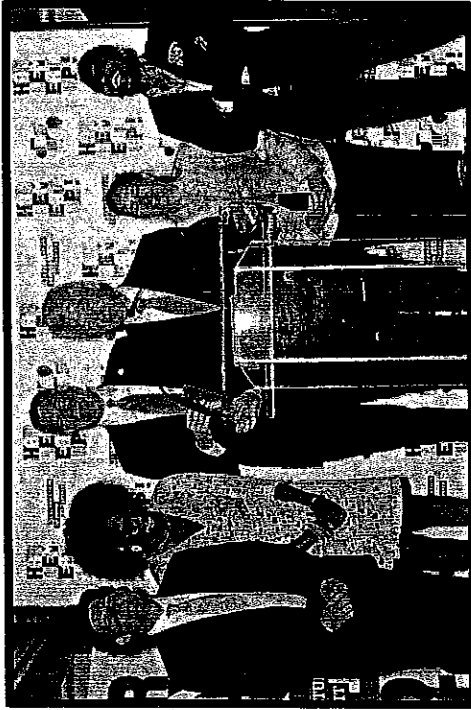
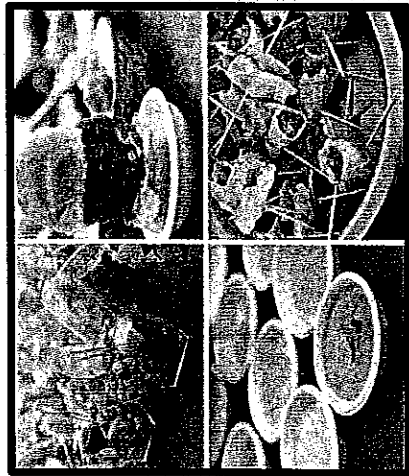
Wynton Marsalis





# HARLEM EAT UP FOOD FESTIVAL

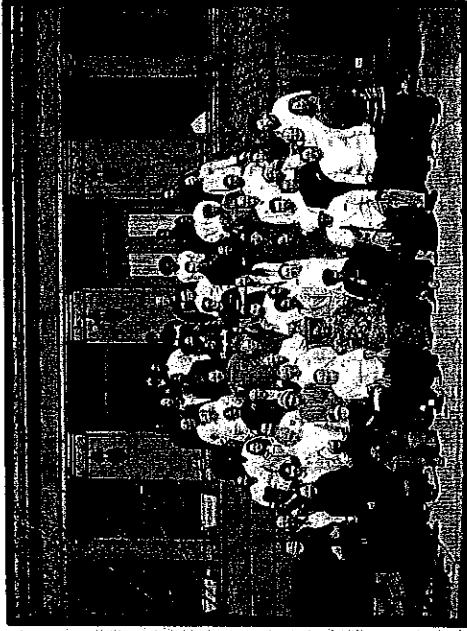
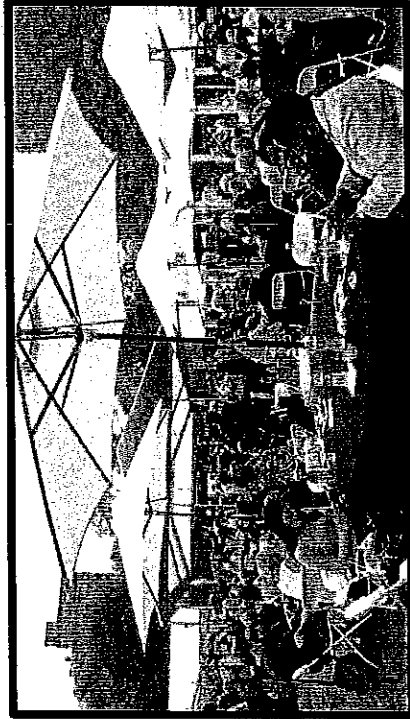
Our group founded & launched Harlem EatUp, validating Harlem as a viable food destination



President Clinton Announces Harlem EatUp



© Douglas A. Levy / dougleyv.com



Brian Zeltsman  
Director of Architecture and Development  
Southeast Overtown/Park West  
Community Redevelopment Agency  
819 NW 2<sup>nd</sup> Ave, 3<sup>rd</sup> Floor  
Miami ,Florida 33136

Re: RFQ # 16-01 Restaurant / Entertainment Venue Programming

Dear Mr. Zeltsman

Marcus Samuelsson Development Group, LLC is pleased to submit its proposal through this transmittal letter to the Southeast Overtown/Park West Community Redevelopment Agency (CRA) in response to the above referenced Request for Qualification (RFQ) for development of a restaurant and entertainment venue. Our proposal is founded in proven success in developing large scale restaurant and hospitality venues that have a positive economic development and cultural impact on the urban neighborhoods we serve.

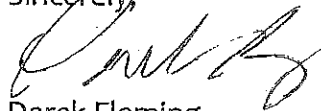
The Overtown community is one that we've come to experience as one of rich history and promise. We understand the effects of urban neglect from our own work in Harlem and similarly how it has impacted Overtown. We're encouraged by the work the CRA has accomplished thus far and continues to solicit through its commitment to bettering the community. We see great potential in reviving Overtown to its fullest potential and in doing so, upholding the responsibility to include the imbedded community in that uplift. We feel uniquely skilled and poised to work alongside your organization in executing this important work.

In the attached proposal you will find narrative sections and slides representing the background, approach, look and feel of some of our work. We hope this provides a semblance of the diversity and range of hospitality we offer--from casual everyday eateries to higher-end fine dining establishments. Perhaps more important than mere hospitality, our mission has always been to be MORE THAN A RESTAURANT. Though we're honored to have hosted heads of state including President Barack Obama, we are equally as proud that we've become a community staple, a beacon for Harlem to hail as one of its own. We've been able to provide cultural experiences through music and art, community forums, children and senior workshops, workforce development and economic empowerment initiatives, as well as engagement settings for young Harlem couples. We consider this work core to our efforts in delivering a comprehensive hospitality establishment, particularly in communities that are as deserving as Overtown. We are excited by the prospect of becoming a stakeholder and working alongside groups and individuals who will also build Overtown as an attractive destination.

We trust that our response exceeds expectations as called out in the required qualifications of this RFQ. However, if the CRA determines that our response to the RFQ is deficient in any way, we respectfully requests to be promptly notified and be given the opportunity to clarify and correct any such deficiency. Please forward any questions regarding this proposal to me. My contact information is enclosed within.

On behalf of our group, we thank you for giving us the opportunity to respond to this RFQ. We are incredibly excited about the prospects of our partnership with you, continuing the earnest work of developing Overtown's truest potential. We look forward to hearing positively from you to further our mutually rewarding relationship.

Sincerely,

A handwritten signature in black ink, appearing to read 'Derek Fleming', written over the word 'Sincerely,'.

Derek Fleming

Managing Partner

Samuelsson Development Group

## Development Concept

### How to Develop Commercial Space

The invitation to commence renovation and resurgence of 920 N.W. 2<sup>nd</sup> Avenue in Overtown, also known as Clyde Killens Hall, is incredibly exciting. With each project we approach, our group conducts extensive research and diligence into the nature and fabric of the communities we engage. For some time now, we've had the opportunity to understand and appreciate the rich history not only of Overtown and its prominence in Pan-African history, but also invaluable contributions made by Mr. Killens himself. Building venues for performers of color who were barred from staying in performances space on Miami Beach, Killens created a destination in Overtown, where the most premier entertainment in the country took place into the late hours of the night, most nights at the pool hall itself on 2<sup>nd</sup> Avenue.

We are inspired by story, legacy, and authenticity, to create projects that engender pride of community and a special sense of place. Our group has experience in converting raw, vanilla commercial spaces into thriving hospitality venues that enliven and enrapture the guests upon impact. Our Red Rooster Harlem project was once an uninteresting hair care supply store, dormant for several years. With concerted research and passion, we uncovered facts that it operated as a famous grocery chain in Harlem's heyday. We built on this data and our vision of a contemporary Harlem to create what has become one of NY's iconic destinations.

We see the end use of the 7600 sq. ft. 920 NW 2<sup>nd</sup> Ave space as a premier dining and entertainment destination, embracing and inspired by the history of Overtown. As with many venues, this space will likely evolve and grow over time, particularly as the neighborhood evolves. Our service capacity should coincide with demand, to protect the economics of the business. Service levels, times, days, should be adjusted accordingly, persistently pushing the envelope for more service opportunities. A full service restaurant supper club, and lounge is within our sights.

To maximize the operational potential of the space, two full service kitchens should be installed. This will allow maximum functionality of both floors, separating uses when necessary or creating one large catering opportunity that can meet the demands of the clientele. We envision the main dining space on the ground floor, and the supper club/entertainment set-up on the second floor. An open kitchen is always an exciting element, as is a bar that is central, inviting and immediately grabs you as you enter. Comfortable seating, (tables, booths, communal configurations) creating varied experiences, depending on the occasion of the guest. An elevated, yet approachable atmosphere is the goal where special occasions are appropriate, alongside everyday socializing. With live music upstairs and down at times, architectural attention to demarcating use of space is a must.

The upstairs is equally important as the entry level. We will create a space that is a coveted private dining venue as much as it is a music performance space. Moveable walls that allow space to expand and contract, depending on clients needs, are important. In true Miami

spirit there must be an integration of the outdoors coming in. The balconies which exist on either side of the second floor should open up, such that guests who are partaking in a performance, but would like to sit outside, are able to do both. We'd like to take advantage of as much outdoor environment as possible. We strongly feel that this not only activates and creates a welcoming and attractive presence on the street level, but it also allows patrons to take advantage of Miami's incomparable weather. Accordingly, a roof deck should also be considered as a part of the space programming. Adequate ceiling height and space have to be considered for performance/ stage area.

An additional bar and lounge area must be established to create a living room feel. This will allow the space to transform and operate on multiple levels throughout the day period. Booths, sofas, ottomans, enable the switch from jazz performance to late night gathering destination. The bar should be a meeting ground for after work and celebrity occasions. Flexibility and convertibility are a must throughout the space. This supports the sustainability and longevity of the establishment.

Of significant importance, it is our intention to work closely with the Master Planner selected for Folk Life Village and the greater Overtown area to help formulate a successful planning strategy for the overall entertainment district and immediate area. Our work, described above, will be most effective and beneficial to Overtown with coordinated idea-making, thoughtful planning, timing and strategy.

## **Project's Direct benefits to the Overtown Community**

### **Establish Overtown as a Food Destination**

Prior to opening Red Rooster in 2010 there were few restaurants aside from the historic Sylvia's that could boast an international draw with consistent Manhattan-wide clientele. With Red Rooster Harlem, our group was able to establish a hospitality market that previously did not exist. Major corporations, law firms and art institutions familiar with Samuelsson's prior work, felt compelled to visit what we had created. We delivered consistently with great food, cocktails and vibe. Guests enjoyed and the movement began. Soon after a new type of restaurant, catering to a mix socio-economic demographic, began to proliferate in Harlem. The upsurge was so strong, we felt compelled to create a regional food festival Harlem EatUp. EatUp hosted over 11,000 food enthusiasts from across the country descended upon Harlem, creating an economic force for local businesses.

We feel strongly that a similar movement can occur in Overtown. Overtime other restaurateurs will naturally want to capture the new demand in the proven market we will reveal. Also, successful food enterprises such as Smorgasburg (a weekend market where a curated mix of local food vendors assemble, inviting thousands of eager patrons) will be inspired and convinced by our entrance into the market. We've been in progressive talks with the founders of Smorgasburg. Urban farmers such as Foodscape Designs, who currently work with Booker T. Washington on food forestry, will have a credible, high-profile restaurant to collaborate with in the Overtown neighborhood.

In the interim stages of Overtown's development we would collaborate with the local community to establish a farmer's market in Overtown, taking advantage of the temporary, transitional nature of the adjacent land. Farmer's markets are often an organic evolution to a food destination's robust characteristics.

All of these events coming together and concerted partnership from local stakeholders are certain to create a viable food destination in Overtown over time.

### **Partnership with Miami Dade Culinary Institute**

Our team has initiated a relationship with the Miami Dade College Culinary Institute (MDCCI). This program is one of the premier hospitality/ culinary training programs in the country and is conveniently in close proximity to Overtown and our proposed site. MDCCI has an existing training program and catering operation that is being activated at the Mt Zion church in Overtown. We have met with the leadership at MDCCI and intend to leverage our relationships in the culinary industry to enhance the exposure to premier talent to MDCCI students. We would be able to provide a venue for successful students to work in our new Overtown restaurant, insuring employment opportunities where they will garner a solid credible position and experience in the industry immediately out of college. The partnership has the potential to achieve a number of promising milestones, all of which can benefit Overtown residents. We are excited to have this collaboration in hand.

### **Working with Local Schools**

Core to our business DNA is a strong connection to the community. We establish alliances with key organizations that are doing positive, pivotal work that is entrenched within the fabric of the neighborhood. With Red Rooster we did this in Harlem by working with a number of schools including Harlem Children's Zone, The Children's Storefront, and PS 180. In anticipation of our work in Overtown, we have reached out to the administration at Booker T. Washington Senior High School. We are impressed by the work happening at Booker T., in particular the Edible Food Forest and culinary arts programs. It is our intention to engage the students there with programs such as cooking demonstrations, classes on hospitality business development, etiquette workshops, etc. We will also incorporate the C-Cap program, (which Samuelsson is Chair of the Board) into the Booker T. relationship. C-Cap provides mentorship and scholarship opportunities for students to attend the top hospitality/ culinary schools in the country. The program also provides apprenticeships and job placement assistance in top restaurants and hotels nationwide. We are incredibly excited at the potential collaboration with Booker T, the vehicle of C-Cap and the fruit this project can bear.

### **Working with Senior Groups**

In our prior work, we have also found a need for seniors in our area, who could benefit from exposure to culinary programs. Cooking demonstrations for senior individuals, is a great way to provide a service to a neglected demographic in the community by advising them on healthy eating concepts and execution within affordable budgets. This could be a great opportunity for Overtown's aging, but able community.

### **Collaboration –Cross Programming with Lyric Theater**

In Harlem our relationships with the premier cultural institutions has been one of our most rewarding strategies. In particular, we work with the historic Apollo Theater, (where Samuelsson is on the Board of Directors) to create mutually beneficial events. We cross promote opportunities where visitors can enjoy a performance followed by dinner. Several performers such as Paul McCartney, Bruce Springsteen, Gary Clark Jr., Sting and many others have performed at the Apollo to sold-out crowds and afterward held private events at our restaurant. We would love to establish a similar collaboration with the Lyric Theater in Overtown. We believe that giving culture seekers multiple reasons to visit a district, (great show, great meal) can create new, positive perceptions about the neighborhood and continued economic advancement.

### **South Beach Food and Wine Festival**

Our relationships with the founders of the South Beach Food and Wine Festival will be beneficial to our new restaurant and the Overtown Community in general. During the annual festival we can use the visibility of Chef Samuelsson to host events, pop-ups, engagements in Overtown, inviting throngs of tourists and locals to the area during this busy, focused time in the Miami calendar. Overtime this will also positively impact other Overtown businesses as well.

### **Collaboration with Perez Art Museum**

An additional relationship we value greatly is with one of the premier art institutions in NY City, the Studio Museum of Harlem. The museum's Director, Thelma Golden was instrumental in the beginning stages of helping us build Red Rooster's roster of artists that grace the walls of the restaurant through today. We have always been committed to highlighting local arts alongside their iconic contemporaries.

To this end, we have initiated discussions with Perez Art Museum, (which Fleming is a personal friend of the museum's new Director, Franklin Sermons) to initiate a similar collaboration with this premier Miami institution. As we build the restaurant, we will enlist the work of not only, local Overtown artists, but also artists co-curated with Sermons, putting together shows in the Overtown restaurant. When we accomplished this in Harlem, we were able to garner international press including the prestigious Art News, highlighting the rarity of such a collection in an urban restaurant. Also, similar to Studio Museum, we will invite the Perez to host lunches, dinners, cocktail receptions, in Overtown. A popular feature at Red Rooster is to engage local artists in salon series to discuss their works with Samuelsson and the Museum's Director in interactive dinner format. The art's section of the regional press, cover the event. Local artists gain great exposure as does the neighborhood. This collaboration will be another public relations highlight for Overtown.

Our collaboration with the Perez Art Museum will give us an opportunity to promote Overtown arts and entertainment district during the popular Art Basel season. Hosting our high profile artist associates at after party events, for instance, will bring international tastemakers to Overtown and promote the area culturally.



## Strategy & Management Approach

### Management policies and customer service structure

Our approach to customer service is philosophically ingrained in the spirit of traditional hospitality. Staff is trained to be attentive, knowledgeable, yes-oriented team members. It truly comes down to making people feel welcome, appreciated, part of an unparalleled experience. Assuring water is filled is not service, its regiment. How a person feels within the four walls, comfortable, happy or left alone, it is the objective of the staff to assess each situation and adjust accordingly for individual guest. What is a guest favorite cocktail, are there any allergies. We have technical instruments in place that allow us to track these distinct, human interfaces as well as maintain our robust reservation system.

We are prepared to do an extra level of training for those workers living in the Overtown area who may have limited experience in the dining environments of the type of hospitality we intend to establish.

Our restaurants have a culture that people seek. It requires an emotional intelligence, conveyed to and brought out by the staff, to reveal the best in our restaurant's operations. Staff at every of the restaurant are encouraged to be:

- 1) optimistic and kind
- 2) have an exceptional work ethic
- 3) curiosity to learn particularly about culture and the community they work in
- 4) a high degree of empathy
- 5) self awareness and integrity

We feel that these qualities make for an exceptional, exemplary customer service model that organically instills premium hospitality. We provide the structure and environment for individuals to thrive and excel while fostering an exceptional experience for our guests.

### Estimated Number of full time and part time jobs to be created locally

As we do with each of our restaurant projects, we will prioritize local hiring of Overtown residents. We feel that it's important to have the restaurant reflect the authentic identity of the neighborhood. Our collaboration with Miami Dade Culinary Program will facilitate outreach to the local population. We will also enlist the services of public agencies that provide placement services for interested, able adults. With the launching of Red Rooster we used NYC Business Solutions to finding many of our staff members. As a result, over 80% of our staff is from the local neighborhood.

We estimate that stabilized employment will be similar to Red Rooster where cumulatively the staff, comprised of servers, bartenders, culinary team, hosts, management and recurring music artists, collectively surpass well over 100 persons. That, again, is dictated by a very high volume operation that has become essentially a 24 hour operation on the weekends.

We are confident that our Overtown restaurant will become a major employer in the immediate area.

It will also be exciting to see the matriculation of individuals from entry level positions to management roles. Our proprietary training procedures are thorough in the varying levels of hospitality execution. Training in food, wine and spirits, steps of service are on-going via daily meetings and more in-depth monthly check-ins. This maintains the functionality of our restaurants at high levels. Also, we've been in talks with Cognotion, a company that provides customized, efficient training methodologies that utilize mobile devices. Cognotion's contemporary approach, along our traditional in-house training, will allow us to effectively distill our restaurant's DNA to our new team.

### **Attracting Patronage to the Entertainment and Cultural District of Overtown**

With Red Rooster we created a destination within Harlem's historic Lenox corridor. Our concerted efforts to leverage our relationships, bringing world class entertainment to the venue, raised visibility not only for our restaurant, but also for the rest of the district. Hosting such internationally recognized artist such as John Legend, Alicia Keys and Roberta Flack, has allowed us to create a destination that people can trust for quality, world class offerings. In our Rooster newsletter we not only highlight the artist, but also showcase the special aspects of the Harlem neighborhood. What were once 3 restaurants within 15 blocks has become host to 20 such establishments. Several restaurants have experienced spillover effects from our restaurant, while others gain visibility from our visitors who become compelled to try other local venues. We will surely do the same for Overtown.

### **Premier Television Production Opportunities**

We were approached through our relationship with Food Network to produce a show, ***Savoring Harlem***, which presented the rationale for visiting Harlem and its historic gems. We helped to curate a list of establishments and local icon personalities that became a part of the production. This production was viewed by millions of food and culture enthusiasts around the world.

In general our team's media visibility, international brand distinction, public relations strategy and capacity are among the most formidable in the culinary / entertainment industry. Samuelsson's recurring role on high rated food programs, ***Chopped***, as well regular visits to ***Today Show***, ***Good Morning America***, ***National Public Radio***, and special programming on ***CNN's Parts Unknown with Anthony Bourdain*** among others, allows for a deep outreach to millions of mainstream Americans. Our PR team is among the most experienced in the industry. Regular placements in national periodicals will give repeated opportunities to discuss the exciting events taking place in Overtown, in particular the entertainment district.

### **Online / Social Media**

Our social media strategy is a very powerful component of our marketing arsenal. Between the various platforms, websites, engagements, we can be in direct contact with over a

million people a month. This volume of exposure and connectivity will allow us to consistently and strategically tell the story of our venue, of Overtown and its transformation in an intimate, curated way.

Moreover, many of our guests visiting the restaurant in Harlem, come from Scandinavia, where Samuelsson is a culinary A-lister. We are confident that, similar to Rooster, followers from Europe who descend upon Miami will find reason to visit Overtown for another experience provided by Samuelsson.

As we host special VIP events in conjunction with Lyric Theater, the foot traffic and sense of safety along the corridor will increase dramatically.

### **Proposed Menu**

Our menu will likely be based on a southern inspired menu that incorporates the cultural attributes of the immediate local community including Caribbean, African American, and Latin all curated by Michelin star world renowned celebrity Chef Samuelsson. Appetizers, small bites, entrées and deserts will be offered as well as specialty catering and commissary provisions. To the extent possible, food will be sourced from local farms in the immediate community, showcasing a seasonal menu that evokes freshness and consciousness at once.

Our beverage program will likely evoke the history of Clyde Killens pool hall days. Cocktails famous in the establishment's heyday will be fun to recreate with a modern, mixologist twists. Crafted cocktails and beers will be on the menu and can be highlighted and focused tastings.

We have access to some of the most talented culinary and beverage experts in the country. These individuals paired with local talent, will make for a dynamic operation. Ultimately, the overall experience should feel special, yet familiar, elevated yet approachable.

### **Associated Merchandise Proposed for the Restaurant**

At Rooster, we've been successful in co-branding ourselves both independent of and alongside the iconic Harlem brand. Our t-shirts, hats, sweatshirts and other paraphernalia have become favorites of locals and tourist alike. We predict a major opportunity to do a similar branding exercise with a new establishment in Overtown. There may be a cookbook highlighting the restaurant and the specialness of the Overtown community. Merchandising efforts take a careful approach and attention to articulation and timing. If done correctly, the visibility can be great for the area.

### **Proposed Entertainment & Management Policies Associated with the Entertainment Venue**

With Red Rooster, Ginny's Supper Club and our other brands, we've been successful at navigating the complex terrain of entertainment programming. We learned early to bring on experienced professionals who understood booking, pricing, artist management, sales and promotions. With a similar Overtown venture, we will look to bring in a partner who is

of the community to work within the promotions and nightlife aspects of our business. A few key items and established critical policies:

- Hire/designate an experienced booker who has relationships in the musical genre we're looking to promote in our venue. This person will have industry knowledge regarding fee structures for varying levels of artist
- Set a firm budget for all entertainment expenses, including performances, marketing, equipment purchases and repair.
- Integrate reservation system of restaurant with supper club so as to maximize reservation opportunities and cross promotions
- Create a recurring balance of high quality-local talent with A-list global talent that can keep guest poised and waiting to find an unexpected experience and new reason to visit
- Seek and acquire corporate sponsorship collaborations that provide underwriting of major performances
- Leverage internal marketing capabilities to promote artist as well as traditional fee-based marketing
- Work with local faith-based institutions to establish gospel events that welcome local patrons
- Invest in quality infrastructure and equipment
- Build and configure separate floors such that entertainment on one floor doesn't hinder the experience on the alternative floor. This allows for maximum functionality and profitability of the space.
- Leverage relationships with celebrities, high profile artists, music labels to reveal rare, off-market opportunities for performances
- Provide a mix of entertainment experiences that are scheduled, providing regulars with a sense of predictability that stays fresh, yet familiar

### **Financial Wherewithal**

Our company has been in operation for over 3 years. We have the financial wherewithal to undertake this project.

### Current Developments & Comparable Projects

Since inception, our group has been concerted in its growth aspirations. The initial concept and flagship brand was Red Rooster Harlem, established in December 2010. The sister concept, Ginny's Supper Club was inaugurated a year later.

A list of some of our concepts that are relevant to the potential Overtown concept is as follows:

- **Red Rooster Harlem**- Privately financed by investors
- **Ginny's Supper Club**- Privately financed by investors
- **Marc Burger**- Licensing structure with Macy Culinary program. Shared revenue structure.
- **Norda**- Licensing structure with Clarion Hotel in Europe. Shared revenue structure
- **Eatery Social** – Licensing structure with Clarion Hotel in Europe. Shared revenue structure
- **Kitchen & Table** - Licensing structure with Clarion Hotel in Europe. Shared revenue structure
- **Marcus Bermuda**- Licensing structure with Hamilton Princess Hotel in Bermuda. Shared revenue structure
- **Streetbird Rotisserie**- Privately financed by investors

(See attached Slides for further description)

## **Qualifications & Experience**

Our team is uniquely poised to execute the endeavor commissioned through this RFQ. We see this project as a multi-faceted venture comprised of the following areas of expertise:

- Culinary / Hospitality Execution
- Economic Development / Workforce Development
- Real Estate Development
- Entertainment Programming
- Community Development & Engagement
- Neighborhood Brand Building

Collectively our team represents well over 40 years of experience, exhibiting a proven track record of execution within each of these areas. These details are outlined throughout the proposal / presentation. Our attached bios chronicle details of our respective paths, industry leadership, and the ability to lead a team to execute a comprehensive community based business at the highest level. We humbly feel we measure amongst the best possible teams in this country, perhaps internationally, to execute the call of action solicited in this Overtown RFQ.



Chef Marcus Samuelsson is an internationally acclaimed celebrity chef who has consistently electrified the food scene with an incomparable blend of complex culture, artistic excellence, genuine curiosity and warm personality. Celebrated as one of **“The Great Chefs of America”** by the Culinary Institute of America, Chef Samuelsson launched his impressive career as a graduate of the Culinary Institute in Gothenburg, and apprenticeships in Switzerland, Austria, France and the United States. Samuelsson’s parents, who raised him in Gothenburg, Sweden after adopting him and his sister at the age of 3 from Ethiopia, encouraged him to fully pursue his genius without geographic bounds. At the early age of 24, Chef Samuelsson delighted the culinary world at Aquavit in New York, where as chef-owner he catapulted the restaurant to world fame with consecutive four-star ratings in **Forbes** and an impressive three-star rating from the **New York Times**, the youngest person ever to receive such an accolade.

Stretching beyond the bridge of his homelands, Africa & Europe, Chef Samuelsson continues to lend his exceptional voice to the evolving conversation of food and culture. A collection of successful cookbooks, including **Aquavit and the New Scandinavian Cuisine** (2003), and **The Soul of a New Cuisine- A Discovery of the Foods and Flavors of Africa**, (2006) have won Chef Samuelsson numerous awards from **The New York Times**, **Washington Post** and **Chicago Tribune**. Samuelsson’s submersion into the local farms and kitchens of the American landscape have inspired a new zest for merging worlds and were encapsulated in his top selling book, **The New American Table** (2009).

In addition to being a successful cookbook author, Marcus released his **New York Times** bestseller and James Beard-winning memoir **Yes, Chef** in 2012 to rave reviews. Samuelsson’s platform extends beyond books including features on **Today Show**, **Iron Chef**, and his own television show, **The Inner Chef** on Discovery Network. Samuelsson teamed up with **AOL’s Slashfood**, a web-based program, where Samuelsson delivered twice-monthly segments to millions of viewers covering all things culinary. He has been featured on a number of high profile media programs, including **Late Night with Jimmy Fallon**, **Today Show**, **Regis and Kelly**, **Charlie Rose** and most recently CNN’s **Parts Unknown with Anthony Bourdain**. He was the winner on Bravo’s **Top Chef Masters** season two as well as the second season of **Chopped All-Stars**. Currently, Marcus also serves as a recurring judge for **Chopped**, one of Food Network’s highest-rated series with a following of over 20 million viewers a month, and was judge on two consecutive seasons of ABC’s **The Taste**, guiding a team of new culinary talent through a series of challenges. Samuelsson is also a co-founder of **FoodRepublic.com** – a website for men who want to eat, drink well, and live smart.

In 2009, Marcus was honored as a **Guest Chef at the White House** under the Obama Administration, where he planned and executed the administration's first state dinner for the first family, Prime Minister Singh of India and 400 of their guests. He has been a **UNICEF Ambassador** since 2000, focusing his advocacy on water and sanitation issues, specifically the Tap Project. Marcus also had the honor of being selected **Speaker at the 2011 Annual Meeting of the World Economic Forum in Davos, Switzerland** and TEDxHarlem in 2012. In the fall of 2012, Marcus was also named to the **US State Department's American Chef Corps**, a group of chefs committed to Secretary State Hillary Rodham Clinton's message of "smart power" diplomacy, which embraces the use of a full range of diplomatic tools, by utilizing food, hospitality and the dining experience as ways to enhance how formal diplomacy is conducted, cultivating cultural understanding and strengthening bilateral relationships through the shared experience of food.

His iconic **Red Rooster Harlem** celebrates the roots of American cuisine in one of New York City's liveliest and culturally rich neighborhoods, Harlem. It has earned two-stars from the New York Times and countless accolades for its food, style and connection to the community. Named the **Best Neighborhood Joint** by Time Out New York, Red Rooster continues to amaze Harlem with the opening of its downstairs supper club **Ginny's Supper Club**. Marcus is also the chef behind Norda Grill in Gothenburg Sweden, American Table and the Kitchen and Table concept; all partnered with Clarion Hotels.

While Chef Samuelsson has been honored by the prestigious **James Beard Foundation** on multiple occasions including "**Rising Star Chef**" (1999), "**Best Chef: New York City**", (2003), and "**Best International Cookbook**" (2007), he continues to maintain humility to the art of food. The depth and breadth of Chef Samuelsson's unique background allow him to uncover new ground in the integration of culinary landscapes in a distinctive and transformative way, all while infusing passion, energy and excellence.





Derek Fleming is a real estate and business development entrepreneur who has spent the last 20 years conscientiously establishing a career immersed in re-invigorating some of our nation's most economically challenged communities. From the west, east and southern coasts, Fleming has developed a track record unique in its breadth, depth, visibility and technical execution. In each endeavor, Fleming has been consistent in creating measurable impact to the communities in which he lent his high caliber academic training, financial acumen, design and construction prowess, and business development expertise.

Derek launched his career as a project manager for the San Francisco Redevelopment Agency under the helm of Mayor Willie Brown. In that capacity, Fleming helped lead the planning, entitlement and initial implementation of the distinguished **Mission Bay Redevelopment Project**. At the time, the 303-acre project was the largest land rezoning, tax increment financed, redevelopment project in San Francisco in over 40 years. The project comprised the development of over 6000 units of housing (30% affordable), 4.4 million sq. ft of office/life science/bio tech/commercial space, a 42 acres UCSF campus, 500,000 sq. ft of retail, a 500 room hotel, 41 acres of public open space, a new 500 student public school, public library, fire and police stations and community facilities. Fleming facilitated the cross-functional team of developers, lawyers, consultants, architects, government representatives & community residents. He also co-authored the **Mission Bay Existing Conditions Report**, leading to approval of the plan by the Board of Supervisors. The neighborhood is now one of the most thriving districts within the sophisticated City.

With Mission Bay underway, Derek shifted to work as a fund Manager at the **New York Empowerment Zone**, the largest public financed district of its kind at the time. At the Zone, Derek managed a \$60MM public lending portfolio that contributed funds for real estate and business development transactions. Many of the successful real estate projects along 125<sup>th</sup> St. in Harlem, Port Morris and Mott Haven in the Bronx (Bronx Terminal Market) were financed and brought to fruition under Fleming's management while at the Empowerment Zone. He structured deals to include a variety of federal, state and municipal tax credits which helped to facilitate the creation of thousands of new jobs and drive the overall successful revitalization of Harlem and the South Bronx.

In further professional pursuits, Fleming worked as an Acquisitions Associate with private equity firm **Cherokee Investment Partners**, a leading green-focused real estate company in Raleigh, NC. At Cherokee, Fleming evaluated over \$40 MM worth of equity contributions and mezzanine debt investments for mixed-use development opportunities. He worked alongside sustainability experts and produced market studies for LEED development projects. During his tenure at Cherokee, Fleming engaged with Cherokee's non-profit partner, **Make it Right Foundation** founded by Brand Pitt, and authored an existing conditions report and investment analysis for the economically devastated **Lower Ninth Ward in New Orleans** immediately following the events of Hurricane Katrina. The goal was to find a path to sustainable development for the resurging neighborhood. As a result, blocks of LEED certified homes have been built in the historic African-American community.

As Vice President of Development & Planning, Fleming helped launch the Marcus Samuelsson Group, developing new strategies for revenue generating initiatives including, real estate transactions, corporate partnerships and community development. Fleming managed all real estate transactions, including capital raising, market feasibility analysis, site acquisition, lease negotiations, site planning, design & construction management and interior design. Some of Fleming's most notable accomplishments are the award winning **Red Rooster Harlem/Ginny's Supper Club** and **Streetbird** enterprises. As a member of the executive team Derek helped guide brand development of the multifaceted hospitality group and celebrity-chef driven company, developing strategies for revenue generating initiatives, corporate partnerships with such companies as **Spotify, Converse, MasterCard**. Fleming also helped launch **Harlem EatUp**, a regional food festival and economic development engine attracting thousands of visitors to Harlem's emerging marketplace.

Fleming received a Bachelor of Science degree from the **University of California at Berkeley** with an emphasis in international business and political economy. Immediately following his studies at Berkeley, Derek was awarded a fellowship to study international finance at Yonsei University in Seoul, Korea. He would go on to receive his MBA from the prestigious **Kellogg School of Management**, where he majored in entrepreneurship, finance and real estate. While at Kellogg, he interned with Capri Capital Partners, assisting the real estate firm in a private placement memorandum and investment prospectus for a large-scale urban development. As part of his studies, Fleming also attended the **Indian School of Business** in Hyderabad, India, participating in an implemented land use study while there. He graduated from **Kellogg** with a **Dean's award of Distinction**.

In 2012 Fleming was selected as an **Honoree of The Network Journal's** coveted **40 under 40** award. Derek is a Board Member of the 125<sup>th</sup> St. Business Improvement District as well as the Neighborhood Charter School of Harlem.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

**REQUEST FOR QUALIFICATIONS  
RESTAURANT/ENTERTAINMENT VENUE PROGRAMMING**

**RFQ NUMBER  
16-01**

**ISSUE DATE  
January 7, 2016**

**SUBMISSION DATE AND TIME  
February 9, 2016 at 11:00 a.m.**

**The Office of the City Clerk  
City of Miami  
3500 Pan American Drive  
Miami, Florida 33133**

**DESIGNATED CONTACT**  
Brian Zeltsman  
Director of Architecture and Development  
Southeast Overtown/Park West  
Community Redevelopment Agency  
819 NW 2<sup>nd</sup> Ave, 3<sup>rd</sup> Floor  
Miami, Florida 33136  
Phone: 305-679-6827  
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Email: [Bzeltsman@miamigov.com](mailto:Bzeltsman@miamigov.com)

Website: <http://www.miamicra.com/scopwcra/pages/procurement.html>

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

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KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

## PUBLIC NOTICE

### SOUTHEAST OVERTOWN / PARK WEST COMMUNITY REDEVELOPMENT AGENCY REQUEST FOR QUALIFICATIONS

#### RESTAURANT/ENTERTAINMENT VENUE PROGRAMMING

#### RFQ NO: 16-01

The Southeast Overtown / Park West Community Redevelopment Agency ("CRA"), is seeking responses from qualified developers or individuals interested in leasing commercial space within the Southeast Overtown / Park West Community Redevelopment Area for the purpose of creating a destination entertainment location of the highest quality. Proposed intended uses of the space include, but are not limited to: a high-end restaurant, lounge, cigar bar, sports bar, jazz/blues lounge, or supper club.

**Completed Responses must be delivered** to the City of Miami's City Clerk's Office, 3500 Pan American Drive, Miami, Florida 33133 **no later than 11:00 a.m., on February 9, 2016**. Any Responses received after the above date and time or delivered to a different address or location will not be considered.

RFQ documents may be obtained on or after **January 7, 2016** from the CRA offices at 819 N.W. 2<sup>nd</sup> Avenue, 3<sup>rd</sup> Floor, Miami, Florida 33136, or from the CRA webpage: <http://www.miamicra.com/seopwcra/pages/procurement.html>.

The CRA reserves the right to accept any Responses deemed to be in the best interest of the CRA, to waive any minor irregularities, omissions, and/or technicalities in any Responses, or to reject any or all proposals and to re-advertise for new proposals as deemed necessary by the CRA without notice.

For more information please contact the CRA office at (305) 679-6800.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

## **SECTION 1**

### **1.0 INTRODUCTION TO REQUEST FOR QUALIFICATIONS:**

#### **1.1 Invitation**

Thank you for your interest in this Request for Qualifications ("RFQ"). The CRA invites responses from qualified developers or individuals interested in leasing commercial space as described below and is seeking qualifications from interested persons. The CRA intends to develop the subject site located at the address listed above as a destination restaurant and entertainment location of the highest quality.

#### **1.2 Property Description**

See description below and Exhibit "A" for detailed property description and the floor plans for the building.

Folio: 01-0102-060-1160

Address: 920 N.W. 2<sup>nd</sup> Avenue, Miami, Florida 33136

Zoning: T6-8-O

Land Use: Commercial/Retail/Entertainment/Cultural Institution

Total Property Size: 7,684 Sq. Ft.

"AS-IS": The property is offered in its "AS IS, WITH ALL FAULTS" condition.

## **SECTION 2**

### **2.0: RFQ SCOPE OF SERVICES**

#### **2.1 Purpose**

The proposed intended uses of the space include but are not limited to an high-end restaurant, lounge, cigar bar, sports bar, jazz/blues lounge, and, or supper club. Our goal is to attract a proven restaurant concept that would attract patronage to this entertainment and cultural district of Overtown throughout the day and into the late evening. To that end, the CRA seeks a knowledgeable, experienced, qualified, and capable Proposer(s) with a strong, cohesive team experienced in the restaurant business. The Proposer(s) should not only have a brand name in the restaurant business, but it is required that the Proposer(s) have experience in programming entertainment venues within restaurant/supper club settings. The CRA shall only consider Proposers who have been in an active and operational restaurant business for a minimum period of three (3) years.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

## SECTION 3

### **3.0: RFQ GENERAL CONDITIONS**

The following provisions shall be applicable to this RFQ and be made a part of the Proposer's response. These provisions, as well as the contents of the successful proposal, as accepted by the CRA, will become part of any lease awarded as a result of this RFQ.

#### **3.1 Submission of Responses**

Sealed written Responses must be received no later than the date, time, and at the location indicated in the Public Notice and on the cover of this RFQ in order to be responsive. Faxed documents are not acceptable. Proposer(s) shall submit one (1) printed original, four (4) printed copies, and one (1) copy submitted electronically on a USB drive storage device, CD, or DVD.

#### **3.2 Submittal Instructions**

Careful attention must be given to all requested items contained in this RFQ. Proposer(s) are invited to submit Responses in accordance with the requirements of this RFQ. PLEASE READ THE ENTIRE SOLICITATION BEFORE SUBMITTING A RESPONSE.

#### **3.3 Award of a Lease Agreement or Sale and Purchase Agreement**

The CRA reserves the right to negotiate a Lease Agreement or a Sales and Purchase Agreement, collectively called ("Agreement") with the Successful Proposer(s) for the property located at 920 N.W. 2<sup>nd</sup> Avenue, Miami, Florida 33136, to be approved by the CRA Board of Commissioners, based upon the qualification requirements reflected herein. The CRA reserves the right to execute or not execute, as applicable, any Agreement with the Successful Proposer(s) when it is determined to be in the CRA's best interests.

#### **3.4 Additional Information or Clarification**

Request for additional information or clarifications must be made in writing to the CRA at the location listed on the cover page of this RFQ. Proposer(s) may also fax or email their requests for additional information or clarifications. Facsimiles must have a cover sheet that includes the Proposer(s) name and the RFQ number.

#### **3.5 Changes / Alterations**

The Proposer(s) may change or withdraw a Response at any time prior to the Response Submission Deadline. All changes or withdrawals shall be in writing. Oral / verbal changes, modifications, or withdrawals will not be recognized and will be disregarded. Written modifications will not be accepted after the Response Submission Deadline. Proposer(s) shall not assign or otherwise transfer their Response to another individual or entity.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

### **3.6 Sub-consultants**

A Sub-consultant is an individual or firm contracted by the Proposer or Proposer's firm to assist in the performance of services required under this RFQ. A sub-consultant shall be paid through Proposer or Proposer's firm and not paid directly by the CRA. Sub-consultants are allowed by the CRA in the performance of the services delineated within this RFQ. The Proposer must clearly reflect in its Response the major Sub-consultants to be utilized in the performance of required services. The CRA retains the right to accept or reject any Sub-consultant proposed in the Response of Successful Proposer(s) or proposed prior to Agreement execution. Any and all liabilities regarding the use of a Sub-consultant must be maintained in good standing and approved by the CRA throughout the duration of the Agreement. Neither the Successful Proposer(s) nor any of its Sub-consultants are considered to be employees or agents of the CRA. Failure to list all major Sub-consultants and provide the required information may disqualify any proposed Sub-consultants from performing work under this RFQ.

Proposer(s) shall include in their Response the requested Sub-consultants information and include all relevant information and include all relevant information required of the Proposer(s).

Proposer(s) are expressly prohibited from substituting Sub-consultants contained in the Response. Such substitution, for any reason, after receipt of the Response, and prior to award by the CRA, shall result in disqualification of the Response from further consideration for award.

### **3.7 Discrepancies, Errors, and Omissions**

Any discrepancies, errors, or ambiguities in the RFQ should be immediately reported in writing to the CRA. Should it be necessary, the CRA will issue an addendum clarifying such conflicts or ambiguities.

### **3.8 Disqualification**

The CRA reserves the right to disqualify Responses before or after the submission date, upon evidence of collusion with intent to defraud or other illegal practices on the part of the Proposer(s).

Any Response submitted by a Proposer(s) who is in arrears, e.g., money owed or otherwise in debt by failing to deliver goods or services to the CRA (including any agency or department of the City of Miami) or where the CRA has an open claim against a Proposer(s) for monies owed the CRA at the time of Proposal submission, will be disqualified and shall not be considered for award.

Any Proposer(s) who submits in its Response any information that is determined by the CRA, in its sole opinion, to be substantially inaccurate, misleading, exaggerated, or incorrect, shall be disqualified from consideration the Agreement.



KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

### **3.9 Acceptance / Rejection**

The CRA reserves the right to accept or reject any or all Responses or to select the Proposer(s) that, in the opinion of the CRA, is/are in its best interest(s). The CRA also reserves the right to reject any Proposer(s) who has previously failed to properly perform under the terms and conditions of a contract, to deliver on time any contracts with the CRA, and who is not in a position to perform the requirements defined in this RFQ. Further, the CRA may waive informalities, technicalities, minor irregularities, and /or request new Responses for the services specified in this RFQ and may, at its discretion, withdraw and or re-advertise the RFQ.

### **3.10 Proposer(s) Expenditures**

The Proposer(s) understand and agree that any expenditure they make in preparation and submittal of Responses or in the performance of any services requested by the CRA in connection with the Responses to this RFQ are exclusively at the expense of the Proposer(s). The CRA shall not pay or reimburse any expenditure or any other expense incurred by any Proposer(s) in preparation of a Response and/or anticipation of a contract award and/or to maintain the approved status of the Successful Proposer(s) if an Agreement is awarded, and/or administrative or judicial proceedings resulting from the solicitation process.

### **3.11 Legal Requirements**

This RFQ is subject to all applicable federal, state, and local laws, codes, ordinances, rules, and regulations that in any manner affect any all of the services covered herein. Lack of knowledge by the Proposer shall in no way be cause for relief from responsibility.

### **3.12 Public Records**

Proposer(s) understand that the public shall have access, at all reasonable times, to all documents and information pertaining to CRA contracts, subject to the provisions of Chapter 119, Florida Statutes, and agrees to allow access by the CRA and the public to all documents subject to disclosure under applicable law. Proposer's failure or refusal to comply with the provision of this section shall result in the immediate cancellation of the Agreement (if awarded) by the CRA.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

## **SECTION 4**

### **4.0: SUBMISSION PROCESS**

Proposer(s) shall submit one (1) printed original, four (4) printed copies, and one (1) copy submitted electronically on a USB drive storage device, CD or DVD. Said proposal must be submitted in a labeled and sealed envelope and delivered to the following address:

CITY OF MIAMI  
The Office of the City Clerk  
3500 Pan American Drive  
Miami, Florida 33133

Responses must be **clearly marked on the outside of the package referencing:**

### **RFQ NO. 16-01 – RESTAURANT/ENTERTAINMENT VENUE PROGRAMMING**

Responses are due no later than February 9, 2016 at 11:00 a.m. Submissions will not be accepted at the CRA's office, or any other location. Responses received after the date and time stated in the RFQ will not be accepted and shall be returned unopened to the Proposer(s).

#### **4.1 Submittal Format**

Responses are to be prepared and submitted in the following format. All submittals must be on 8 1/2" x 11" paper, neatly typed on one side only, with normal margins, and spacing. Hand written responses will not be accepted.

1. **Cover Page**

Show the Proposer(s) name, address, telephone number, name of contact person, date, and the proposal name and RFQ number.

2. **Table of Contents**

Include a clear identification of the material by section and by page number.

3. **Letter of Transmittal**

Provide a letter which provides a brief history of the Proposer's entity, summarizes the key points of the response, and is signed by an officer or employee of the respondents firm who is authorized to commit the firm's resources to the Scope of Services described herein. Please limit your transmittal letter to two (2) pages.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

**4. Development Concept**

Describe in detail how you propose to develop the designated commercial space into a high end restaurant, lounge, cigar bar, sports bar, jazz/blues lounge, and/or supper club. With specificity, describe the proposed end use of the property, including any benefits to the community concerning or related to your proposed concept.

**5. Strategic & Management Approach**

Describe your management approach for your proposed concept. This description should consist of the following, but not limited to:

- Restaurant management policies and customer service structure, including employee recruitment and training.
- The estimated number of full time and part time jobs to be created.
- Clear explanation on how the development would attract patronage to the entertainment and cultural district of Overtown.
- Proposed menu for the restaurant food/beverage and any associated merchandise being proposed, which includes non-alcoholic and alcoholic beverages
- Proposed entertainment component and management policies associated with the entertainment venue.

**6. Financials**

Submit proof of your financial capacity to successfully complete your proposed project concept. Please include your most recent reviewed financial statements including an audited balance sheet and income statement prepared by an independent Certified Public Accountant ("CPA") in accordance with generally accepted accounting principles for the previous two (2) complete fiscal years, including disclosures and cash flow statements. Also, include a certified letter from a CPA confirming that the Proposer has owned and operated an active and operational restaurant business for at least three (3) years of the last seven (7) years.

If you are submitting your Response as an individual, please include bank statements for at least the last (6) months.

**7. Current Developments & Comparable Projects**

List of current related or relevant projects where the Proposer is either the owner and, or partner. Proposer must demonstrate that they have successfully completed a minimum of two (2) comparable projects as lead or master developer. Please list the financial structure of each project including, but not limited to the public and private contributions. Include photographs of the developments discussed herein and other developments completed within the past three (3) years, which are relevant to the scope, and scale of this project.

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

**8. Qualifications and Experience**

Specify the number of years the Proposer(s) has been in the relevant businesses as described above in the development concept. Identify the Proposer(s) qualifications to perform the services sought this RFQ, including resumes of key members of the proposed development team.

**9. Disclosures**

Disclosure of any potential conflicts of interest that could be relevant to this project in any manner.

Disclosure of whether the developer or any officer, director or owner thereof has had judgments entered against him within the past ten years for the breach of contracts for governmental or nongovernmental construction or development.

Disclosure of whether the developer has been in substantial noncompliance with the terms and conditions of prior construction contracts with a public body without good cause.

Disclosure of whether any officer, director, owner, project manager, procurement manager or chief financial official thereof has been convicted within the past ten (10) years of a crime related to governmental or nongovernmental construction or contracting, including, but not limited to, a violation of the State of Florida Construction Rules, or any substantially similar law of the United States or another state.

Disclosure of whether any officer, director or owner thereof is currently debarred pursuant to an established debarment procedure from bidding or contracting by any public body, agency of another state or agency of the federal government.

**10. References**

Three (3) references of which at least one (1) shall be from a financial institution and the others preferably developmental references, all to include addresses, telephone numbers, and relationships to the Proposer(s).

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

**SECTION 5.0**  
**5.0: EVALUATION / SELECTION PROCESS**

Upon receipt of proposals, a selection committee to review the proposals and render recommendation shall be convened by the Executive Director. The selection committee shall be comprised of at least three (3) members, one of which must be an employee or agent of the CRA. Said members shall not have any interest in any of the proposals received and considered. Additionally, the identity of members of the selection committee shall remain undisclosed and confidential until such time the committee convenes to review the proposals. Such confidentiality is imposed to ensure selection committee members are not contacted by proposers in an effort to influence the member's consideration. Contact by a proposer of a committee member for the purpose of influencing the member's consideration shall result in the proposer being automatically disqualified from participating in the competitive process.

The selection committee members shall rank the proposals considered. Within five (5) business days, the chairperson of the committee shall issue a written memorandum to the Executive Director reflecting the committee's rankings along with the individual members' scores.

The CRA's Board of Commissioners shall have the final decision-making authority concerning the selection of a successful proposal for the disposition of CRA-owned real property or interest therein. The Board's consideration shall be made at a public meeting, as required by Section 286.011, Florida Statutes.

The factors outlined below shall be applied to all eligible proposals. All references will be subject to appropriate evaluation.

<b>EVALUATION CRITERIA</b>	<b>POINT VALUE</b>
Qualifications & Experience of Proposer(s)	30
Proposed Development Concept & Financial Feasibility	30
Strategic & Management Approach	30
References	10
<b>TOTAL POINTS</b>	<b>100</b>

KEON HARDEMON  
Board Chair



CLARENCE E. WOODS, III  
Executive Director

All available information on the referenced property may be obtained from the CRA at 819 N.W. 2<sup>nd</sup> Avenue, Miami, Florida 33136. For further information, please contact Brian Zeltsman, CRA Director of Architecture and Development, at (305) 679-6827 or [bzeltsman@miamigov.com](mailto:bzeltsman@miamigov.com). All interested parties are encouraged to inspect the property.

**EXHIBIT "A"**

Property Description and Floor Plan

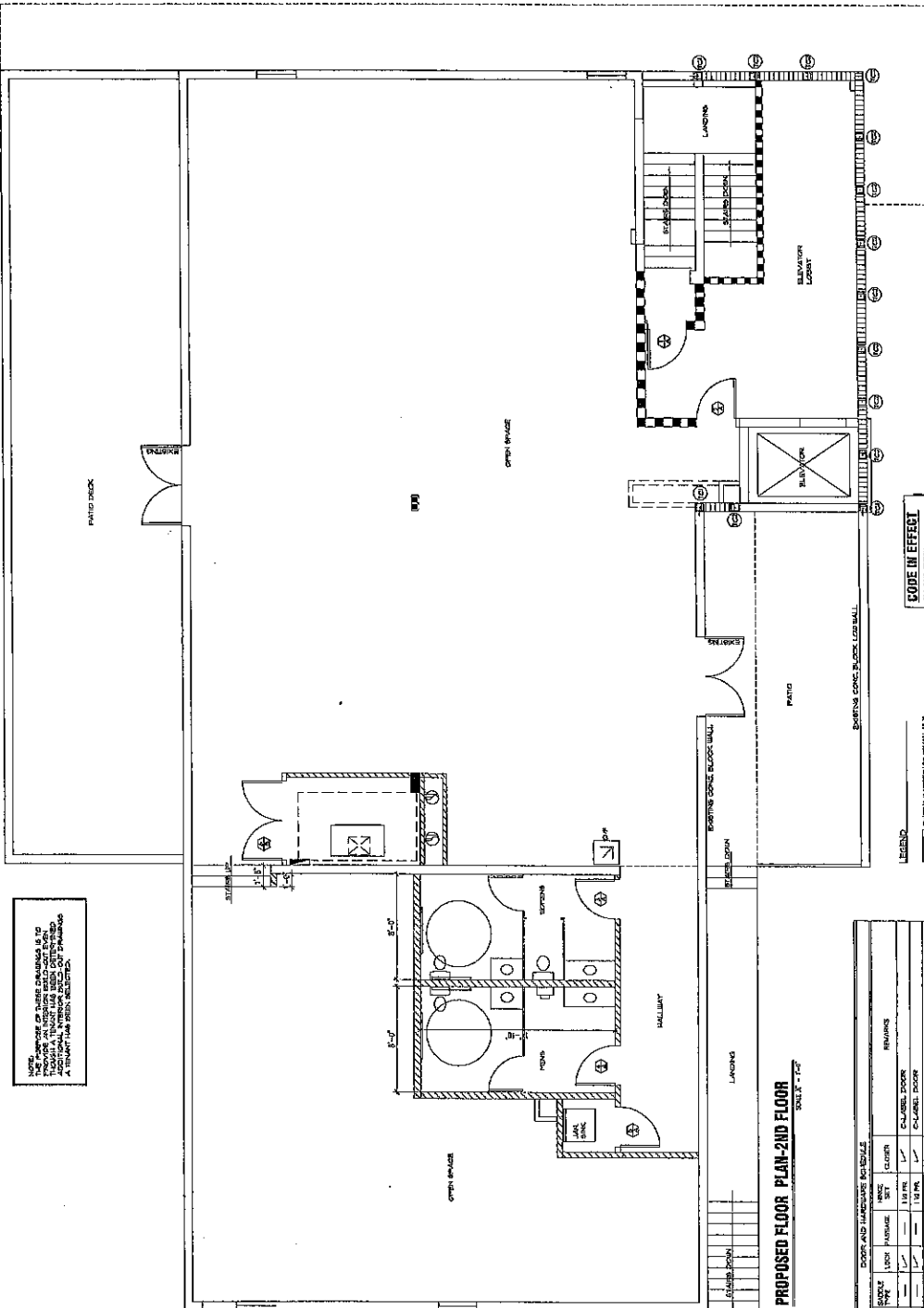
DAVID L. LANGLAIS

DAVID L. LANGLAIS AND ASSOCIATES  
SPACE PLANNING AND INTERIOR DESIGN  
LIC. NO. 4411  
N.C.D.C. CERT. 15293  
4460 NW 4TH COURT  
PLANTATION, FLORIDA  
(754) 368-8811

BUILDING RENOVATION FOR  
920 NW 2ND AVENUE  
MIAMI, FLORIDA

DATE: 12/20/10
REVISIONS:
DRAWN BY: DL
CHECKED BY: JFD
SCALE: AS SHOWN
PROJECT NO. 10-004
SHEET NO. A-2

**James F. Diago P.E.**  
Consulting Engineer  
1717 NE 15th Street, Suite 107  
P. O. Box 133788  
Miami, Florida 33101  
Phone: 312-7777



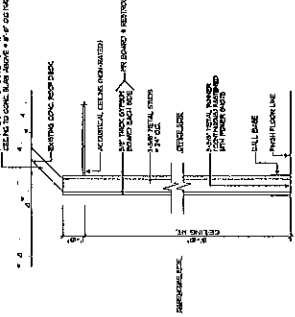
NOTE:  
THE PROPOSED PARTITION HARDWARE IS TO BE INSTALLED IN ACCORDANCE WITH THE MANUFACTURER'S INSTALLATION INSTRUCTIONS. A TYPICAL HANG BRACKET IS SHOWN.

**PROPOSED FLOOR PLAN-2ND FLOOR**  
SCALE: 1/4" = 1'-0"

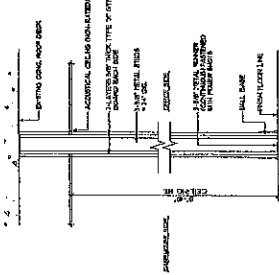
NO.	TYPE	SIZE	LOCATION	REMARKS
1	A	1 1/2"	1 1/2"	CL-LABEL DOOR
2	A	1 1/2"	1 1/2"	CL-LABEL DOOR
3	A	1 1/2"	1 1/2"	CL-LABEL DOOR
4	A	1 1/2"	1 1/2"	CL-LABEL DOOR
5	A	1 1/2"	1 1/2"	CL-LABEL DOOR
6	B	1 1/2"	1 1/2"	CL-LABEL DOOR

**CODE IN EFFECT**  
IBC 2010 EDITION

LEGEND:  
 - 2" X 4" @ 16" O.C. WITH 1/2" CORRUGATED Gypsum Board  
 - 2" X 4" @ 16" O.C. WITH 1/2" CORRUGATED Gypsum Board  
 - 2" X 4" @ 16" O.C. WITH 1/2" CORRUGATED Gypsum Board



**NEW 1 1/2" FIRE RATED PARTITION**







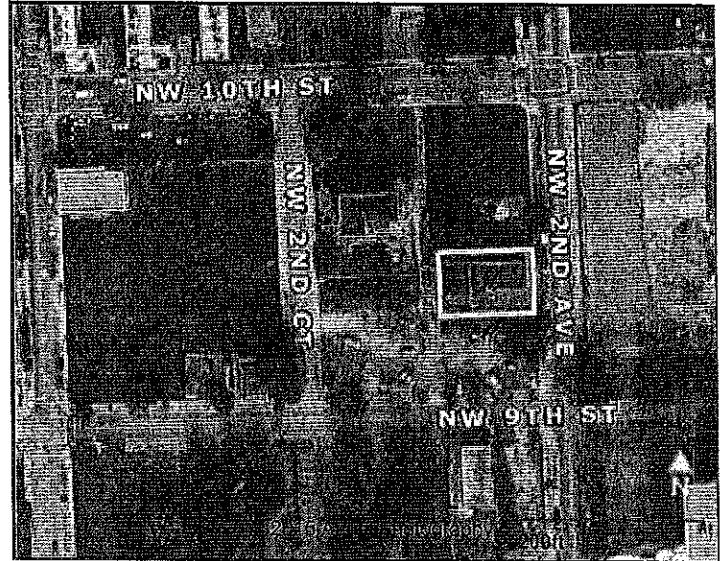


# OFFICE OF THE PROPERTY APPRAISER

## Summary Report

Generated On : 11/13/2015

Property Information	
FOID#	01-0102-060-1160
Property Address:	920 NW 2 AVE MIAMI, FL 33136-3411
Owner	SOUTHEAST OVERTOWN PARK W COMM REDEVELOPMENT AGENCY
Mailing Address	819 NW 2ND AVE 3RD FLOOR MIAMI, FL 33136 USA
Primary Zone	6100 COMMERCIAL - NEIGHBORHOOD
Primary Land Use	8940 MUNICIPAL : MUNICIPAL
Beds / Baths / Half	0 / 0 / 0
Floors	2
Living Units	0
Actual Area	Sq.Ft
Living Area	Sq.Ft
Adjusted Area	77684 Sq.Ft
Lot Size	7218 Sq.Ft
Year Built	1954



Assessment Information			
Year	2015	2014	2013
Land Value	\$360,900	\$158,796	\$158,796
Building Value	\$72,278	\$69,601	\$35,000
XF Value	\$4,455	\$4,455	\$0
Market Value	\$437,633	\$232,852	\$193,796
Assessed Value	\$234,492	\$213,175	\$193,796

Benefits Information				
Benefit	Type	2015	2014	2013
Non-Homestead Cap	Assessment Reduction	\$203,141	\$19,677	
Municipal	Exemption	\$234,492	\$213,175	\$193,796

Note: Not all benefits are applicable to all Taxable Values (i.e. County, School Board, City, Regional).

Short Legal Description	
P W WHITES RESUB OF BLK 26 NORTH	
PB B-34	
LOTS 25 & 32 & N15.62FT OF LOT	
33	
LOT SIZE 65.620 X 110	

Taxable Value Information			
	2015	2014	2013
<b>County</b>			
Exemption Value	\$234,492	\$213,175	\$193,796
Taxable Value	\$0	\$0	\$0
<b>School Board</b>			
Exemption Value	\$437,633	\$232,852	\$193,796
Taxable Value	\$0	\$0	\$0
<b>City</b>			
Exemption Value	\$234,492	\$213,175	\$193,796
Taxable Value	\$0	\$0	\$0
<b>Regional</b>			
Exemption Value	\$234,492	\$213,175	\$193,796
Taxable Value	\$0	\$0	\$0

Sales Information			
Previous Sale	Price	OR Book-Page	Qualification Description
12/31/2012	\$150,000	28424-1457	Not exposed to open-market; atypical motivation
04/27/2012	\$100	28220-0014	Financial inst or "In Lieu of Foreclosure" stated
03/01/2008	\$325,000	26277-2234	Other disqualified
12/01/2007	\$0	26178-4678	Sales which are disqualified as a result of examination of the deed

The Office of the Property Appraiser is continually editing and updating the tax roll. This website may not reflect the most current information on record. The Property Appraiser and Miami-Dade County assumes no liability, see full disclaimer and User Agreement at <http://www.miamidade.gov/info/disclaimer.asp>

Version: