REQUEST FOR LETTER OF INTEREST
FOR
FOOD TRUCK VENDORS
FOR
THE RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY
(LOI NO. 2016-01)

Florida's Dynamic
Waterfront Community

2001 BROADWAY, SUITE 300
Riviera Beach, FL 33404

One (1) original and five (5) copies of the requested information shall be submitted no later than 3:30 pm on December 1, 2016 to the Riviera Beach Community Redevelopment Agency, Riviera Beach, Florida 33404. Letters of Interest received after this deadline will not be considered.

All submittals must be delivered or mailed to:

RIVIERA BEACH COMMUNITY
REDEVELOPMENT AGENCY
2001 BROADWAY, SUITE 300
RIVIERA BEACH, FL 33404

ENVELOPES MUST BE IDENTIFIED AS: **LOI NO. 2016-01 – FOOD TRUCK VENDOR SERVICES FOR RIVIERA BEACH COMMNUITY REDEVELOPMENT AGENCY**

Interested parties may acquire a copy of the LOI by downloading it from our website www.rbcra.com , or by contacting the Riviera Beach Community Redevelopment Agency by calling (561) 844-3408 to arrange for pick up at the Riviera Beach Community Redevelopment Office listed above.

The Community Redevelopment Agency reserves the right to provide addendums reject any or all qualifications or to negotiate individually with one or more submitter's, and to select one or more company/submitter on the basis of what the Selection Committee determines to be in the best interest of the CRA.

1-1 SUMMARY OF NEEDED SERVICES AND PROJECT DESCRIPTION

The CRA is establishing a monthly Food Truck Event at the Marina Village & Event Center. The CRA requires professional food trucks to present their specialized culinary craft along with partnering with other vendors and entertainment to develop the Marina Village as a destination, and provide local community events and entertainment.

Establishing a monthly food and entertainment activity at the Marina will bring a great draw along our developing waterfront for residents and visitors to enjoy.

1-2 GENERAL TERMS AND CONDITION

One (1) original and five (5) copies of all must be received no later than 3:30 pm EST on December 1, 2016 to the Riviera Beach Community Redevelopment Agency, 2001 Broadway, Suite 300, Riviera Beach, Florida 33404.

The responsibility for getting the Submittal package to the Riviera Beach Community Redevelopment Agency on or before the specified time and date is solely and strictly the reasonability of the Qualifier. The CRA will no way be responsible for delays caused by any other occurrence. Offers by telephone, telegram, fax or email will not be accepted.

The CRA will not be responsible for any expenses incurred by a firm in preparing and submitting requested Letter of Interest proposals. All parties shall provide a straight forward, delineation of your capabilities to satisfy the requirements of this request. Emphasis should be on completeness and clarity of content.

1-3 CONTACT INFORMATION

For information or questions regarding this opportunity, please contact:

Sherley Desir, Sr. Administrative Assistant
Riviera Beach Community Redevelopment Agency
2001 Broadway, Suite 300
Riviera Beach, Florida
(561) 844-3408

The CRA shall not accept or consider responses submitted via facsimile transmission or email.

1-4 PROPOSAL DISCLOSURE

Upon opening, proposals become "public records" and shall be subject to public disclosure consistent with Chapter 119, Florida Statutes.

1-5 ACCEPTANCE OR REJECTION OF PROPOSALS

The CRA reserves the right to reject any and all submittals, and will negotiate with submitters that are determined by the evaluation committee to be in the best interest of the Agency's goals. The CRA is not obligated to enter a contract on the basis of any proposal submitted in response to this document.

1-6 **CODE OF ETHICS**

If any vendor violates or is a party to a violation of the code of ethics of the State of Florida with respect to this proposal, such vendor may be disqualified from performing the work or from furnishing the goods or services for which the proposal is submitted and may be further disqualified from bidding on any future proposals for work, goods or services for the CRA.

1-7 **EQUAL OPPORTUNITY REQUIREMENTS**

It is the policy of the CRA to comply with all Federal, State, County and local laws to provide minorities and women equal opportunity for participating in all aspects of the CRA's contracting and procurement programs. It is further the policy of the CRA to prohibit discrimination against any person or business in pursuit of these opportunities on the basis of race, color, national origin, creed, sex, age, handicap or veteran's status. Each firm should state their commitment to meet these same requirements.

1-8 **IDEMNIFICATION**

After notification of award, the successful Qualifier shall indemnify and save harmless the CRA from and against all claims, suits, actions, damages or causes of action arising during the term of the resulting agreement for any personal injury, loss of life or damage to property sustained by reason or as a result to the performance of the work for which the agreement is entered into, or its agents, employees, invitees, and all other persons, and from and against any orders, judgments, or decrees, which may be entered thereto, and from and against all costs, attorney's fees, expenses and liabilities insured in or by reason of the defense of such claim, suit or action, and the investigation thereof. Nothing in the agreement shall be deemed to affect the rights, privileges and immunities of the CRA as set forth in Florida Statue 768-28.

1-9 **RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY CONTRACT**

The Contract for Consulting/Professional Services shall prevail as the basis for contractual obligations between the selected firm and the Riviera Beach Community Redevelopment Agency for any terms and conditions not specifically stated in this Request for Letters of Interest.

EXHIBIT A – Letter of Interest Submittal Details

Exhibit A

REQUEST FOR LETTER OF INTEREST

FOOD TRUCK VENDORS
FOR RIVIERA BEACH CRA
LOI NO. 2016-01

REQUIREMENTS FOR SUBMITTAL

A. GENERAL

Qualifiers shall submit one original Letter of Interest Submittal package and five (5) copies in a clear, concise format, on 8-1/2" X 11" paper. Each set shall contain all the information requested herein to be considered.

B. CRITERIA TO BE INCLUDED IN LETTER OF INTEREST RESPONSE

Vendors requesting consideration shall provide the CRA with information pertaining to their ability to perform the type of service required in a responsive and continuing manner. Letter of Interest package shall include information as follows:

(a) Cover Letter: Description of Food Truck(s) and other related services (Two Page Maximum)

(b) Featured Menu (S) and details

(c) Pictures of Food Truck (s)

(d) Summary of Experience directly related to culinary services and food truck operation. Statement of local availability and degree of accessibility to the CRA relative to this project. (Two Page Maximum)

(e) Marketing Approach, Proposed Services

(f) 3 References to include contact person, address and telephone number.

(g) Copy of Existing Insurance for Vehicle and Food Services (or explanation of timeline to obtain)

(h) Copy of Existing Permits (State, Health Department, etc.) or explanation of timeline to obtain.

(i) Name and Address, Business Address, Current Truck Location

(j) Optional: Concepts– Submitter's are encouraged to include a separate summary proposing recommendations for special events, alternative ideas, proposed concepts, and potential management proposals.

Please review information and background on additional pages

BACKGROUND

RIVIERA BEACH
FOOD TRUCK CONCEPT
& IDEAS

EXECUTIVE SUMMARY

CONTEXT

The Riviera Beach CRA is in the process of ramping up it's Marina Village public events program in coordination with rolling out the recruitment of new restaurants along its marina promenade and working wharf setting. The introduction of an innovative food truck program would add considerable value by: enlivening the events program experience; and accelerating the restaurant business recruitment process. The best marketing for the marina-anchored festival park and event center is to showcase the district's unique sense of community and sense of place. Food trucks - their mix of food, iconic vehicles and spirited operators – add a new dimension to the experience that paves the way future restaurants.

REPORT

This report profiles the range of "Food Truck Park" experiences that are occuring in the industry today. Florida is a leading food truck market with a range of resources to draw upon in order to uniquely position the marina district as a quality food truck destination.

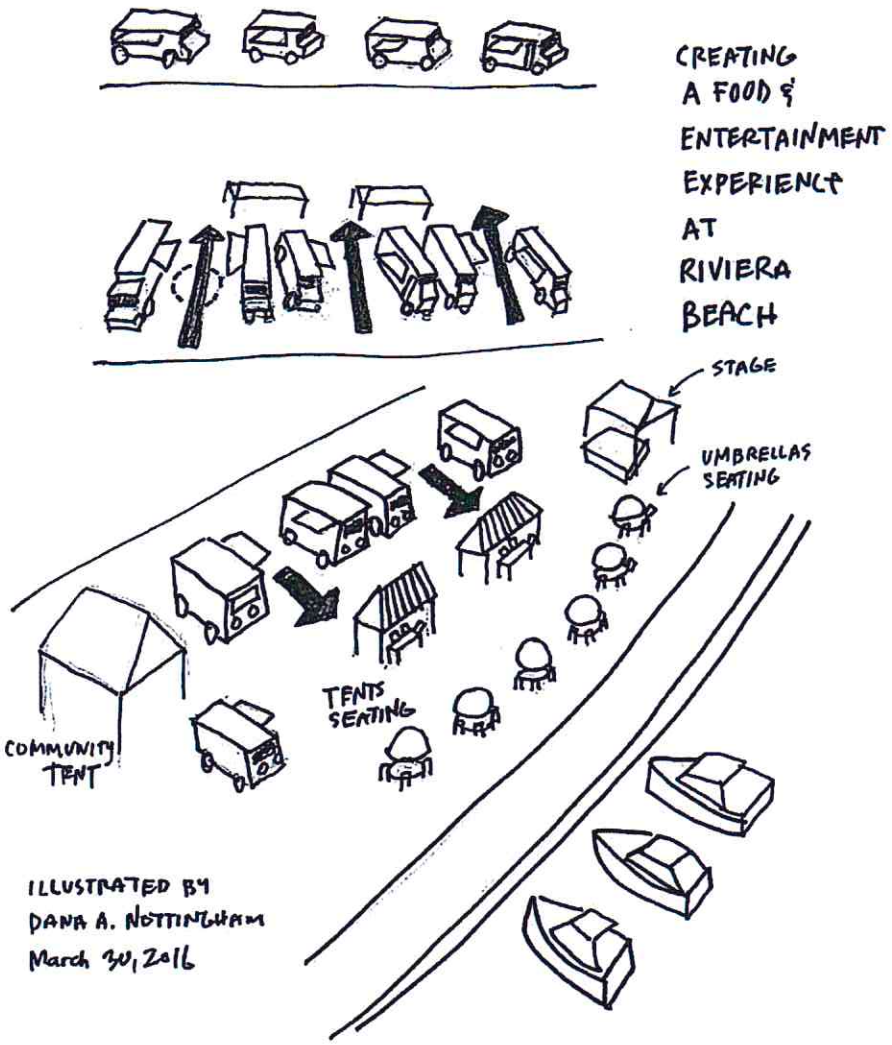
CONCEPT

The attached food park concept drawing illustrates a place-making approach and alternatives to activate the marina-side promenade and other areas. Proactive planning, design, staging, procurement and operations support can elevate a traditional "curbside" food truck experience into an inviting people watching and entertainment destination. The history of the site and the success of the former Tiki Restaurant and Bar would suggest that the food truck strategy is a way to: bridge the past nostalgia that people are looking for with the anticipation around the prospects for new restaurants.

NEW LOOK

This report provides a look at industry food truck place making practices; as well as a **"new look"** at how to activate the marina district's waterfront with a quality food truck experience. **The ideas presented are a platform for organizing a food truck staging, recruitment and operations plan that is linked to the sense of place and community spirit that the CRA is committed to provide.**

RIVIERA BEACH
FOOD TRUCK STRATEGY



PLACE MAKING & PUBLIC SPACE ACTIVATION

CONTEXT

- Improved marina, festival park & Event Center completed
- Marina Village preparing for new public programming "launch"
- Initial restaurant recruitment and openings have been delayed
- Event Center opening complete and bookings are ramping up

STRATEGY

- Activate the district to enhance its sense of place
- Differentiate the experience with public programming
- Showcase waterside food and entertainment experiences
- Synergize event center and marina businesses with food

OPPORTUNITY

- Harness the place-making potential of a well-executed food truck strategy

DECISION

Option #1

- Proceed with predictable curbside food truck staging with few amenities

Option #2

- Create a food truck destination with carefully placed amenities
- Create inviting waterside social interaction spaces
  - Signage
  - Shade structures (tents, umbrellas0
  - Seating & tables
  - Environmental art enhancement

BENEFITS

- Create a program with logistical support
- Create outdoor market look and feel
- Minimal investment yields marketing dividends
- Create community vendor opportunities within planned setting

PLACE MAKING & PUBLIC SPACE ACTIVATION

WORK PROGRAM

Assumptions

- Confirm implementation structure, leads and lead support roles
- Confirm staging, operations, utilities and service requirements
- Confirm annual program schedule, scope & budget assumptions

Work Sessions

- District place-making and space activation master plan
- Food truck place-making and activation strategy
- Special events parking and cross-department support

Master Activation Plan

- Complete master plan of uses, activation, staging and parking
- Confirm budget requirements (sources, uses)
- Confirm plan to integrate food truck park concept

Pre-opening

- Recruit food truck vendors
- Close letter of intent
- Convene walk through with operators
- Confirm program and budget
- Confirm operational and storage logistics
- Link grand opening with a booked event

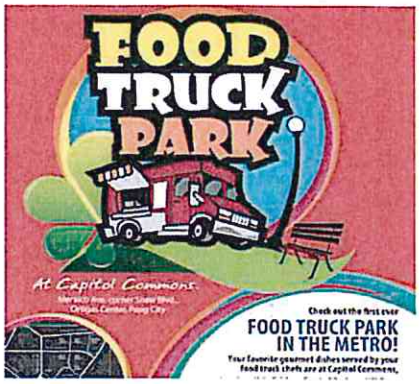
Fabrication & Purchase

- Purchase food truck destination amenities
- Fabricate customized amenities to "add special touch" (i.e. signage)
- Identify storage, access, delivery & staging for food truck FFE

Market Positioning

New Waterside Food Park Experience At A Premiere Marina Village Destination

RIVERA BEACH



RIVIERA BEACH, FL

Waterside Food Truck Destination Opportunity

RIVERFeST

FOOD TRUCK FESTIVAL

FLICKS & FOOD TRUCKS

ROAMING
HUNGER

OPERATIONAL CONSIDERATIONS

Recruitment

- Food Truck Association
- Local Contacts
- Support Local Start-ups

Food Mix

- 4 – 8 Major Event
- Traditional boardwalk food
- Value gourmet fast food

Truck Staging

- Curb side (linear)
- Face to face (high energy
- Queing around corners
- Anchor tent uses (alcohol, deserts)
- Manage views/access to water
- Convenient tables and shade
- Concealed vs. exposed specialty lighting

Services

- Curbside electric option
- Truck engines and generators
- Convenient trash, tables and shade
- Trash can theming opportunities

Marketing

- Social media driven
- Daily, weekly & monthly schedule
- Updated posts daily
- Monitor comments / favorites
- Link food to major and small scale events
- Synergize food mix, critical mass & entertainment
- Explore food truck park sponsors
- Dominate the food truck niche (quality, experience, service)
- Signage to create identity and sense of arrival
- Signage for individual anchor tents
- Synergize beach, oceanfront mall and other opportunities

Small Business and Start-ups

- Consider providing support to incubate food truck businesse
- Regional clearinghouse for information and training
- Research small vendor and food truck opportunities