Union Square Park
Café and Recreational Concessions
Request for Proposals - Pre-Bid Site Meeting
April 2023
Agenda

• Introductions
• Goals of RFP
• Overview of the Premises
• Key Lease Provisions
• Roles and Responsibilities
• Request for Proposals Process
• Q&A
• Tour of Premises (11:00 AM)
Goals of RFP

1. Offer signature food or recreational concession that represents the best of San Francisco and that invites public use and enjoyment of Union Square

2. Provide visitors an exceptional experience that respects Union Square’s history and complements its function as one of San Francisco’s most prominent public spaces

3. Operate and maintain the premise to the highest standards appropriate to a premier public space in one of the country’s foremost cities
Spaces may be leased together or separately
The Premises

**West Complex**
- Café / Store - 4
- Storage / Flexible Area - 5
- Veranda Seating Area - 6
- Annex Storage Space – 7
- Garage Storage Space (underground)

**East Complex**
- Café / Store – 1
- Storefront Seating Area - 2
- Arbor Seating Area -3
- Garage Storage Space (underground)
East Complex

- Adjacent to Stockton Street
- Interior is 1,012 SF
  - Seating for 14
- Outdoor areas combined 1,020 SF
  - Approximate Seating for 34 at Storefront Seating Area
  - Approximate Seating for 36 at Arbor Seating Area
East Complex

- Garage Storage Space is 642 SF
- No cooking facility
West Complex

- Adjacent to Powell Street
- Interior is 930 SF
- Outdoor area is 600 SF
  - Approximate seating for 34
- Annex Storage Space is 330 SF
- Building can be re-configured for indoor seating
West Complex

- Garage Storage Space has walk-in cooler
The Concessions

• Past and current tenants:
  – Emporio Rulli Café and Bancarella Café
    • See’s Candies
    • TIX ticket booth for theater and cultural events
  – McCalls Catering and Events
Basic Lease Terms

• Option to lease one or both complexes
• Term – not less than 3 years and not more than 15 years
  – More than 5 years should include significant capital investment to the property

• Rent – Respondents should propose the following
  • Percentage of gross receipts
    – Percentage may vary by revenue stream
    – Percentage may increase based on total revenues
  • Base Rent - Minimum Annual Guarantee (MAG)
    – To be increased annually by CPI
Capital Improvements

• The Department will consider proposals where the Lessee would provide improvements to the Premises at Union Square.

• Respondent shall specify the anticipated scope of work, time to complete, and cost of repairs and tenant improvements included in the proposal and be prepared to complete necessary and approved repairs and tenant improvements within 180 days of lease execution.

• The Department will entertain a long-term lease, including rent credits, to assist a Lessee in financing and amortizing capital improvements.
Roles and Responsibilities - Lessee

- **Services** – provide amenities and services that support the use of the park and recreational activities

- **Customer service** – enhance the experience of Union Square. Staff must be professional, committed to excellent customer service, and knowledgeable about Union Square and SF

- **Utilities** – Lessee will pay for utilities, trash removal, and security and fire alarm systems
Roles and Responsibilities - Lessee

• **Repairs and maintenance** – includes the premise and the building systems and furniture, fixtures, and equipment for operations.

• **Use of Union Square by others** – accommodate and support other uses of Union Square including events. Collaborate with the Department, the Union Square Alliance, and SF Travel to ensure smooth operations and communications of events and other uses.
Roles and Responsibilities
Department

• **Maintenance** – City shall repair and maintain the exterior structural walls and roofs of the buildings

• **Communications** – ensure timely communications about routine Park maintenance, events, and other activities

• **Customer service** – work with Lessee to ensure that visitors to the Park have an exceptional experience

• **Inspections** – conduct periodic site inspections
RFP Minimum Qualifications

• 3 years of management experience for the proposed concession

• Sufficient financial capacity to undertake this opportunity
RFP Evaluation Criteria

• Significant Detail in RFP on what must be submitted and criteria
  – Look at both the scoring and required submittals – they tie together

• Essential that you review those carefully to ensure that your application is complete
RFP Submittal

• Please organize responses in the format provided in Section V / Appendix C

• Be sure to include
  – Proposed operations plan
  – Proposed business and marketing plan
  – Proposed menu and prototype advertisement
  – Proforma financials that show that your proposal works economically
  – Proposed rent terms
Request for Proposals Process

Selection process

- Selection panel will be chosen by the Department and will prioritize panelists with experience in hospitality and recreation operations
- Scoring will be based on criteria set forth in RFP
- Department may request additional information from respondents during selection process
- Conversations between the Department and Respondents are limited. We cannot have one-on-one conversations and all questions must be addressed to Neal Patel (Neal.Patel@sfgov.org)
RFP Scoring

• Scoring
  – Experience and Qualifications (20 points)
  – Operations Plan (20 points)
  – Business Plan and Financial Projections (15 points)
  – Proposed Financial Terms (15 points)
  – Project Feasibility (15 points)
Anticipated Timeline

• Schedule
  o RFP issued
  o Pre-bid meeting/Site Visit #1
  o Site Visit #2
  o Last date to submit questions
  o Proposals due
  o Selection Panel
  o Recreation and Park
    Commission lease approval
  o SF Board of Supervisors
    lease approval (if necessary)

  Monday April 10
  Tuesday, April 25
  Monday, May 8
  Friday, May 24
  Friday, June 9
  July/August 2023
  September/October 2023
  Fall/Winter 2023
Q&A

Answers given at this meeting are not considered final. Final answers will be posted on the RPD website.

Neal.Patel@sfgov.org
Thank you!

Please remember to take your belongings with you before we leave this conference room.