

CITY OF MEMPHIS/INNOVATION DELIVERY TEAM REQUEST FOR PROPOSALS FOR THE OPERATION OF MOBILE RETAIL BUSINESSES

I. INTRODUCTION

The City of Memphis (“City”), in cooperation with the Mayor’s Innovation Delivery Team, seeks proposals from individuals or entities that are interested in owning and/or operating mobile retail businesses in desired locations throughout the City of Memphis. The purpose the Mobile Retail Pilot Program is to provide the general public with more diverse retail options, to promote small business growth, to promote local artists and designers, and to increase activity in the public realm within the City.

The City may provide eligible selected proposers with up to \$15,000 per retailer in loans and grants to encourage the success of the program. Grants of up to \$5,000 may be provided to eligible selected proposers to partner with local artists/designers on the exterior and interior design and building of the mobile units. Proposers will be responsible for a minimum contribution of 25% of the total cost of the mobile retail unit. This contribution may include: inventory, insurance, truck/trailer purchase, operational expenses, and other essential establishment and operational costs.

II. BACKGROUND

The City of Memphis, in partnership with the Mayor’s Innovation Delivery Team, seeks to enhance small business growth within the core of the City, as well as activate public spaces and to promote local artists and designers. This Pilot Program will include 3-5 grants to start-up mobile retail businesses, to be selected through this request for proposals (RFP).

In order to encourage the success of the program, the City and Innovation Delivery Team have created the following incentives:

1. The City may contribute up to \$15,000 in grants to up to five mobile businesses. In order to be eligible for this funding opportunity, Successful Applicants are required to create a business plan, have equity of 25% of total costs, and provide a personal and/or corporate guarantee.
2. Grants of up to \$5,000 per retailer are available to partner each Successful Applicant with a Local Artist/Designer to design and build-out the exterior and interior of the mobile retail unit. This aspect of the program will promote local artists and beautify public space in the City of Memphis.

Selection under this Request for Proposals does not guarantee the funding described above, and the execution of mobile retail businesses based on proposals submitted pursuant to this Request for Proposals may be contingent on the proposer's successful execution of agreements with the City of Memphis for the funding described above.

III. SCOPE OF THE PROPOSAL

Form of Request for Proposal

Respondent must submit a Cover Sheet (See Attachment A) as the first page of its proposal. When submitting a proposal, the Respondent can indicate whether it is willing to serve as a tenant or operator of a unit owned by another selected entity or individual, in the event that it is determined that the Respondent does not have the financial resources or experience to be selected. In such cases, any multi-partner agreements will be subject to review by the Innovation Team.

Mobile Units

Retailers must furnish, equip and operate mobile units. Retailers shall also obtain a business license and all relevant permits. Retailers must be in operation for a minimum of 25 hours/week. Reports must be submitted monthly documenting hours of operation, location (s) of operation, customer count, and sales. All selected Operators are subject to monitoring. Further, retailers must carry liability insurance policies with a minimum acceptable coverage.

Taxes and Licenses

The retailer shall pay all taxes and license fees applicable to any period during the term of the agreement, which have been or may hereafter be imposed or charged as a result of the Respondent's operations.

Special Notice as to Granting of Concession

The granting of the retailer hereunder shall not be deemed to constitute a waiver of the enforcement by any officer of the City of Memphis of any provision of ordinance, rule, or regulation applicable to the conduct of the business of the retailer, nor a waiver of the necessity of procuring any required permit or license to conduct such business.

The retailer shall at its own expense take out and maintain insurance during the term of the agreement, wherein the City and Innovation Team is named as an additional insured, and shall protect itself and the partners, from claims for damage from personal injury, including accidental death, as well as from claims for property which may arise from the exercise or performance by any obligation under the agreement, whether such exercise or performance is by retailer, its subcontractor, or anyone directly or indirectly employed by either of them.

The policy or policies required hereunder shall include the following:

- a. Not less than Five Hundred Thousand Dollars (\$500,000.00) for personal injuries, including accidental death to anyone person and subject to the same limit for each person, not less than One Million Dollars (\$1,000,000.00) in the aggregate for all person on account of one occurrence involving injury to more than one person.
- b. Not less than Two Hundred Thousand Dollars (\$200,000.00) for broad form property damage insurance.
- c. Fire liability insurance is required in the amount of One Million Dollars (\$1,000,000.00).
- d. If applicable, companies with five or more employees are required to obtain workers compensation insurance.
- e. Name the City of Memphis and Innovation Delivery Team as an additional insured.
- f. A Certificate of Insurance which contains the a provision reading substantially as follows: "If any of the described policies are canceled before their expiration date, the insurance provider will mail written notice to the certificate holder no less than 10 days prior to cancellation."

V. CONTENTS OF RESPONSE

- A. Respondents shall submit in the proposal a completed Cover Sheet (See Attachment A).
- B. Respondents shall include a description of their company/business idea and a complete resume, identifying management structure, personnel, and overall experience in performing this type of work.
- C. Respondent should indicate whether it qualifies as a local business, and may state whether it is a minority or female-owned business enterprise.
- D. For each proposed mobile unit, Respondent shall submit a list of inventory items to be offered, estimates of their prices as well as documentation concerning projected operating expenses for personnel, supplies, etc.
- E. In addition, please clearly describe how your proposal will meet the goals of the program. Goals of the program include increasing the diversity of retail business options, promoting Small Businesses, increasing pedestrian activity and improving their experience, and encouraging sustainable business practices.
- F. Respondents must submit a business plan/business concept including the following components:
 - Summary/Overview: A brief, but focused statement stating why the business will be successful.
 - Market Analysis: Identify specific knowledge about the business and its industry, and the market (or customers) it serves.
 - Description of the Company: Information about the nature of the business and the factors that should make it successful. Special business skills and talents that provide the business with a

competitive advantage, such as a unique ability to satisfy specific customer needs, special methods of delivering a product or service, and so on.

- Organization & Management: the Company's organizational and legal structure.
- Marketing & Sales: the Company's process of identifying and creating a customer base. The marketing plan for the business.
- Design Plan: demonstrates the design of the mobile unit. If seeking funds to partner with an artist/designer, includes credentials and letter of agreement.
- Description of Product or Service: A detailed description of the product or service.
- Funding: The amount of current and future funding needed to start or expand the business.
- Detailed budget indicating how the grant funds will be used. Demonstrate at least a 25% investment by the retailer, to be eligible for matching funds.
- Financials: Project how the company is expected to perform financially over the next three years.

G. Two (2) references/letters of support must be submitted with telephone number and email addresses.

H. Additional information may be requested at the discretion of the selection panel.

VII. EVALUATION OF PROPOSALS

Proposals will be evaluated upon the following criteria:

- A. Quality of proposal relating to the utilization of an innovative approach/concept;
- B. Quality of the proposal relating to achieving the program goals;
- C. Financial strength of proposal including the ability and managerial competence;
- D. Demonstrated ability in similar past projects in development, programming, marketing, and operational approach; and
- E. Promotion of locally owned small businesses, minority and/or woman owned enterprises, local employment opportunities, and compliance with non-discriminatory policies.

VIII. OTHER INFORMATION

Proposal Deadline

Proposal must be received by November 1, 2013 at 5 pm. Proposals or unsolicited amendments to proposals arriving after the closing will not be accepted.

Proposals shall be directed to:

Maria Fuhrmann
Special Assistant to the Mayor
City of Memphis
125 North Main Street, 7th Floor
Memphis, TN 38103
901-576-6017
maria.fuhrmann@memphistn.gov

Proposals Acceptances

The City reserves the right to accept a proposal in whole or in part, to reject any and all proposals, and to negotiate separately, as necessary, to serve the best interests of the City of Memphis. Firms whose proposals are not accepted will be notified in writing.

Finalists will be notified and may be asked to present their concept to the Selection Committee. Notification of the final award will be made by the Innovation Delivery Team and the selected proposer will be expected to enter into an agreement with the Team.

Cost Incurred

The City is not liable for any costs by any responding retailer.

Economy of Preparation

Proposals should be prepared simply and economically in 8 W' x 11" format, providing straight forward, concise descriptions and information. Proposals and attachments shall not exceed 20 pages in total length. Company brochures, if applicable, should be a separate attachment. Electronic submissions are encouraged.