



*Request for Proposal
Food Hall Kiosk at The Forks Market*

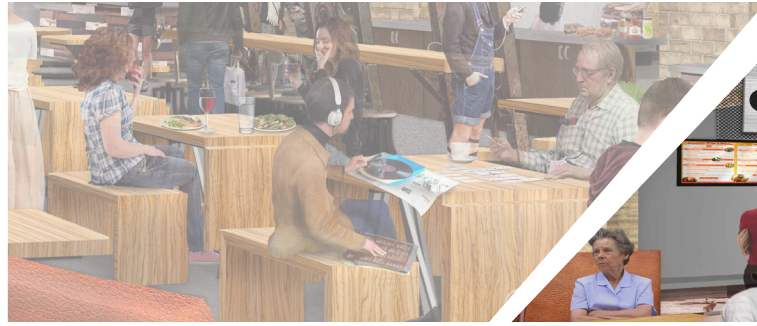


Exciting opportunities are popping up at The Forks Market in 2015.

The Forks Centre Court is undergoing major renovations. The \$2.5 million refresh will open near the end of 2015, and we want exciting concepts to join us in our foodie revolution. Dining at The Forks will never be the same. To go with our new look and feel, we're looking for creative food concepts that create an experiential dining – or snacking - experience unlike any other in Winnipeg. We want great food, not fast food. Franchises and chains need not apply.

In order to create something truly unique, we're looking for one-of-a-kind concepts to fill these high-visibility, prime locations in our Food Hall: think local fare with flair, think outside the paper plate. We will only entertain expressions of interest from applicants whose concepts are truly unique and, ideally, whose products are generally unavailable anywhere else in the city – especially at The Forks. During the selection process, the committee of experts will give weighted consideration to owners who are also operators, to great menus with fair market prices, and to respondents whose brand story meshes with ours. Local, sustainable, eco-friendly, fresh ingredients will get you high marks, gold stars, and bonus points. We're looking for concepts that speak to the unique blend of cultures that comprise the City of Winnipeg. Most of all, we're looking for concepts that will help drive vitality, and draw crowds from near and far. We are creating a true food destination experience, unmatched by anything currently available in Winnipeg. We'd like you to join us.

The project aims to remove the barriers to entry encountered by so many food entrepreneurs. This is an experiment designed to help new owner/operators incubate and develop creative concepts and business acumen in a low-risk, high-impact environment with spotlighted visibility in Winnipeg's premiere attraction for locals and visitors alike. This is an opportunity to prove a concept in Winnipeg's premiere tourist attraction.



Leases are available for a three-year duration. A \$25,000 security deposit is required and conditionally refundable, in full or in part. Concepts will be re-evaluated at the end of the three-year term.

If you feel that you and your concept would be an ideal fit for the new Food Hall Kiosk program, then The Forks Renewal Corporation (FRC) invites interested parties to submit an Expression of Interest (EOI) for the lease and operation of one of the Food Hall Kiosks. The units are designed for a quick service operation. Any submission in response to the EOI should consider the following:

1. The facilities are approximately 235 square feet, comprised of basic kitchen equipment that includes:
 - a. Sinks
 - b. Cooktops
 - c. Grill/ Oven
 - d. Fryer
 - e. Front counter and gas system
 - f. Other specialized equipment can be installed at tenant cost if necessary
2. Proposals must comply with all relevant laws of the Province of Manitoba, Municipal By-Laws, and any and all requirements of those authorities having associated jurisdiction including the provision of building codes and permits.
3. Proposals will be evaluated by an external committee of community food and business experts, with a stress on the following criteria:
 - a. Uniqueness of concept
 - b. Sample Menu and pricing
 - c. Business Description
 - d. Letters of Reference outlining business experience and financial solvency
 - e. A business plan inclusive of financial projections itemizing estimated costs of operations/maintenance, applicable taxes, marketing concepts, etc...

Submissions must be received by 3:00 p.m. (CST), Friday June 26, 2015. Please send your submission to info@theforks.com

Andrea Clow

Manager, Leasing and Development
The Forks North Portage



GENERAL TERMS & CONDITIONS FOR SUBMISSION OF PROPOSAL

All Respondents should clearly understand, and by submitting an expression of interest, agree that any part of the proposal is subject to the following conditions, in addition to any other terms and conditions set out in this request for expressions of interest:

DISQUALIFICATION

No proposal will be considered which is received after the closing date and time.
No proposal will be considered which does not meet the mandatory requirements.
No proposal will be considered from an applicant where FRC, in its sole discretion, determines that a potential conflict of interest exists. No proposal will be considered that is in any way conditional or that proposes to impose conditions on FRC that are inconsistent with the requirements of this request for expressions of interest and the terms and conditions stipulated herein.

FRC reserves the right to reject any or all proposals; to select one or more Respondents; to void this request for expressions of interest and the review process and/or terminate negotiations at any time; to revise any conditions and stipulations contained herein, as convenient or necessary; to further negotiate fees, rates and financial arrangements, etc; to establish further criteria for selection; to ask respondents to submit additional information or evidence of their qualifications and experience; to waive informalities in the proposals and in the proposal process; and to negotiate with successful respondents; to reject any and/or all proposals for any reason, in the committee's sole discretion.



AWARD / REJECTION OF RFP

FRC reserves the right to award this RFP in whole or in part, in the best interests of FRC. The award of any contract may not result from this RFP, and FRC reserves the right to withdraw this RFP at any time, for any reason. FRC is under no obligation whatsoever to accept any proposal. FRC, in its entire discretion, may reject or accept all or any part of a proposal or any of the proposals submitted in response to this RFP. Any Proposal which is submitted in response to this RFP, and is accepted by FRC, shall not constitute a contract between the parties. The submission of a proposal, the receipt of a proposal by FRC and the opening of a proposal, or any one of those, does not constitute acceptance, in any way whatsoever, of a proposal. A proposal is not and shall not be deemed in any way to be a unilateral contract. It is an offer by the Respondent to FRC to carry out the provisions set out in this RFP. A proposal, or any part of a proposal, is not accepted unless FRC accepts it in writing and the written acceptance has been delivered to the selected Respondent. FRC reserves the right to waive deficiencies in any proposal. The decision as to whether a deficiency will be waived or will require that a proposal be rejected will be made by FRC, in its sole discretion. FRC reserves the right to request clarification in any proposal to enable FRC to determine whether the Respondent's proposal merits further consideration. FRC may request clarification where any Respondent's intent is unclear, or may waive or request amendment where, in the opinion of FRC, there is a minor irregularity or omission in the information that is submitted. The right to clarify does not impose upon FRC a requirement to clarify any part of a proposal where the proposal is unclear or otherwise not acceptable in any aspect. FRC may, prior to and after awarding this RFP, negotiate changes to the scope of work, specifications, or any conditions with the successful Respondent without having any duty or obligation to advise any other Respondent. FRC shall have no liability to any other Respondent as a result of such negotiations or modifications. If there is any evidence of misleading or false information having been given by a Respondent, FRC may, in its sole discretion, reject its proposal. All decisions on the degree to which a proposal meets the stated criteria assigned to a Respondent or to part of a proposal will be determined solely by FRC. FRC determinations in this regard are final and may not be appealed by a Respondent. In the event of any conflict, inconsistency, or discrepancy in the contents of the original, the copies, and the soft copies of the Respondents' proposal, the contents of the original shall prevail. The award of any contract may not result from this RFP, and FRC reserves the right to withdraw this RFP at any time, for any reason. FRC is under no obligation whatsoever to accept any proposal.



RIGHT TO REISSUE RFP

FRC reserves the right to reissue the RFP where, in FRC's sole opinion, none of the proposals submitted in response to the RFP warrant acceptance or where it would be in the best interest of FRC to do so.

OWNERSHIP AND COST OF PROPOSAL

All proposals submitted become the property of FRC and will not be returned to the Respondent. All costs and expenses incurred by Respondents in the development, preparation, submission or presentation of proposals in response to this RFP will be borne by the Respondent. The selection of any proposal, the rejection of any or all proposals, the termination of this RFP process, or initiation of a new RFP process shall not render FRC liable to pay or reimburse any such costs or damages incurred by any Respondent or any partner or associate of such Respondent participating in this RFP process.

CONFIDENTIALITY

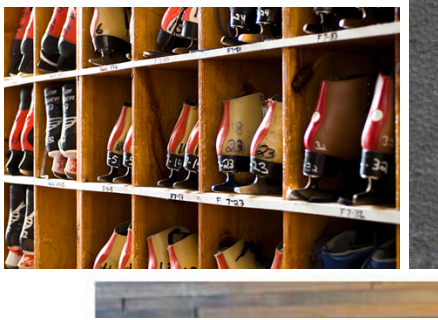
The contents of this RFP and all information, data, or material obtained by the Respondent in connection with this RFP process is the property of FRC and must not be used for any other purpose than replying to this RFP. Upon request by FRC, all such Information shall be returned to FRC, or the Respondent shall certify that the information, including copies and records thereof, is destroyed. All information, data, and material gained through the RFP process, is to remain strictly confidential. Respondents must not disclose this information, or any portion thereof, to anyone not specifically involved in the preparation of the Respondent's proposal. The Respondent shall not disclose any such information in whole or in part to anyone without the prior, express written consent of FRC. This obligation of each Respondent to maintain confidentiality shall survive the evaluation, selection/ negotiation/rejection of their proposal and/or any resulting contract/agreement(s) to supply the requirements of the RFP

NEWS RELEASES

News releases in any form of media shall not be permitted with respect to the terms and conditions of, this RFP or any ensuing contract without prior written approval from FRC.

MULTIPLE PROPOSALS

Respondents may submit more than one proposal, or may be a sub-contractor or consultant listed in more than one proposal. However, it is FRC's preference for a party to only submit



one proposal as the Respondent. Should a Respondent submit more than one proposal, each proposal shall be submitted as a separate package. Each proposal will be evaluated as a separate proposal, and each must meet the mandatory requirements of this RFP.

AMENDMENTS

A Respondent may amend or withdraw its proposal at any time prior to the Closing Time. No alteration to a proposal will be accepted after the Closing Time.

DECISIONS OF THE COMMITTEE

All decisions on the degree to which a proposal meets the stated criteria or the score assigned to a Respondent or to part of a proposal will be determined solely by The Committee. The Committee's determinations in this regard are final and may not be appealed by a Respondent.

FRC PREMISES

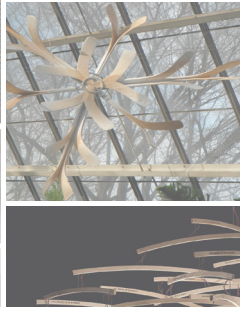
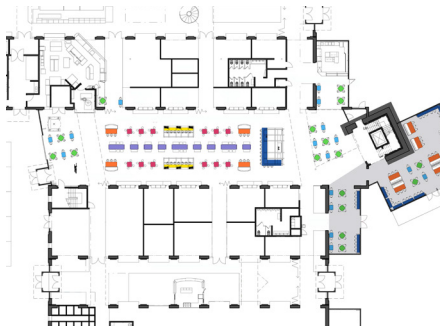
If a Respondent is awarded a contract that requires work to be performed on FRC premises or on premises under FRC control, the Respondent must comply with all reasonable directions and requests of FRC and with FRC work and safety rules, and must require its employees, agents, contractors and subcontractors to so comply. FRC has the right to exclude personnel from FRC premises who do not comply with such directions, requests or rules and, at FRC option, to terminate the contract if the Respondent or its employees, agents, contractors or subcontractors fail to comply with this provision.

GOVERNING LAW

This RFP, shall be governed by, and construed in accordance with, the laws of the City of Winnipeg, the Province of Manitoba and the federal laws of Canada applicable therein. Any legal proceedings relating to the subject matter of this RFP shall be submitted to the exclusive jurisdiction of the courts of the Province of Manitoba.

SUBMISSION DEADLINE

Submissions must be received by 3:00 p.m. (CST), Friday June 26, 2015. Please send your submission to info@theforks.com



Submission Inclusions

I) EXECUTIVE SUMMARY:

Explain the fundamentals of the proposed business: What will your product be? Who will your customers be? Who are the owners?

II) GENERAL COMPANY DESCRIPTION:

What business will you be in? What will you do? Company Goals and Objectives: Goals are destinations—where you want your business to be. Objectives are progress markers along the way to goal achievement. Business Philosophy: What is important to you in business? Describe your most important company strengths and core competencies. What factors will make the company succeed? What do you think your major competitive strengths will be? What background experience, skills, and strengths do you personally bring to this new venture?

III) PRODUCTS AND SERVICES:

Describe in detail your products and menu (please attach a sample menu). What factors will give you competitive advantages or disadvantages? Examples include level of quality or unique or proprietary features. What is the pricing structure for your products or services?

IV) SWOT ANALYSIS:

Strengths in your concept; Weaknesses in your concept; Opportunities to expand your menu or your concept; Threats to the viability of your business concept.



V) **MARKETING PLAN:**

Features and Benefits:

List all of your major products and describe important features and benefits.

Customers:

Identify your targeted customers, their characteristics, and their geographic locations, otherwise known as their demographics. You may have more than one customer group. Identify the most important groups. Then, for each customer group, construct what is called a demographic profile and include their: age, gender, location of residence, income level, occupation, education.

Competition:

What products and companies will compete with you? Will they compete with you across the board, or just for certain products, certain customers, or in certain locations?

How will your products or services compare with the competition?

Promotion/Marketing:

How will you get the word out to potential customers and demographic groups?

Advertising: What media, why, and how often?

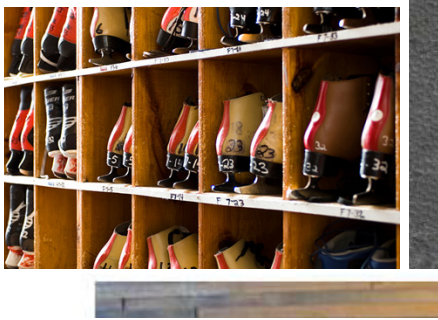
Will you use social media? Which sites and to what extent?

Would you participate in group co-op advertising buys or promotions with other Forks tenants?

Pricing:

Explain your method or methods of setting prices.

Note: For most small businesses, having the lowest price is not a good policy - It robs you of needed profit margin. Customers may not care as much about price as you think, and large competitors can undercut you. Usually you will do better to have average prices and compete on quality and service.



VIII) Operational Plan

Special Equipment Requirements:

Besides the following equipment that is included in the space: sinks, cooktops, grill/oven, fryer, front counter/ pas system front counter, and cash register. What other equipment would you require?

Note: Additional equipment can be installed at tenant cost.

Inventory:

How much inventory will you require, average value of stock, rate of turnover, lead time to ordering.

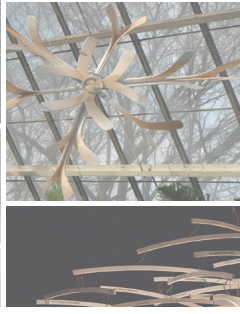
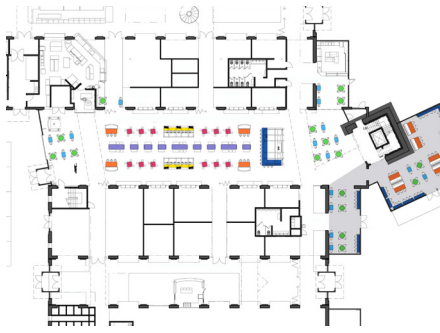
IX) Management and Organization:

Who will manage and work the business on a daily basis, what experience does that person bring to the business – please include detailed resumes and letters of reference for all managers, owners, and operators.

X) Statements and Financial planning:

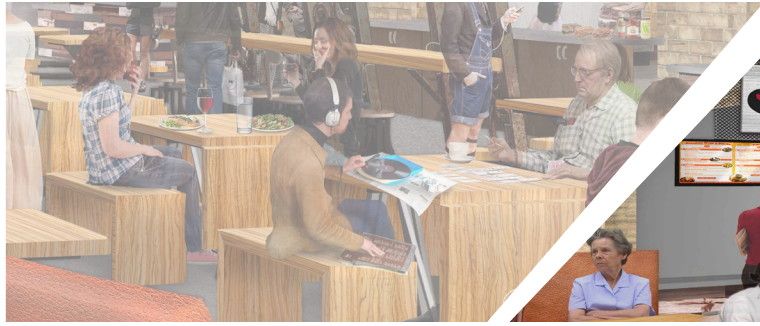
Please provide a:

- *Spreadsheet for Startup expenses and Capitalization;*
- *Sales Forecast* - Now that you have described your products, services, customers, markets, and marketing plans in detail, it's time to attach some numbers to your plan. Use a sales forecast spreadsheet to prepare a month-by-month projection. The forecast should be based on historical sales, the marketing strategies that you have just described in your market research, and industry data, if available;
- *Wage cost analysis* – Analyze your wage cost based on the following hours of operation: Saturday to Thursday, 9:30am to 6:30pm; Friday, 9:30am to 9pm in the off season, and Monday to Saturday 9:30am to 9pm and Sunday 9:30am to 6:30pm during July, August and two weeks in December;
- *Personal Financial Statement for each owner;*
- *Financial Plan including a 6 month profit and loss projection and projected cash flow;*



START UP EXPENSES AND CAPITALIZATION

COST SHEET - BEFORE OPENING	
FIXTURES, EQUIPMENT PURCHASE	
FIXTURES, EQUIPMENT INSTALLATION	
SERVICES	
SUPPLIES	
START-UP INVENTORY	
LEGAL, PROFESSIONAL FEES	
LICENSES, PERMITS	
TELEPHONE AND UTILITIES	
INSURANCE	
SIGNS	
DEPOSIT	\$25,000
OTHER	
MARKETING	
TOTAL PRE-OPENING COSTS	



FINANCIAL PLAN –

Including a 6 month profit and loss projection and projected cash flow

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
Cash In						
Sales and Receipts						
Accounts Rec/bl						
Other						
Totals						
Cash Out						
Equipment						
Licenses						
Fees						
Insurance						
v						
Rent						
Payroll						
Supplies						
Taxes						
Utilities						
Emergencies/Other						
Loans						
Owner's Draw						
Marketing						
Totals						



The Forks Market Refresh Information



FOR IMMEDIATE RELEASE

May 12, 2015

The Forks Market to Revamp with a \$2.5 Million Investment

The Forks, Winnipeg – After celebrating its 25th anniversary last year, The Forks Market is set to enter its next 25 in true style, with a \$2.5 million refresh of Centre Court and the Atrium. Complete with an 80 person harvest table, more efficient seating, a craft beer and wine kiosk and five new food vendors, the refresh, which begins this week, is planned to be completed by the end of 2015.

The Forks Market has been one of the undisputed jewels in The Forks' crown since opening in 1989. But, after 25 years as part of the city's favourite meeting place it's definitely time to refresh and add some new elements to the 100 year old former stable buildings.

"This is an exciting new chapter for the Market, one that will draw a new generation of customers. It will equally appeal to those seeking something innovative, bring back those who haven't been in a while and keep our loyal customers happy," says Paul Jordan, Chief Executive Officer, The Forks North Portage.

Beginning in Centre Court, the design philosophy honours the roots of the buildings, combining rustic, rich handmade materials with a contemporary urban feeling.

"This building was used as both horse stables and as a machine shop by the railways. We put an atrium over the two buildings in the 80s to make it into the Market," says Jordan. "Without being cheesy, we're calling this design industrial, railway chic with deep Canadian roots."

This is a top to bottom refresh and rebrand of Centre Court. Everything from the 1987 teal ceiling to the furniture will be updated and upgraded: tables, chairs, lighting, fixtures and fittings, storefronts, flooring and technology. The newest addition is a craft beer and wine kiosk.

At the heart of the refresh is a long continuous bank of tables that can be converted to become an 80 person harvest table. It's being created by Wood Anchor, a Manitoba company who use reclaimed woods to create one-of-a-kind pieces.

"This table represents our design philosophy and The Market's aim – bring people together," says Jordan. "Plus, we're really emphasizing the local aspect in this entire refresh. Tables, ironwork, lighting, artwork are all being sourced locally."

Flanking the new Centre Court, which will be renamed to the more appropriate “Food Hall”, are ten kiosks and vendors. Five feature existing businesses and five are currently, and purposely, vacant. All ten will be refreshed to feature the new look and feel.

“For those five new spaces, we’re really looking for local up and comers, those with a passion for food,” says Jordan. “Winnipeg has one of the coolest food scenes in North America and we want to tap into that and bring it here. We have some great vendors, now we want more.”

A Request for Proposal, geared for emerging foodie entrepreneurs, is available online today with plans to have five new vendors operating in the Food Hall when it reopens later this year.

To service and entice new customers, a craft beer and wine kiosk is part of the overall refresh.

“How great will it be to be able to get a craft beer to go with your fish and chips or a glass of wine with your roti?” says Jordan. “This addition will really solidify us as a true food destination.”

The craft beer and wine kiosk will operate during regular Market hours. It will be owned and operated by The Forks North Portage.

Updating the building’s technological function is also part of the plan. Stand up charging stations will be placed throughout the Food Hall, as well as stations located cleverly in seating and tables. Wireless charging will be added where appropriate.

The Tower Atrium, commonly used for events year round and skate changing during the winter, will also undergo a makeover. The plan includes new furniture that is both durable and easy to move, playful chandeliers made of hockey sticks and composite flooring that will serve dual purpose for those on skates, or in heels.

Renovations will begin May 18 and be finished by the end of 2015. During this time, The Forks Market will remain fully open as many of the renovations will take place off site or in the evenings.

Note to editors: Artist renderings of The Forks Market refresh concept are [available here](#).

For more information contact:

Chelsea Thomson

Manager, Marketing and Communications

The Forks North Portage Partnership

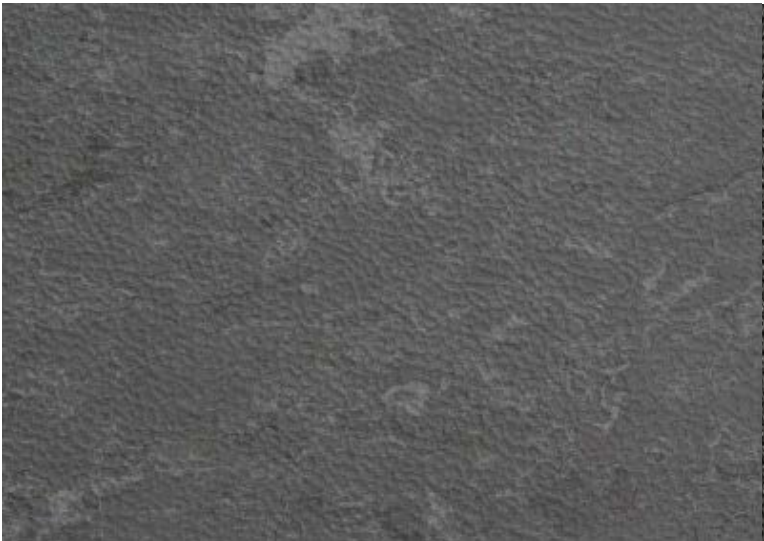
chelsea.thomson@tf-np.ca

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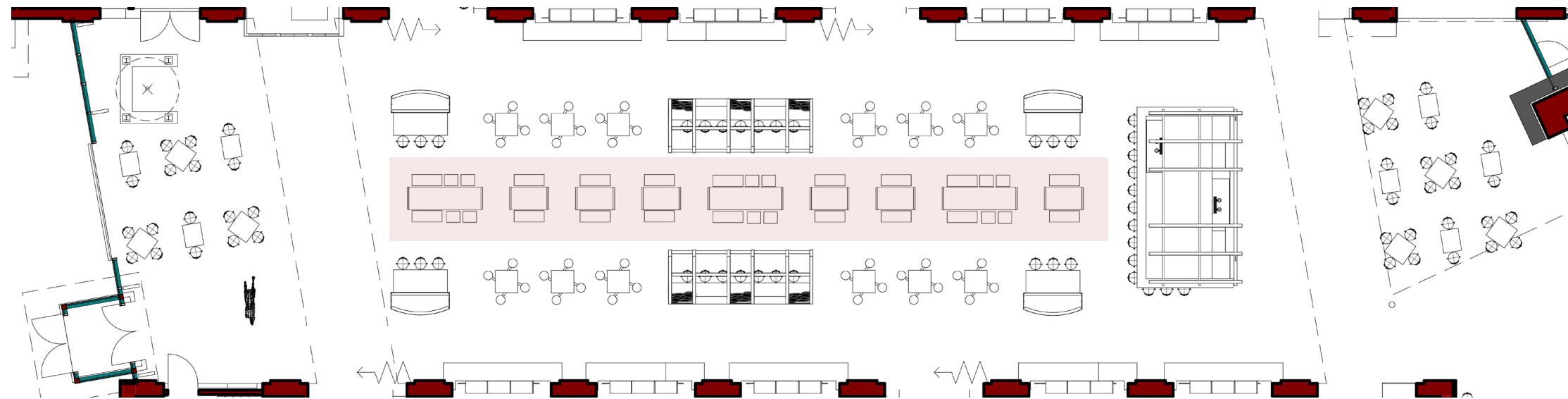
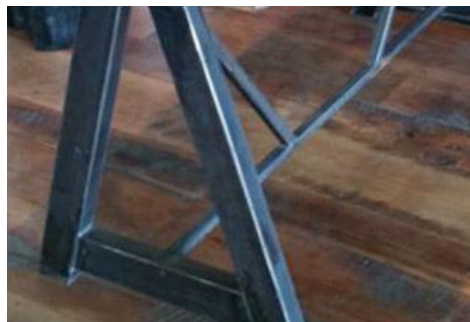


rubber skate flooring

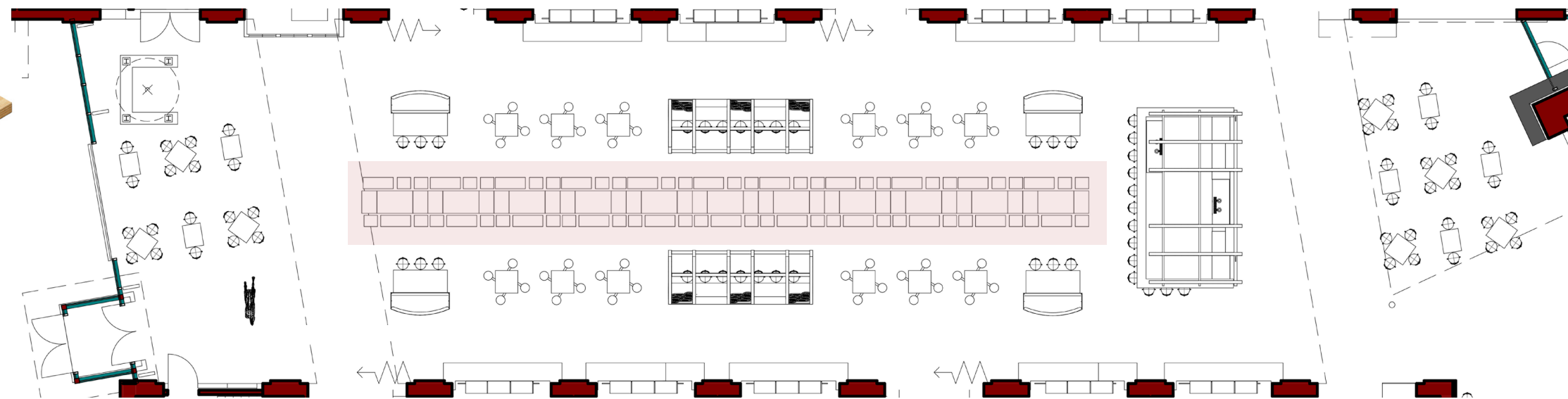


concept for hockey stick chandelier

mobile metal banquettes with lockable casters



1 ENLARGED PLAN - HARVEST TABLES WITH LEAFS DOWN
SCALE: NTS



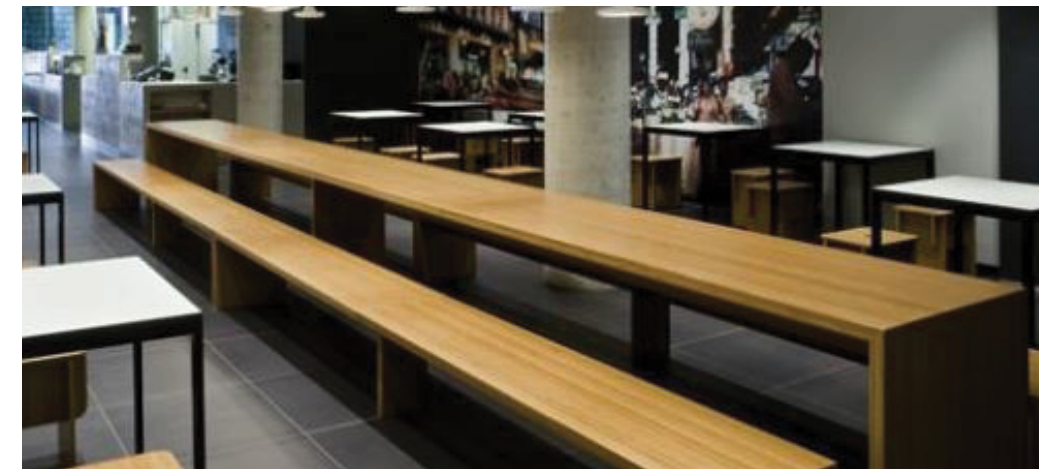
2 ENLARGED PLAN - HARVEST TABLES WITH LEAFS UP
SCALE: NTS

harvest tables with folding leafs
4' & 8' tables





communal
dining



reclaimed oak
harvest table and
benches



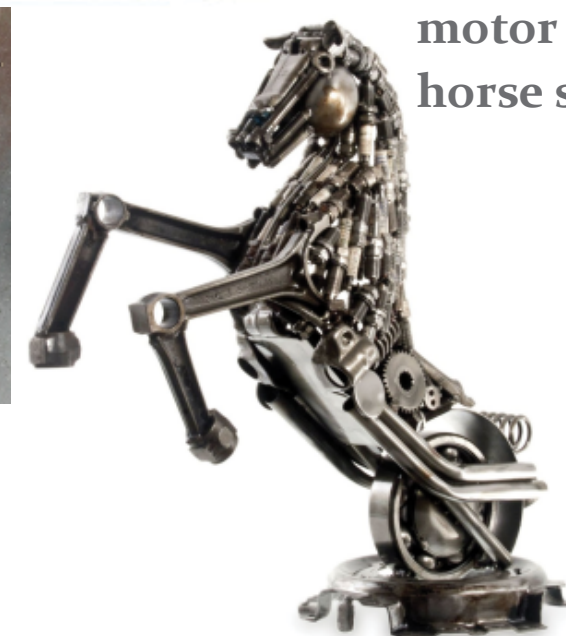
crank base tables



mobile upholstered banquettes



lockable casters
for mobile
banquettes



motor parts
horse statue