

CITY OF OCEANSIDE
REQUEST FOR PROPOSALS
FOR USE OF CITY-OWNED REAL ESTATE
ON THE STRAND
OCEANSIDE, CALIFORNIA

The City of Oceanside (the “City”) is soliciting Requests for Proposals for the lease of real property and building space in the City of Oceanside, County of San Diego, State of California (the “Subject Property”), more particularly described on attached Exhibit “A” incorporated herein by this reference. Use of the Subject Property shall be for the purpose of operating and maintaining a retail business serving the visitors to the Oceanside Municipal Pier and the beach, with a preference towards a food concession operation.

The Subject Property

The Subject Property area consists of 18,158 square feet more or less which includes 517 square feet of building space, 13,700 square feet of outdoor space, and 1,353 square feet of storage area. The Subject Property is located underneath the base of the Oceanside Municipal Pier across the street from the Pacific Ocean. It is within walking distance of the downtown area. The address of the Subject Property is 302 N. The Strand, just feet away from the sandy beaches of Oceanside.

The Subject Property had been operated as a food concession for fourteen years. The zoning of the Subject Property is Redevelopment District (D), Subdistrict 15. Prospective lessees will need to verify the specific zoning and related permitted uses for the Subject Property with respect to their proposed use. The Subject Property will be delivered in an “as is” “where is” condition. In addition, prospective lessees will be required to undertake their own independent due diligence investigation of the Subject Property.

Selection Process

Prospective lessee selection is anticipated to occur through the process outlined herein and is based on the described selection criteria and submittal requirements. The City is seeking proposals, including qualifications, from individuals and entities with the experience and the financial capacity to lease the Subject Property to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach. The City will review proposals, which maximize the City’s property asset, including, but not limited to, the lease rent; the term of the lease; and the type of services and related amenities proposed for the Subject Property.

Procedures/Schedule

The procedures for selection are as follows:

- 1) Original Proposal and five (5) copies are requested to be submitted to the City within thirty (30) days of the date of this Request for Proposals;
- 2) Following timely receipt, submissions will be reviewed by staff;
- 3) Desirable and qualified prospective lessees will be invited for an interview and presentation of their proposal; and
- 4) Following review and discussions with the users and fiscal analysis of the proposal(s), staff will recommend selection of a prospective lessee to negotiate a lease agreement with the City.

Selection Criteria

The focus of the selection process will be on the following issues:

- 1) The financial ability of the prospective lessee to lease the Subject Property for the purpose of operating and maintaining a retail business serving the visitors to the Oceanside Municipal Pier and the beach.
- 2) The ability to operate and maintain a retail business serving the visitors to the Oceanside Municipal Pier and the beach.
- 3) Experience of the prospective lessee in the successful operation and management of a similar retail business use.
- 4) The lease rental rate; term of the lease; proposed improvements; proposed business plan; and the financing thereof for the operating and maintenance of the retail business at the Subject Property.

Submittal Requirements

Please provide the information requested below:

- 1) Leasehold Entity
 - Identify the entity that would contract with the City, including all joint venture/limited partners and their percentage interest, if any.
 - If applicable, indicate the role of each partner involved in the lease of the Subject Property.
 - Include resumes of key individuals.
- 2) Business Plan
 - Describe the operation, management, and maintenance proposed.
 - Sales projections for proposed term.
 - Costs estimates and timeline for improvements.
 - Sketch or drawings related to design elements and improvements.
 - Proposed hours of operation and seasonal variations.

- 3) Detailed description of previous relevant experience
- 4) Financial Capacity – *provided on a confidential basis*
 - Describe recent history in operating, maintaining a similar retail business operation, detailing type of financing source, amounts committed, etc.

Offer to Exclusively Negotiate

Upon selection of the prospective lessee, the City will negotiate a lease agreement exclusively with the prospective lessee. By submitting qualifications to the City, prospective lessees are also agreeing that the City retains the right to modify or suspend all aspects of the selection and exclusive negotiating process and to waive any defects as to form or content of the offering or any responses that are received.

Conclusion

We appreciate your interest in the City of Oceanside and look forward to discussing your qualifications and the Subject Property with you in the near future.

Submittal packages should be addressed to:

City of Oceanside
Attention: Julie Cook, Program Specialist
300 North Coast Highway
Oceanside, California 92054

Please submit your proposal no later than 5:00 p.m., Wednesday, February 1, 2012