



Request for Expression of Interest

**Temporary User or Program Manager
3000 M Street, NW**

October 23, 2019

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INTRODUCTION

The Georgetown BID, on behalf of the owners of 3000 M Street, NW, is soliciting expressions of interest from potential temporary users or program managers to actively program approximately 3,000 square feet of outdoor platform space at the corner of 30th and M Street NW, with any combination of restaurant, beer garden, retail, or entertainment uses. The space will be available for approximately three years until it is under construction. If the owner can find an appropriate user for the site with a feasible financial arrangement, the owner will construct a platform of approximately 3,000 square feet between M Street and the remaining steel structure.

BACKGROUND

Thor Equities is the owner/developer of the former Latham Hotel at 3000 M Street, NW. Construction is on hold while the owner designs and entitles a new project for the site. Under the current timeline, construction would likely not begin again until summer 2022. The Georgetown BID, with support from the District Government and the Georgetown community, would like to see an active use of the site until it is under construction. There is approximately 3,000 square feet of space between M Street and the steel building structure of the old building. There is a concept plan (prepared by a licensed structural engineer) to build a plywood deck structure over this area and availability of electric and plumbing services on site is under investigation. The deck would be ADA accessible from M Street and have a security railing around the entire length. The concept plan currently does not provide for a cover, though it is structurally feasible.

The owner is willing to invest in construction and leasing the deck if it makes economic sense. They are open to all creative ideas on how to both activate the site and pay for the improvements needed to create the space.

PROJECT SITE

The project site is the former Latham Hotel at 3000 M Street, at the SW corner of the intersection of 30th and M Streets. The front portion of the site where the deck could be constructed is approximately 100' x 30'.



PROJECT SCOPE

This project seeks to activate the site until construction resumes. The proposed concept should create regular activity that is appropriate for outdoor use in the Georgetown commercial district. The site is anticipated to be available in Q1 2020 through Q3 2022.

Proposed concepts could be a daily single user for the entire period or could be a partial use during certain hours of the day, certain days of the week, or certain months during the project period. Respondents to this RFEI are welcome to team with other eligible users. For example, a weekday morning user could team with a different evening user and a separate weekend user. If you decide to propose as a team, please: (i) be specific about which part of the scope each team member will do; (ii) explain the working relationship of each team member; (iii) provide qualifications of each team member to complete their part of the scope and; (iv) reflect the teaming proposal in the budget.

Temporary uses could include a beer garden; a farmers or flea market; movies projected onto the east wall of the adjacent building at 3030 M Street; a small outdoor music venue; an outdoor arts venue; an outdoor retail store; a rotating pop-up retail location; outdoor games; or another use identified through responses to this RFEI.

QUALIFICATIONS

Any organization, group, or individual with the operational and financial capacity to activate the space will be considered. Specific qualifications include:

1. Demonstrated track record of successfully running a business or activating/programming a commercial space in the District of Columbia
2. A balance sheet with sufficient financial resources to fulfill the lease terms
3. A record of compliance with DC government laws, regulations, and licensing requirements
4. Demonstrated ability to program and manage the space
5. No pending lawsuits, investigations, judgments, indictments, or convictions against the company, its affiliates, partners, directors, officers, or managers over the past two years.

SUBMISSION REQUIREMENTS

The BID is not looking for a long or formal proposal at this time. Rather, we seek information from local businesses and organizations on their level of interest in the temporary space and potential concept plans for programming the space. Based on responses to this RFEI, the Georgetown BID will schedule follow up conversations to further refine the concept and support negotiations of a lease deal between the property owner and one or more operators. Specific submission requirements include:

1. A description not more than one page of your organization and capacity to activate the site
2. A description not more than two pages of your proposed concept, including hours, days, and months of operation; build-out and FFE you would provide to support the concept; utility requirements; food and/or alcohol program; admission price, if applicable; and anticipated size of your customer base
3. Preliminary budget and financial structure for your concept, including the lease terms you would offer for the period of your program
4. Examples of relevant businesses, projects, or events that you have successfully run that are analogous to your proposed use
5. Resumes of key principals from your organization or from organizations with which you will team that will manage the site and proposed concept
6. Other information that is relevant to your organization, team, or concept

EVALUATION

Proposals will be evaluated by the property owner and the Georgetown BID based on the respondent's qualifications, concept plan, preliminary budget, and demonstrated ability to program the site. Follow up interviews will be conducted in December 2019.

HOW TO APPLY

Please submit your response to this RFEI via email to:

Jamie Scott
Director of Planning and Economic Development
Georgetown BID
jscott@georgetowndc.com

Proposals are due no later than 5:00pm on Friday, November 22nd, 2019.