



**REQUEST FOR PROPOSALS
TO PROVIDE**

Food and Beverage Concession
Services at Winter Village

July 31, 2023

TAMPA DOWNTOWN PARTNERSHIP
400 N. ASHLEY DR. STE 1010
TAMPA FL 33602
813-221-3686

TABLE OF CONTENTS

I.	Table of Contents _____	2
II.	Winter Village Overview _____	3
III.	Tampa Downtown Partnership Foundation Overview _____	3
IV.	Proposal Overview _____	4
V.	Proposal Requirements _____	4
VI.	Submission Details and Timeline _____	5
VII.	Leasing Terms and Cost _____	5
VIII.	Application _____	6
IX.	Exhibit A: Provided Equipment and Material List _____	9
X.	Exhibit B: 2023 Winter Village Site Plan (Subject to Change) _____	10
XI.	Exhibit C: Past Winter Village Season Photos & Marketing Materials _____	11
XII.	Exhibit D: Concession Kiosk Cut Sheets _____	12



WINTER VILLAGE OVERVIEW

Winter Village Tampa will celebrate the holiday season in Downtown Tampa from November 16, 2023 – January 3, 2024, in Curtis Hixon Waterfront Park (600 N. Ashley Drive, Tampa, FL 33602) and the surrounding areas. The Tampa tradition, which started in 2016, brings an outdoor ice-skating rink, curling, waterfront dining, pop-up holiday shops, and a 360-degree light show to the beautiful Tampa Riverwalk. This holiday experience is open 7 days a week (vendor hours vary) for the public to enjoy and features specialized programming such as The Winter Village Express and Holiday Classics with the Tampa Theatre. In addition to the Winter Village audience and Riverwalk traffic, this opportunity provides visibility during several additional programmed events in and around Curtis Hixon Park.

Ice Skating Rink

Centered in the Winter Village footprint is Downtown Tampa’s only outdoor ice skating rink that sees more than 26,000 skaters each year. The rink serves as a vital feature of Winter Village and hosts skaters of all ages and experience levels.

The Shops of Winter Village

Held in holiday-adorned PODs Moving and Storage Containers, our seasonal pop-up market features a multitude of local artisans and businesses that provide a unique retail experience. Our vendors sell an array of goods from clothing garments, personal products, artisan goods, gourmet packaged foods, and more, that reflect a diverse mix of local, imported, artisan, and/or manufactured products.

Café at Winter Village

Offering coffee, artisanal food, and alcoholic beverages, the café vendors at Winter Village allow all patrons to enjoy holiday-inspired and seasonal food and drink options while visiting, shopping, and/or skating at Winter Village.

TAMPA DOWNTOWN PARTNERSHIP FOUNDATION OVERVIEW

Tampa Downtown Partnership Foundation is a private, not-for-profit 501(c)(3) that fosters Tampa’s vibrant and diverse multi-use neighborhoods and plays a key role in creating a 24-hour urban center where people can learn, live, work, and play.

PROPOSAL OVERVIEW

The Tampa Downtown Partnership hereby gives notice of its request for proposals from qualified and experienced applicants for the following leases:

- (1) food and beverage vendor with a separate bar space within Winter Village at Curtis Hixon.

AND

- (1) coffee vendor within Winter Village at Curtis Hixon.

The Tampa Downtown Partnership's intent with the lease of the space(s) is to provide additional food and beverage options to the visitors of Winter Village. The space(s) will be leased as is and will require additional build-out at the expense of the operator.

EVALUATION OF PROPOSAL

The Tampa Downtown Partnership may conduct discussions with any applicant who submits an acceptable or potentially acceptable proposal. Applicants shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals. All qualified applicants will receive consideration for employment regardless of race, color, religion, sexual orientation, or national origin.

RESERVED RIGHTS

The Tampa Downtown Partnership reserves the right at any time and for any reason to cancel this request for proposal, reject any or all proposals, or accept an alternate proposal. The Tampa Downtown Partnership may seek clarification from an applicant at any time, and failure to respond promptly may be cause for rejection.

SPONSORSHIPS & PARTNERS

When necessary, the Tampa Downtown Partnership may require the operator to cooperate with, and participate in, promotional events for Winter Village and Winter Village partners and sponsors. This may involve exclusive rights that favor a specific product over one offered by the licensee and such an agreement negotiated by the Tampa Downtown Partnership will take precedence over any arrangement, contract, or negotiations that the provider may have or be considering with any other competing products, vendors, or suppliers.

CRITERIA FOR SELECTION

The following criteria shall be used by the Tampa Downtown Partnership to determine the business, or individual(s), most qualified and best suited to perform the work:

- (1) Qualifications and experience for the specific scope of experience.
- (2) Quality of offering and ability to staff effectively.
- (3) Located within the Special Services District Boundaries.
- (4) Submission of all applicable information.

MINIMUM PROPOSAL REQUIREMENTS

- (1) Successful experience in the restaurant industry.
- (2) All licenses/permits required for food and beverage service.
- (3) A use of the space that is complementary to the activities at Winter Village and experience.
- (4) A contributing but limited, themed holiday menu.
- (5) Proposals shall address background experience, planning, design, and project implementation including sufficient staffing and management during operating hours

SUBMISSION DETAILS AND TIMELINE

Detailed proposals are invited from qualified service providers who have prior relevant experience operating comparable facilities. One complete proposal should be submitted via email to:

Contact Agency	Tampa Downtown Partnership 400 N. Ashley Dr., Suite 1010 Tampa, FL 33602
Attention	Jaylyn Andrews
Telephone	813.221.3686
Email	jandrews@tampasdowntown.com
Deadline for application	September 1, 2023

Winter Village Timeline

- July 31: Request for Proposal opens
- September 1: Proposals due
- September 6: Notified of status
- September 22: Branded signage submission deadline
- October 2: Promotional media package items submission deadline
- November 6 – November 16: Winter Village Install Window
- November 13: Operator installation begins
- November 16: Preview Party
- November 17 – January 3: Operations
- January 5: Operators must vacate

Lease Pricing

Large Kiosk - \$3,000 plus 7% revenue

Bar Kiosk - \$3,000 plus 7% revenue

Small Kiosk - \$2,000 plus 7% revenue

Lease Term*

Confirm you have the ability to execute a high level of quality for all of the following Winter Village hours of operation.

**Subject to modification*

November 16, 2023

Preview Night 5pm - 7pm

November 17, 2023

Opening Night 5pm - 10pm

November 18, 2023 – November 26, 2023; December 26, 2023 – January 3, 2024

Monday – Sunday 12pm - 10pm

November 27, 2023 – December 24, 2023

Monday – Wednesday CLOSED
Thursday & Friday 4pm - 10pm
Saturday & Sunday 12pm - 10pm

We will be closed/open on the following holidays with adjusted hours

Thanksgiving CLOSED
Christmas Eve Close early at 4pm
Christmas Day CLOSED

___ Yes, I CAN commit to all the above times ___ No, I CAN NOT commit to all the below times

Applicant

Identify all parties germane to the proposal

Primary Contact Name: _____

Address: _____

Phone: _____

Email: _____

Contact Name: _____

Address: _____

Phone: _____

Email: _____

Catering License

Does the applicant hold a current catering license, mobile liquor license, and COI naming the City of Tampa and Tampa Downtown Partnership as additionally insured?

Current Catering License Yes ____ No ____

Current Mobile Liquor License Yes ____ No ____

Certificate of Insurance Yes ____ No ____

Prior Restaurant Experience

Describe the Applicant's experience in the restaurant field.

Development Intent

Describe in detail the proposed restaurant concept and how the use will integrate with the Winter Village concept. *Attach any drawings or plans you have to explain the proposed use.*

Staffing

Describe how you plan to staff your operation to fulfill all hours of operation. (This includes addressing employee vacations, sicknesses, and absences)

Operations

Explain, in detail, your process for preparing food on site. Please include any required equipment and electrical needs.

Development Schedule

Submit as an attachment a proposed project timetable from lease execution to opening.

I have read and agree to the required dates of operation stated within the application for the Winter Village Cafes at Curtis Hixon Park and certify that all information provided is accurate.

Printed Name: _____ Initials: _____ Date: _____

EXHIBIT A

The Tampa Downtown Partnership will provide the following materials/infrastructure:

- Installation and removal of food/beverage kiosks and all applicable infrastructure
- Overhead & menu board signage
- Stanchions for line management
- Exterior planters with festive foliage
- Power/electric service - *please provide us with needs*
- Potable water hook up
- Shared back-of-house storage
- Secure WiFi connection
- Interior LED bar light
- AC wall unit

The Tampa Downtown Partnership will also provide the following supplemental materials:

- List of required and/or restricted food/beverages
 - In order to comply with Winter Village sponsorship and/or competing vendors, the Tampa Downtown Partnership will supply a list of any products/brands that may need to be sold or restricted based on contractual agreements.
- Promotional Package
 - Tampa Downtown Partnership will provide a full media package listing all places in which Winter Village is promoted within the Tampa Bay region.
 - Logos and photos of your menu items will be required to assist with the marketing efforts. Deadline for submission is October 2, 2023.
- Special Event Schedule
 - Tampa Downtown Partnership will supply a full list of events that provide increased foot traffic in and around Curtis Hixon Park.

Food Vendors shall be responsible for the following:

- Staff for operation of concessions
- Daily cleaning and maintenance of operational kiosk
- Providing promotional/ brand materials for marketing and signage
- Additional tables to create counter space
- Extension Cords
- Sink with any additional hose components
- Meet County and State Health Requirements
- Supplying all operating goods, materials, and equipment
- Fully stocking offerings to the best of their ability

EXHIBIT B



EXHIBIT C



EXHIBIT D

LARGE OPERATIONS KIOSK



Dimensions (WxDxH) 12 ft. x 8 ft. x 9 ft.
 Door Opening Dimensions (W x H) 61 in. x 70.5 in.
 Storage Capacity 630 cu. ft.

Features

- Sliding barn style doors fitted on low-profile steel roller track
- 4 transom windows
- 5-ft. wide door opening
- Heavy-duty zinc-plated door latch and two handles
- 6'4" tall sidewall height | 8' tall front wall
- Treated siding resists rot, decay & insects
- Aluminum threshold protects your entryway
- Two wall vents



Provided by Tampa Downtown Partnership

- Kiosk fully built and painted
- Overhead signage
- Menu board signage
- Stanchions for line management
- Exterior planters with festive foliage
- Power - please provide us with needs
- Potable water hook up
- Additional shared storage located in back of house
- Secure WiFi connection
- Serving counter located inside of kiosk
- AC wall unit



Provided by Vendor

- All equipment needed for service
- Additional tables to create counter space
- Extension Cords
- Sink with any additional hose components
- Meet County and State Health Requirements
- Must supply all operating goods and material

* These requirements are subject to change

EXHIBIT D

BAR OPERATIONS KIOSK

Dimensions (WxDxH) 7 ft. x 8 ft. x 7.6 ft.

Storage Capacity 351 cu. ft.



Features

- Heavy-duty locking double opening front doors
- 1 side window and side entry door
- Insulated Ice well
- Kegerator
- Mini fridge
- Anti-corrosive steel construction
- Interior lighting
- 6-tap draft system
- Serving window with collapsible counter and retractable awning



Provided by Tampa Downtown Partnership

- Menu board signage
- Stanchions for line management
- Power - please provide us with needs
- Potable water hook up
- Additional shared storage located in back of house
- Secure WiFi connection
- Serving counter located outside bar



Provided by Vendor

- All equipment needed for service
- Extension cords
- Meet County and State Health Requirements
- Must supply all operating goods and material



* These requirements are subject to change

EXHIBIT D

SMALL OPERATIONS KIOSK



Dimensions (WxDxH) 10 ft. x 7.5 ft. x 9 ft.
 Door Opening Dimensions (W x H) 64 in. x 70 in.
 Storage Capacity 565 cu. ft.

Features

- Heavy-duty locking T-Handle door
- 3 transom windows
- 5-ft. wide door opening
- Heavy-duty zinc-plated door latch and two handles
- 6' tall sidewall height | 8' tall front wall
- Treated siding resists rot, decay & insects
- Aluminum threshold protects your entryway
- Includes wall vents



Provided by Tampa Downtown Partnership

- Kiosk fully built and painted
- Overhead signage
- Menu board signage
- Stanchions for line management
- Exterior planters with festive foliage
- Power - please provide us with needs
- Potable water hook up
- Additional shared storage located in back of house
- Secure WiFi connection
- Serving counter located inside of kiosk
- AC wall unit



Provided by Vendor

- All equipment needed for service
- Additional tables to create counter space
- Extension Cords
- Sink with any additional hose components
- Meet County and State Health Requirements
- Must supply all operating goods and material

* These requirements are subject to change