

REQUEST FOR PROPOSALS

Retail Space in the Prince George's County Arts and Entertainment District
3301 Rhode Island Avenue
Mount Rainier, Maryland 20712

The Opportunity

The Redevelopment Authority of Prince George's County ("the Authority") seeks proposals from interested parties to lease, operate and manage approximately 1,600 square feet of commercial space currently owned by the Authority. The space is located at 3301 Rhode Island Avenue in the Prince George's County Gateway Arts and Entertainment District.

Prince George's County Gateway Arts and Entertainment District

The Prince George's County Gateway Arts District is a coordinated revitalization strategy based on the arts, located along historic US Route 1 in Mount Rainier, Brentwood, North Brentwood and Hyattsville. This initiative is designed to maximize the social, educational and commercial benefits of establishing cultural tourism and community-oriented art activities in Prince George's County.

Several arts focused projects define the Gateway Arts District:

- The Artspace Artists Housing Project in Mt. Rainier – a 44 unit live work building for artists including gallery space and the Atmosphere Restaurant. (Completed)
- The Prince George's African-American and Cultural Center at North Brentwood. The Museum will feature approximately 20,000 square feet of museum space, with a 200-seat black box theater attached. The core exhibit will focus on the history of North Brentwood and other historic African-American townships in Prince George's County. Special attention will be paid to coordinating the content of the museum with the public school system's curricular needs, and linking this site to other cultural tourism sites. The black box theater will present live performances and lectures relevant to the content of the museum.
- Brentwood Artists Housing (Site acquisition completed)
- Brentwood Arts Center (Under Construction)
- Renaissance Square Artists Housing (Under Construction)
- Joes Movement Emporium (Completed).

There are several Incentives for locating a business in the Gateway Arts District. Incentives for certified artists and arts related businesses include, Maryland taxable income reduction for the portion of income earned through the sale or performance of art; and for certified businesses, real property tax credits for renovation of commercial property for an arts related use. All businesses in the Gateway Arts District are exempt from the Admission and Amusement Tax. Artists and businesses must be certified by Gateway Arts District management committee.

Proposals

The successful proposal will be for a retail use that supports and enhances the vision of the Gateway Arts District. The Lessee will be expected to operate and manage the space, will be responsible for obtaining all necessary permits, maintenance and cleaning of leased space and equipment including outdoor areas used for services provided, and all necessary utilities.

Criteria for evaluation of proposals will include the following:

1. Consistency of retail use with the Gateway Arts District's vision.
2. Track record and experience related to the retail concept proposed.
3. Proposed lease rate per square foot.
4. Market data to support the proposed concept.
5. Quality of business plan.
6. Marketing plan and overall approach to integrating proposed use with Gateway Arts District anchor projects and communities.
7. Minority and locally based business participation.
8. Financial resources.
9. Credit references.

Selection Process

There will be a pre-proposal meeting on June 25, 2008, from 2:00 p.m. to 4:00 p.m. The meeting will be held at the retail space located at 3301 Rhode Island Avenue, Mount Rainier 20712. Attendance is mandatory. Those wishing to attend must register in advance. Questions concerning the RFP must be submitted in writing to the contact person listed at the close of the RFP. Interested parties will be able to take pictures and measurements of the retail space at the pre-proposal meeting.

Proposal Due Date: ***July 30, 2008, 5:00 p.m.***

Anticipated Selection Date: ***Five weeks from proposal due date***

Proposal Requirements

Respondents must submit (3) copies of proposals. All proposals must contain the following:

1. Description of retail concept and how it enhances or supports the Gateway Arts District vision
2. Business Plan
3. Marketing Plan
4. Evidence of equity and financial resources including letters of commitment for startup and working capital.
5. Financial statement of prospective lessee including personal financial statement of owner/operator or partners.
6. Proposed lease rate.
7. Resume of prospective lessee and all key management staff.
8. Statement outlining track record and experience of prospect lessee.
9. Anticipated dates and time frame for opening proposed operation.
10. Credit references

Redevelopment Authority Contact

All proposals should be submitted to:

James Pringle
Community Developer III
Redevelopment Authority of Prince George's County
9201 Basil Court, Suite 155
Largo, Maryland 20774
301.883.7325 (Office)
301.883.5291 (fax)

Written questions and registration for pre-proposal events should also be submitted to the address above.