

ATTACHMENT 1

Proposer Response Form

Please use Adobe to complete this form. Attach additional sheets, forms, or other materials as necessary. The information provided will be a guide, subject to verification, for determining the capacity and qualifications of the proposer to provide the highest level of services to the City.

SECTION 1: Contact Details

Proposer Company Name:	
Proposer Address:	
Main Contact Name:	
Main Contact Email Address:	
Main Contact Phone Number(s):	

SECTION 2: Qualifications & Experience

1. Provide information about your company's relevant experience in the restaurant or food service industry. Include details about past and current locations, landlord contact information, and the dates of operation. The City reserves the right to request audited or unaudited financial statements.

2. Provide the resume or job description of the on-site manager(s) proposed to operate the concessions (***attach separately***)

Attached: YES NO

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SECTION 3: Concept & Approach

1. Describe your proposed restaurant concept, including visuals as appropriate.



- a) The theme or design aesthetic, and how it complements the historic character of the McNichols Civic Center Building.



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- b) How the concept supports a vibrant, inclusive gathering space that welcomes a diverse range of patrons.

- c) Your approach to offering a variety of price points and experiences—from full-service dining to grab-and-go options for park visitors.

- d) Provide sample menu with unit pricing (***attach separately***)

Attached: YES NO

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2. Explain how your restaurant will become a must-visit destination in Civic Center Park. Describe how your vision aligns with the Downtown Denver Development Authority (DDDA) Plan of Development (<https://www.denvergov.org/Government/Citywide-Programs-and-Initiatives/Downtown-Development-Authority>) and contributes to increased foot traffic and economic vitality in Upper Downtown.



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3. Provide a foundational marketing plan, including a description of your target audience and primary offerings, advertising strategies and promotional efforts, incentives or programs to build brand recognition and drive awareness of the location within the community.



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4. Describe how your restaurant will support the City's sustainability goals. Include what visible practices will demonstrate your commitment to environmental responsibility (e.g., composting, recycling, energy and water conservation)?

5. Provide proposed hours and days of operation for both indoor and patio service. Include any seasonal adjustments or extended hours during events.

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6. Describe how your restaurant will operate in harmony with special events and activities in Civic Center Park and other areas of the McNichols Building.

- a) Indicate whether you are interested in serving as the preferred (but not exclusive) caterer for building events.

YES NO

- b) If applicable, describe any interest or experience in operating arts-related retail spaces integrated into or adjacent to the restaurant footprint.

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7. Share your anticipated timeline for launching operations, including key milestones and rationale.

8. Describe your approach to diversity, equity, and inclusion, and how your restaurant will reflect and serve the diverse Denver community.

9. Describe your operating plan for the following:
a) Management structure

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- b) Total number of full-time and part-time personnel, number of employees per shift, hiring goals, proposed wage scale, employee benefits, and retention strategies

- c) Employees' experience level

- d) Internal controls and recordkeeping

- e) Communication protocols with City staff and emergency services

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f) Customer service philosophy and complaint resolution process

g) Infrastructure needs: anticipated tenant improvements, fixtures, equipment, and other operational requirements—and how you plan to provide

h) Sustainability practices: recycling, compostable materials, and other visible efforts?

i) Coordination with City-led marketing and outreach efforts, including how the restaurant will participate in broader Civic Center Park and McNichols Building promotional initiatives.

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10. Disclose if your company is party to any current or pending litigation.

SECTION 4: Financial Backing

1. Describe your methods for tracking and reporting all sales to the City, and for maintaining and auditing financial records related to restaurant operations.

2. Have you ever filed Chapter 7, 11, and/or 13 in Bankruptcy Court?

YES NO

➤ If yes, provide the date, court jurisdiction, amount of liabilities, amount of assets, and current status.

3. If your entity is a partnership, sole proprietorship, or closely held corporation/LLC, disclose whether any partners, owners, or principals have filed for bankruptcy under Chapter 7, 11, or 13, either personally or in connection with a business entity.

YES NO

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- If yes, provide the date, court jurisdiction, amount of liabilities, amount of assets, and current status.

4. Describe how your organization will maintain and sustain successful operations. Include revenue models (e.g., dine-in, catering, events, grants, fundraising), and expense models (e.g., staffing, administrative, supplies, capital improvements).

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5. Outline any major financial assumptions used to project revenue, gross profit, payroll, interest, and other expenses.

6. Provide a letter of commitment from a bank for the amount of financing expected for the restaurant (***attach separately***).

Attached: YES NO

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SECTION 5: Pricing

The Premises consists of approximately 8,500 square feet. The Initial Term is ten (10) years, with two (2) additional five-year renewal options.

For Years 1 through 5 of the Initial Term, the City will provide the Premises rent-free.

Commencing in Year 6 and continuing through the remainder of the lease term and any renewal periods, the lease will be structured as a modified gross lease, with utilities included in the proposed rental rate. Proposers must submit a modified gross lease rate per rentable square foot for Years 6 through 10, including any proposed annual escalations, as well as proposed rates for each renewal option period. No tenant improvements will be provided by the City.

The City recognizes the potential public value of activating the space and will consider the overall benefit to the community as part of its evaluation.

In addition, admission or service pricing should be consistent with comparable offerings in the immediate area to promote accessibility and competitiveness.

Proposals that demonstrate cost-effective pricing and a clear understanding of the City's commitment to fiscal responsibility will be viewed favorably.

ITEM	DESCRIPTION	AMOUNT
1	Lease rent: Rate per square foot for Years 6 -10	\$
2	Lease rent: Rate per square foot for 1 st renewal option	\$
3	Lease rent: Rate per square foot for 2nd renewal option	\$

ITEM	DESCRIPTION	AMOUNT
1	Promotions	\$
2	Discounts	\$
3	Incentives	\$
4	Other	\$

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SECTION 6: References

Provide the names and contact information for three (3) references for similar projects, who the City may contact, that are free to discuss all aspects of their experience working with your company.

	NAME, JOB TITLE & ORGANIZATION	CONTACT INFORMATION
1		
2		
3		