

**REQUEST FOR PROPOSALS
COFFEE SHOP OPERATOR
A.G. Gaston Motel**



The Historical Preservation Authority of the City of Birmingham (the “Authority”) is seeking proposals from experienced and qualified businesses to operate a coffee shop to be located in the City of Birmingham-owned 1968 wing of the A.G. Gaston Motel, 1510 5th Avenue North, Birmingham, AL. The coffee shop area is depicted in the attached **Exhibit A**.

All interested parties are asked to submit a detailed proposal to the Authority per the requirements provided in this Request for Proposals (RFP). The Authority’s intent is to consider proposals which meet the criteria spelled out in this RFP and select a Vendor in accordance with this RFP.

The information set forth herein is provided for informational purposes only. The Authority makes no representations or warranties as to the accuracy or completeness of this information, and all interested parties shall, at all times, remain responsible for verifying any facts or circumstances upon which a proposal is based.

Proposals should be submitted via email to Denise E. Gilmore, Senior Director, Division of Social Justice and Racial Equity, City of Birmingham at denise.gilmore@birminghamal.gov, with the subject line “Proposal for Operation of Coffee Shop - A.G. Gaston Motel” **prior to 12:00 pm CDT, Friday, July 12, 2024.**

Questions concerning this RFP are to be submitted in written form. Verbal inquires will not be accepted. Written inquires can be mailed to: City of Birmingham, 710 20th Street North, Birmingham, AL 35203, Attention: Denise E. Gilmore; or emailed to denise.gilmore@birminghamal.gov, with the subject line “Questions for Coffee Shop RFP”. All inquiries must be received **by 12:00 p.m., Friday, June 28, 2024**. All questions with responses will be posted on the City of Birmingham’s website: www.birminghamal.gov/gaston.

Project Description – A.G. Gaston Motel Coffee Shop Operator

The Birmingham Civil Rights National Monument (the “National Monument”) was created by President Barack Obama on January 12, 2017. The National Monument preserves and interprets the events, stories, and places associated with the nonviolent struggle against racial segregation

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in Birmingham, Alabama, during the mid-20th century; events in 1963 propelled human and civil rights to the forefront of the American conscience.

The A.G. Gaston Motel is the key historic site of the Birmingham Civil Rights National Monument, a collaborative partnership of the National Park Service and the City of Birmingham (the “City”). The A.G. Gaston Motel is the site where Rev. Fred Shuttlesworth, Dr. Martin Luther King and other civil rights leaders met in the “War Room”, Room 30, to strategize and plan “Project C” (C for “Confrontation), the 1963 campaign of protests and marches. These actions in Birmingham changed the world and the course of the nation in granting civil and human rights to all citizens.

The City and the Authority have completed the exterior restoration of the A.G. Gaston Motel. It is the City and the Authority’s desire to identify an operator for the historic coffee shop to become an active, operational facility to provide light food and beverages for residents, tourists and neighboring businesses.

The City and the Authority currently operate the A.G. Gaston Motel site in conjunction with the National Park Service. Tours are offered to the public in the courtyard and in the A.G. Gaston Exhibit area. The historic site is currently open to the public for tours on Thursday – Saturday from 10:00 am to 4:00 pm.

Requirements for Statement of Qualifications

All proposals must include a “Statement of Qualifications” which should provide the following information:

1. Name, address, email, telephone number and brief description of the respondent, including primary contact person;
2. Resumes and contact information of key personnel who will own, operate and/or manage the coffee shop, including identity of the lead personnel responsible for the delivery of the services and their expected involvement; also include contact information for the person holding the food safety certification.
3. A two page narrative describing the respondent’s interest, particular abilities and qualifications related to this opportunity (include examples of knowledge, expertise and/or experience with coffee shop operations, financial capacity, and staffing, including a brief description of your company’s staffing resources that will be utilized to meet the service requirements);
4. Describe other experience operating a coffee shop and include reference contact information;
5. Include business entity structure and EIN. If non-profit organization, include 501c3 or other comparable documentation.
6. Description of insurance coverages; and
7. General knowledge of historic sites and the Birmingham Civil Rights National Monument.

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Schedule of Activities:

Release of Request for Proposals: **Friday, June 14, 2024**

Mandatory Pre-Proposal Meeting/Site Visit: **Tuesday, June 25, 2024 at 1:00 pm**

Last Day/Time to Submit Written Questions: **Friday, June 28, 2024 at 12:00 pm**

Proposal Submission Deadline Date/Time: **Friday, July 12, 2024 at 12:00 pm**

Evaluation Period: **Monday, July 15 through Wednesday, July 24, 2024**

Notification of Contract Award: **Friday, July 26, 2024**

Evaluation Criteria

The Vendor will be selected on the basis of which proposal, in the opinion of the Authority, is in the Authority's best interest when all factors are considered. Factors considered will include, but are not necessarily limited to:

1. Specialized experience and expertise of the company and its personnel in providing quality service through similar coffee shop operations and demonstrated ability to maintain adequate product and staffing levels.
2. Past record and demonstration of qualifications necessary to operate coffee shops in a business-like manner, including quality and customer service.
3. Familiarity of the respondent with on-site operations and management of a coffee shop.
4. Capacity of the respondent to operate the coffee shop in collaboration with other on-site partners. Respondent's mission and vision aligns with preserving historic site.
5. Proposed pricing, services offered, quality of products offered, inventory management plan, respondent's marketing capabilities, creativity, and ability to perform efficient, economical operations. The ability to provide an opening date no later than **Thursday, August 22, 2024**, also may be a factor of the award.
6. Other relevant factors that the Authority may deem to be important will be considered.

Some of these factors are subjective, and the decision of the Authority is final.

Prospective Vendors are encouraged to submit any additional information or comments they wish considered. This additional information should be included as a separate appendix to the proposal.

Proposal Elements

The proposal will contain the following elements:

1. Business Plan and Business Organization Documents
2. Brand Description
3. Proposed Menu Including Pricing
4. Contract Price Proposal (e.g., Proposed Rent)

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Term; Price Proposal

The term of the contract and rent are to be negotiated. Prospective Vendors should include a proposed rental amount in their proposals.

Hours of Operation.

Hours of operation are subject to agreement but, typically, service is expected to be offered from 7:00 am to 4:00 pm, seven days per week, with modified hours on Sunday and Monday. Service for special events held outside normal business hours will be negotiated.

Menu

A sample list of the items suggested to be offered for sale is as follows: Basic coffees, tea, lattes, hot chocolate, and other hot/cold coffee-related beverages; pre-made pastries, muffins, cookies and/or premade, prepackaged snacks. Alcoholic beverages may not be sold or served at the A.G. Gaston Motel.

Vendor Requirements – Selected Vendor.

- The selected Vendor will comply with all City of Birmingham and National Park Service policies and procedures applicable to the operation of the coffee shop.
- Menu items should be reasonably priced. Substantial price adjustments must be submitted in writing and approved in advance by the Authority or its designated representative.
- Vendor must prominently display menu and prices during hours of operation.
- Vendor must maintain all applicable Jefferson County and Jefferson County Health Department licenses and certifications and meet and maintain all applicable Jefferson County Health Department standards. Vendor's failure to maintain a Jefferson County Health Department rating of 90 or above will be grounds for immediate termination of Vendor at the Authority's option, at no penalty to the Authority.
- Vendor must maintain a well-trained and courteous staff that is professionally attired for a uniform appearance consistent with a National Park Service venue.
- Equipment provided by the Authority is listed on **Schedule 1** attached. Vendor will provide all other equipment necessary to deliver the service.
- Vendor is responsible for maintaining and cleaning the food and beverage preparation area including the daily disposal of trash and garbage cans to the appropriate area including recycling bins.

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- Vendor will be allowed to display appropriate signage in designated areas. No “handwritten” materials will be allowed for Vendor display.
- Vendor must list the Authority and the City of Birmingham as additional insureds on general liability insurance and agree to indemnify and hold harmless the Authority, the City, and their respective officials, officers, employees and agents for claims arising out of the Vendor’s acts and omissions.
- The Vendor must hold and maintain a City of Birmingham business license.
- Whenever possible, Vendor should utilize environmentally friendly products.
- Vendor cannot assign its rights and obligations, sublease the premises or effect a change in ownership or management, without the written approval of the Authority.
- Vendor must acknowledge that the Authority and the City have no responsibility for, and cannot guarantee, the financial success of the Vendor’s coffee shop operation. Likewise, the Authority and the City have no responsibility for, and cannot be held liable for, lost profits, indirect damages resulting from equipment malfunction, Acts of God, or damage/emergencies requiring temporary or permanent closing of the A.G. Gaston Motel or the coffee shop.
- Vendor represents and warrants that it does not knowingly employ, hire for employment, or continue to employ an “unauthorized alien”, as defined by the *Beason-Hammon Alabama Taxpayer and Citizen Protection Act*, Code of Alabama (1975) §31-13-1 et seq., as amended from time to time (the “Act”) and that, during the performance of the contract, Vendor shall participate in the E-Verify program as required under the terms of the Act. Vendor agrees to comply with all applicable provisions of the Act.
- Vendor will agree that to the extent commercially reasonable, it will buy and/or lease supplies, materials and equipment used in the operation of the coffee shop from vendors located within the corporate limits of the City of Birmingham.
- Vendor will agree to use its best efforts to identify, recruit and hire qualified residents of the City for available positions of employment at the coffee shop.
- The selected Vendor is solely responsible for keeping fully informed of and faithfully observing all laws, ordinances, and regulations affecting the rights of its employees, and shall protect and indemnify the City and the Authority, and their respective officials, officers, employees and agents against any claims of liability arising from or based on any violation thereof.

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- The selected Vendor shall be qualified and in good standing to do business in the State of Alabama. The selected Vendor shall comply, and shall cause its officers, agents, and employees to comply, with all applicable federal, state and local statutes, regulations, rules, ordinances and other laws applicable to the operation of the coffee shop.
- Any condition or expectation the proposed Vendor may have regarding performance by the Authority must be set forth in its proposal. Conditions or expectations disclosed by the proposed Vendor after the deadline for submitting responses to this RFP will not be considered by the Authority.

Facilities and Utilities

The City/Authority will furnish water, electricity, Wi-Fi and HVAC for ordinary and usual operation of the coffee shop. The cost of utilities furnished by the City/Authority will be included in the rent. The City/Authority will not furnish telephone service in any location except where telephones are currently installed. The City/Authority will provide for trash pick up from the on-site dumpster.

Public restrooms that may be used for Vendor's employees and customers are located within the Motel and are easily accessible.

Public Record

Once finalized, documents resulting from this RFP, including the resulting award, are available for public inspection pursuant to the Alabama Public Records Act, Code of Alabama (1975) §36-12-40.

Costs of Proposal

The prospective Vendor will be responsible for all costs incurred in preparing a response to this RFP. All materials and documents submitted by prospective Vendors will become the property of the Authority and will not be returned. A prospective Vendor selected for further interviews and negotiations will be responsible for all costs incurred during these processes.

Proprietary Information

If a prospective Vendor submits proprietary information with the proposal, the prospective Vendor shall ensure that it is enclosed in a separate envelope or file from the proposal and that it is clearly designated and conspicuously labeled as such. **Proposals that are marked proprietary and confidential in their entirety shall not be accepted for consideration.** All proposals are subject to a public records request; as permitted by law, the Authority shall endeavor to protect Vendor information that is clearly designated and conspicuously labeled as proprietary. Please note that pricing information is not considered proprietary information.

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Proposal Acceptance/Rejection

The Authority reserves the right: (1) to cancel this RFP at any time for any reason; (2) to accept or reject any and all proposals; and (3) to request additional information prior to or upon the final selection. Any such cancellation or rejection may be without prior notice and shall be without any liability or any kind or amount to the Authority. The Authority shall not accept any proposal that the Authority deems not to be in its best interest. The Authority will reject proposals submitted after the closing date and time.

Selection, Negotiation, Additional Information

Although the Authority reserves the right to create a short-list of prospective Vendors who may be subject to a further evaluation, interview, and/or negotiation process, to negotiate with any single prospective Vendor to arrive at its final decision and/or to request additional information or clarification on any matter included in the proposal, it also reserves the right to select the most responsive Vendor without further discussion, negotiation, or prior notice. The Authority presumes that any proposal is a best-and-final offer.

Contract Award

A prospective Vendor's response to this RFP indicates a desire to contract with the Authority for the operation of the coffee shop. Information contained in this RFP, along with the selected Vendor's response, will be distilled into a contract document that will be executed by the selected Vendor and the Authority. Response to this RFP does not create a contract. The specifications, terms, and conditions set forth in this RFP, and any related award document, shall be included and/or referenced in a contract document and forwarded to the selected Vendor for execution. The Authority reserves the right to negotiate any and all terms and conditions (including price) with any Vendor at its sole discretion.

Certification

All proposals must be signed and contain the following certification and the information below:

CERTIFICATION: Upon signing this proposal, the prospective Vendor certifies that it has read, understands, and agrees to be bound by the terms, conditions, and specifications set forth in the RFP. The prospective Vendor also agrees that the proposal submitted incorporates the terms, conditions and specifications of the RFP.

_____ Name of Firm/Company	_____ Federal Tax ID #
_____ Address, City, State, Zip	_____ Email Address
_____ Printed Name	_____ Title
_____ Signature of Authorized Individual	_____ Date

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SCHEDULE 1

Authority-Provided Coffee Shop Food Service Equipment List:

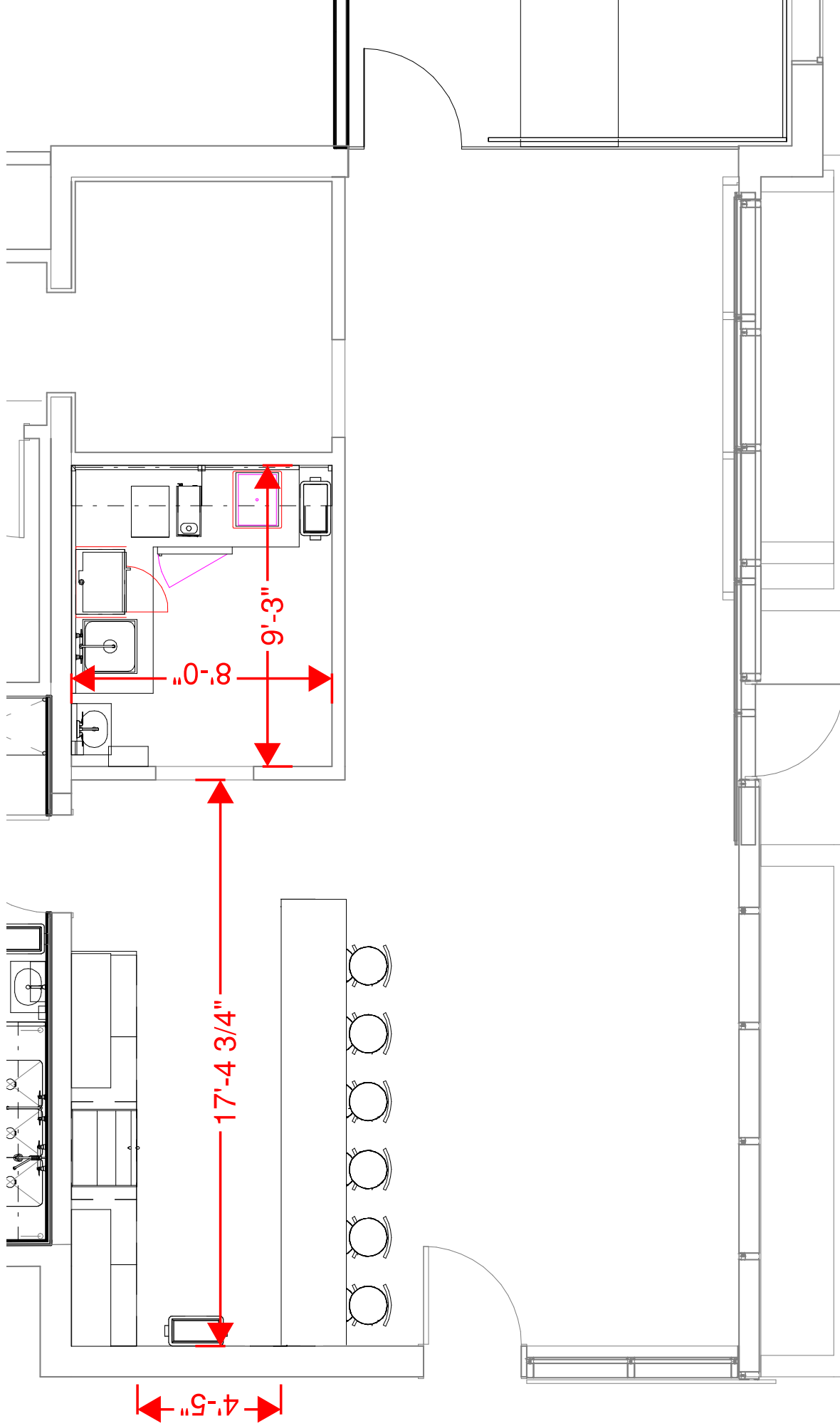
1. Hand Sink
2. Work Table, L-Shaped
3. Drop-In Sink
4. Solid Door Refrigerator w/Hydrocarbon Refrigerant
5. Wall Shelf
6. Coffee/Tea Brewer
7. Microwave Oven
8. Microwave Oven Shelf
9. Pastry Case
10. Tables – 8
11. Chairs – 8
12. Barstools – 5
13. Benches – Built-in

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EXHIBIT A

**COFFEE SHOP AREA
(See Attached)**

EXHIBIT A



NOTE: DIMENSIONS SHOULD BE FIELD VERIFIED.