



REQUEST FOR PROPOSALS

For

Restaurant Opportunity

At the

Greenville Downtown Airport

Issued: June 7, 2024

Proposals Due: September 30, 2024 by 4:00pm



1. GOALS/OBJECTIVE:

The goals/objective of this Request for Proposals (RFP) is to award an operating agreement and long-term lease to an operation who will accomplish the following:

- Provide a restaurant and/or eating and entertainment related operation with a distinctive menu/experience that will cater to visitors of the Greenville Downtown Airport and draw people to the area for a memorable experience;
- Maximize attendance through featured menu items, service, ambiance, and special events marketing;
- Assess, provide, and install all necessary furnishings and equipment over and above current existing inventory in order to create an attractive and inviting destination;
- Implement quality marketing and advertising campaign; and
- Work in unison with the Greenville Airport Commission (the "Commission") during the normal course of business to ensure an optimum experience for those frequenting the restaurant and surrounding airport community.

Furthermore, the proposed restaurant will promote public enjoyment, provide job opportunities for local residents, and complement the Greenville Downtown Airport's public outreach. The proposed restaurant proposal should be consistent with the Commission's vision to enhance the airport Community Corridor, increase transient and based aircraft operations, increase aircraft fuel sales, assist with community engagement by being the location of choice to provide visitors an entrance into aviation, and attract businesses and jobs to the airport and the City of Greenville.

2. GREENVILLE DOWNTOWN AIRPORT: BACKGROUND AND DESCRIPTION OF FACILITY

Greenville Downtown Airport is the corporate gateway to the City of Greenville, and is home to over 40 based businesses including 2 Fixed Based Operators, 4 aircraft charter companies, 4 aircraft maintenance facilities, 6 flight schools, and over 220 based aircraft. Collectively, the airport provides nearly \$70 million dollars annually to the local economy. The restaurant facilities are located in the airport's Community Corridor and are accompanied by Runway Park, Take-off Mini-Golf, and the Military History Center of the Carolinas Museum.

The current facility, Runway Café, was created in 2010 within space once utilized as a flight school. The aviation themed eatery currently attracts a crowd of business people, parents with young children, and pilots that fly in to eat. The current restaurant was featured in an episode of Restaurant Impossible that aired on the Food Network, "Stalled on the Runway, Season 20, Episode 25." The attached airplane hangar is a premiere venue for events and parties without the Greenville city parking problems, and this hangar area does require some use by the Commission each year for community events. That use will be part of the lease negotiations.

Photos of the facility are shown below (Exhibit A). Interested parties may request a time to tour the facility if desired. All tours will be provided on weekday mornings, and will only after coordination with the individual noted below in the Questions and Inquiries section.

3. INVITATION TO PROPOSE:

The Greenville Airport Commission at the Greenville Downtown Airport is pleased to offer an exciting opportunity for a well-qualified business entity to operate a restaurant to serve as a key attraction within the airport's Community Corridor.

Qualified competitive sealed proposals must have demonstrated experience and knowledge of restaurant/bar operations – including financing, marketing, design, leasing, management and oversight. It is further expected that proposals will be based on a thorough understanding of existing and future restaurant market conditions and trends and that final proposals will contain financial projections. Photos and a facility sketch are provided for your review (Exhibit 'A').

4. INSTRUCTIONS AND SCHEDULE FOR SUBMITTAL OF PROPOSALS

The Commission shall not be liable for any expenses incurred by any proposer in relation to the preparation or submittal of Proposals. Expenses include, but are not limited to: expenses by proposer in preparing a Proposal or related information in response to RFP; negotiations with Commission on any matter related to this RFP; and costs associated with interviews, meetings, travel or presentations. Additionally, the Commission shall not be liable for expenses incurred as a result of the Commission's rejection of any Proposals made in response to this RFP.

Competitive sealed proposals are due before 4:00pm on September 30, 2024. This time and date are fixed and extensions will not be granted. The Commission does not recognize the US Postal Service, its postmarks or any other organization as its agent for purposes of dating the Proposal. All Proposals received after the deadline shown will be rejected, returned unopened, and will not receive further consideration. Furthermore, the Commission reserves the right to reject any and all Proposals and to waive information and minor irregularities in any Proposal received.

IMPORTANT:

The words "SEALED PROPOSAL" along with the "RFP: RESTAURANT OPPORTUNITY" and THE OFFEROR'S NAME and ADDRESS MUST appear clearly on the outside sealed envelope or package of all proposals.

IF THERE IS ANY PROBLEM REGARDING THE FOLLOWING PROPOSAL SPECIFICATIONS OR CONDITIONS THAT WOULD PREVENT YOU FROM SUBMITTING A PROPOSAL, CONTACT AIRPORT STAFF IMMEDIATELY FOR CLARIFICATION (see Questions and Inquiries section below).

Proposals may be mailed to: James D. Stephens
Greenville Airport Commission
100 Tower Drive, Unit #2
Greenville, SC 29607

Or hand/courier delivered to: James D. Stephens
Greenville Airport Commission
100 Tower Drive, Unit #2
Greenville, SC 29607
(located on the second floor of the airport terminal)

Questions and Inquiries: James D. Stephens
Office: 864-242-4777
Email: james@greenvilledowntownairport.com

5. PUBLIC RECORDS

All Proposals submitted in response to this RFP become the property of the Greenville Airport Commission (the "Commission") and under South Carolina Public Records law (Title 30, SC Code of Law) are public records, and as such may be subject to public inspection.

If a proposer claims a privilege against public disclosure for trade secret or other proprietary information, such information must be clearly identified in the Proposal.

6. EVALUATION PROCESS AND SELECTION CRITERIA

The Commission will conduct the selection process. The Commission is the final decision-maker regarding this selection, and it reserves the right to reject any or all responses or to terminate development negotiations at any time. The Commission reserves the right to request clarification or additional information from individual respondents and to request some or all respondents to make presentations to the Commission.

As part of the evaluation process, the Commission expects to interview some, but not necessarily all of the parties submitting proposals.

The intent of the RFP step of this selection process is to identify qualified parties interested in operating and maintaining a full-service restaurant/bar and related amenities within the Greenville Downtown Airport. The selection of a qualified proposer will be based generally upon his/her experience in the restaurant industry and ability to demonstrate progressive quality restaurant management, including the quality of the proposed restaurant and capacity to carry out the restaurant in a carefully and coordinated manner with the full collaboration of the Commission.

The primary basis for the Commission's consideration of responses to this RFP will be the contents of the party's proposal, as outlined in this RFP, and the results of the Commission's due diligence and reference checks.

The restaurant operator will be selected based upon the following:

- Strength of restaurant team and management approach;

- Demonstration of relevant project experience;
- Financial strength and capability with further consideration given to proposals with none or minimal financial contributions required from the Commission;
- Understanding of the proposed restaurant goals;
- Quality of the proposed restaurant;
- Benefit that the restaurant provided the Commission and its constituents; and
- Financial feasibility of the restaurant proposal.

7. FORM OF PROPOSALS

To facilitate comparison and evaluation, Offerors must follow the format outlined in this section. Failure of an Offeror to follow the required format may, at the sole discretion of the evaluation committee (see par. 8), result in the rejection of the submission.

- A. Number of copies. Each Offeror will submit one original with 6 copies.
- B. The proposal must be limited in format and length. All proposals will be typewritten on standard 8 ½" X 11" paper and bound or stapled on the left.
- C. All proposals should include at a minimum, the following:
 - Cover Letter
 - Business Plan (Include hours of operation)
 - Sample menu (include price range)
 - Summary of experience and qualifications
 - Proposed amount of lease for insurance (must meet state required minimums for services provided). The airport requires a minimum \$1,000,000 liability coverage as additionally insured.
 - Proposed amount of percentage of gross sales to the Commission or proposed lease amount of facility

8. EVALUATION

A 6-person Evaluation Committee (composed of the Commission and Airport Staff) will review and assign points for all proposals. Proposals will not be opened publicly. After the evaluation the Commission will provide an intent to negotiate a new lease.

	Possible Points
1. APPROACH TO SCOPE OF WORK AND CAPABILITY OF PROPOSER: The proposer shall show how they intend to perform the services requested and to provide specific experience and expertise in providing required services.	10

<p>2. PAST EXPERIENCE: The proposer shall provide specific methods and the approach to working with local or like agencies. The Proposer shall provide a detailed record of successful related business ventures and include contact name and telephone numbers of at least three (3) references.</p>	<p>20</p>
<p>3. QUALIFICATIONS: The proposer shall provide background and history that make them uniquely qualified to run the proposed business.</p>	<p>25</p>
<p>4. MARKETING PLAN: The proposer shall provide specific information on a marketing strategy, the target audience, and how marketing will increase visitors and attract business to the restaurant, bar, golf course and community.</p>	<p>25</p>
<p>5. MENU: The proposer shall provide a sample menu offering and price ranges.</p>	<p>20</p>
	<p>100</p>

Exhibit 'A'





















