



City of San Antonio

Agenda Memorandum

File Number:16-1220

Agenda Item Number: 2.

Agenda Date: 1/22/2016

In Control: Neighborhoods and Livability Committee

DEPARTMENT: Center City Development & Operations

DEPARTMENT HEAD: John Jacks

COUNCIL DISTRICTS IMPACTED: Council District 1

SUBJECT:

RFI for La Villita Culinary Concept Operator

SUMMARY:

This item is a briefing on a proposed Request for Interest identifying a culinary concept and operator for Maverick Plaza located within historic La Villita.

BACKGROUND INFORMATION:

La Villita is a historic, City-owned facility located within the Inner City Reinvestment Infill Policy Area (ICRIP) and the Inner City TIRZ #11. Mayor Maury Maverick Plaza (plaza) is located at the corner of Alamo Street and Nueva Street within La Villita. The Plaza serves as the main entrance into the facility, is the largest venue, and is currently utilized solely for wedding receptions, private parties, corporate functions, and festivals. The plaza includes a historic fountain, a non-historic concession stand, and restroom facility.

Staff is proposing that a Request for Interest (RFI) be issued to identify a highly qualified, creative culinary operator or team to develop a concept for the plaza. The area available includes all of Maverick Plaza, Buildings 15, 25, 26, and the restroom facility. Building 15 is an adjacent historic structure that is separated from Maverick Plaza by a wall. The interior of the building is currently used to display panels on the history of La Villita. The purpose of this RFI is to measure interest and to obtain information from qualified respondents with the intent to issue a Request for Proposals (RFP) or enter directly into contract negotiations for the development of a new anchor concept within La Villita.

The City has recently completed a RFP process to develop a more diversified quality retail store and product mix. This process is part of an overall strategy which has also included expanding programming, infrastructure improvements, and the development of a comprehensive marketing and rebranding strategy. Additionally, current initiatives and investments in our downtown create an opportunity for the redevelopment of Maverick Plaza. The expansion of the Convention Center, the addition of new housing and commercial opportunities, and expanded park amenities within Hemisfair adjacent to La Villita, create the demand for new retail services within this historic facility.

The City envisions a new culinary business concept or concepts located within and adjacent to Maverick Plaza to serve as an anchor that will energize the facility and draw both locals and visitors by creating a consistently vibrant and active plaza for all to enjoy. This concept will be of a design that is sensitive to the history of La Villita and may include new construction within the plaza, and altering or expanding existing non-historic structures. The respondent will also include a proposed plan for existing annual events, both during construction and upon opening. The design will also be in accordance with any related codes and regulations, as well as in line with the community vision and guiding principles established in 2010 by the La Villita Retail Management Ad Hoc Committee. This Ad Hoc Committee was formed as part of a process to move forward with the recommendations of the Retail Management Study completed by Urban Marketing Collaborative in 2009.

The RFI will include the following submittal requirements:

1. A Letter of Interest defining contractual arrangements;
2. Brief Company Description;
3. Contact Information;
4. Business Plan;
5. Vision: objectives and management/operational philosophies to activate Maverick Plaza, including weekday, weekend, day and night programming, attracting customers and visitors to La Villita, incorporating artisan aspect of and any environmental friendly policies;
6. Description of Services;
7. Days and Hours of Operation;
8. Operational Requirements for activation of the Plaza, including physical improvements and programming concepts;
9. Development Team Experience;
10. Community Impact which may include, but are not limited to, evaluating the project's impact on the facility and the community and financial return to City;
11. Timeline required in order to open the concept by January 1, 2018;
12. Miscellaneous Information which may include letters of recommendation, letters of interest from prospective parties/partners/tenants and any other information supporting the respondents qualifications.

The RFI will be issued for at least 60 days and it is anticipated that the entire process would be completed to include Council consideration of an agreement by summer of 2016.

ISSUE:

This item provides a briefing on the proposed Request for Interest.

ALTERNATIVES:

This item is primarily for briefing purposes, however, the Neighborhoods and Livability Committee may elect

to recommend staff not proceed with the proposed Request for Interest.

FISCAL IMPACT:

This item is a briefing on a proposed Request for Interest and there is no anticipated fiscal impact to the City's General Fund at this time.

RECOMMENDATION:

This item is a briefing for informational purposes.