



Downtown Norfolk Council

REQUEST FOR PROPOSALS:
MacArthur Center Green Activation

Proposal Name:	MacArthur Center Green Activation
Deadline for Questions:	March 15, 2022, no later than 5:00PM
Deadline for Proposals:	April 8, 2022, no later than 5:00PM
Submit Proposals to:	Proposals shall be emailed to the Downtown Norfolk Council. The DNC will not accept paper copies of proposals. Please email electronic proposals to Sydney Battle at sbattle@downtownnorfolk.org for this solicitation.
Proposal Submittal Instructions:	The Proposal Package must include all completed forms in PART II: CONTENTS OF PROPOSAL and be packaged as a single PDF file of the Technical Proposal.
Inquiries:	Inquiries concerning this RFP should be directed to Downtown Norfolk Council in writing via email. No phone calls. All potential partners will be included in the response. Please email inquiries to Sydney Battle at sbattle@downtownnorfolk.org .
Site Visit:	MacArthur Center Green, 300 Monticello Avenue Wednesday, March 9, 2022 11:00AM – 12:00PM
If you would like to receive notifications related to this RFP, please contact Sydney Battle at sbattle@downtownnorfolk.org .	

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DESCRIPTION OF OPPORTUNITY

Background

The Downtown Norfolk Council is issuing a Request for Proposals to solicit innovative and inclusive activation proposals (commerce, programming, etc.) for a business, nonprofit or other entity to implement at MacArthur Center Green, located at the intersection of Monticello Avenue and E. Freemason Street adjacent to the north side of MacArthur Center, 300 Monticello Avenue. The site is 1.59 acres or 69,000 square feet and measures 283' by 245'. This request can be seasonal in nature and will commence as early as May 2022 and shall be carried out through up to six months with an option for renewal, subject to negotiation with the tenant. Once selected the tenant will be negotiating with MacArthur Center representatives, not the Downtown Norfolk Council.

The MacArthur Center Green space includes:

- Access to power that can be supplied to any location on the site
- Light packs on MacArthur Center, parking garage, and street pole lights on site
- Water access
- Adjacent loading dock
- Trash collection
- 120' x 60' asphalt pad
- Indoor storage

A successful response will create a unique experience that attracts people downtown, generates ongoing positive activity and provides a safe and welcoming environment for Norfolk. We are particularly interested in proposals with opening/programming hours that include the period of 8:00AM to 10:00PM Sunday to Thursday and 8:00AM to 11:00PM Friday and Saturday and are a consistent daily or multi-day per week presence but are flexible.

Proposals should improve Downtown and interact with existing users in a cooperative and mutually beneficial way. Purposefully, there are minimal parameters set for the Request for Proposals. We hope that this will allow and inspire the submission of creative ideas. The intention is that accepted proposals will be an independently funded operation with resources identified by the respondent. The MacArthur Center Green location is a prime opportunity for a business, nonprofit or other entity to innovate and operate. MacArthur Center Green has the potential to bolster activity and connectivity to the nearby heart of Downtown, Granby Street.

When is the RFP due?

Request for Proposal submittals are due Friday, April 8, 2022, no later than 5:00PM.

How to Apply

Proposals shall be emailed to the Downtown Norfolk Council. The DNC will not accept paper copies of proposals. Please email electronic proposals to Sydney Battle at sbattle@downtownnorfolk.org for this solicitation.

Evaluation Criteria

Representatives from Downtown Norfolk Council and MacArthur Center will participate in a selection committee that will review all submittals. Proposals will be judged on criteria such as increased foot

traffic to the site, consistent daily use, the creation of a new downtown destination and detail of response.

Right to Reject

The Downtown Norfolk Council and MacArthur Center reserves the right to reject any and all proposals received in response to this RFP in the event funding becomes unavailable, proposals do not respond to our needs, or other unforeseeable circumstances occur.

Award of Bid

Bids may be awarded to multiple vendors. The Downtown Norfolk Council will let all respondents know the status of their bid by Monday, April 25, 2022, no later than 5:00PM.

Site Visit

The Downtown Norfolk Council will be hosting a site visit at MacArthur Center Green on Wednesday, March 9, 2022 from 11:00AM – 12:00PM. There is no need to RSVP.

CONTENTS OF PROPOSALS

The following must be included in your proposal:

Questions

Responses must be in the same sequence as listed and must be identified with the corresponding question number, i.e., Question 1, Question 2, etc.

1. Team Members - Describe individual team members. Include names, titles, roles, and responsibilities for each team member. Identify the primary contact for the Downtown Norfolk Council.
2. Group and History - Briefly describe your group's background and history. State organization's size: local, regional, national, and international and the location of the office from which this engagement will be serviced. If you will be using subcontractors or partners, please make note of that.
3. Concept Description - Describe your proposed concept for MacArthur Center Green. What are the goals of the concept? How does the operation work? What does an average day look like? Who is served?
4. Map - Provide a map and a description of how the proposed activation will use the MacArthur Center Green's physical area. Show on map any proposed structures. Photos, drawings or rendered images of how MacArthur Center Green will physically look with concept implemented are encouraged.
5. Coordination & Equity - How will the concept interact with existing businesses, residents, and other downtown Norfolk users in a cooperative and mutually beneficial way?
6. Timeline - List the anticipated timeline to install/open the proposed activation.

Cost Proposal

Terms will be negotiated with MacArthur Center management for a conditional use, with the possible notice to vacate within 15 days. Dependent on concept, terms can be from 90 days up to six months, for usage of the space with the potential options for renewal and utilities dependent on the use.

A License Agreement with MacArthur Center, with a percentage of sales will be required for any revenue generated by or associated with the accepted proposal. A COI will be required, along with proof of a current City of Norfolk Business License.

NOTICE TO PROPOSERS

Summary

The Downtown Norfolk Council is issuing a Request for Proposals to solicit innovative and inclusive activation proposals (commerce, programming, etc.) for a business, nonprofit or other entity to implement at MacArthur Center Green, 300 Monticello Avenue.

Important Dates

Deadline for Questions: Tuesday, March 15, 2022, no later than 5:00PM

Site Visit: Wednesday, March 9, 2022, 11:00AM – 12:00PM

Deadline for Proposals: Friday, April 8, 2022, no later than 5:00PM

Award of Bid: Monday, April 25, 2022, no later than 5:00PM

Format of Submission

The Proposal Package must include all completed forms in Part II: Contents of Proposal and be packaged as a single PDF file.

Delivery of Proposals

Proposals shall be emailed to the Downtown Norfolk Council. The DNC will not accept paper copies of proposals. Please email electronic proposals to Sydney Battle at sbattle@downtownnorfolk.org for this solicitation.

Standard Terms and Conditions

Downtown Norfolk Council and MacArthur Center's selection committee reserves the right to determine if a proposal is incomplete. Further, the selection committee reserves and holds the right, at its sole discretion, to accept or reject any proposal, or not enter into any transaction with a respondent, and request clarifications from a respondent.

ADDENDUM

Site Photographs

Aerial photographs of the site are available [here](#).

Site Map

A schematic map of the site is available [here](#).

Survey Results

Downtown Norfolk Council conducted an open-access opinion poll in February 2022 to solicit ideas for activating MacArthur Center Green. A sampling of data is available for respondents to preview [here](#).