

Request for Proposals

March 5, 2021



OTRADOPT.

ADVANCING DERELICT
AND OBSOLETE PROPERTIES
THROUGH TRANSFER

Commercial Business Opportunity

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OTR A.D.O.P.T.
1311 Vine Street
Cincinnati, OH 45202



March 5, 2021

Dear Neighbors,

With this RFP we invite you to envision with us what a great new commercial space in Over-the-Rhine could be.

OTR A.D.O.P.T. (ADOPT) is a 501c3 nonprofit organization with a track record of community building and historic preservation in Cincinnati's urban core. ADOPT's mission is to bring to life the character of Cincinnati's historic urban places by facilitating the transfer of vacant spaces to caring individual investors.

With this project, our organization seeks to create a vibrant, accessible commercial space that can become a celebrated community gathering place. We are seeking an operator with a bold vision to form a partnership that turns vision into reality. More information about this can be found in the following pages, along with details regarding budget and selection criteria. Please submit your completed proposal no later than May 31, 2021.

Thank you for your consideration, and we look forward to reviewing your submission.

Sincerely,

A handwritten signature in black ink that reads "Danny Klingler". The signature is fluid and cursive, with a long horizontal stroke at the end.

Danny Klingler
Executive Director
OTR A.D.O.P.T.

About OTR A.D.O.P.T.

Founded in 2010, OTR A.D.O.P.T. (ADOPT) was created in response to the demolition of important parts of Cincinnati’s architectural legacy in Over-the-Rhine. At the time, many 19th century Italianate buildings were being torn down due to decades of neglect, abandonment, and public safety concerns. ADOPT began to acquire these buildings before they were demolished, and to match them with new owners who had a vision for preservation and reuse.

To date, we have facilitated the preservation of over 60 vacant historic buildings in Cincinnati, mostly in Over-the-Rhine, including apartment buildings, commercial spaces, and a church. Along the way, we have evolved to support a broader vision of community building, equitable development, and affordable housing, in addition to our core mission of historic preservation.

Today, ADOPT manages 11 affordable apartment units and is engaged in numerous special projects that seek to build community in Cincinnati’s urban core. Our long-term goals are to continue to save important historic spaces in Cincinnati, while maintaining our commitment to equity and creating bold new projects that transform the social fabric of Cincinnati.

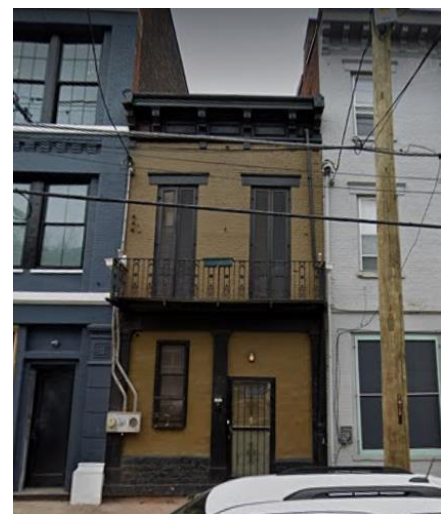
Project Summary

Overview

OTR A.D.O.P.T. owns the vacant building at 123 E. McMicken Avenue (pictured at right). 123 E. McMicken Avenue (“123 EM”) is a 2.5 story historic building located in the Over-the-Rhine Historic District, built c. 1863. Originally built as a commercial storefront with an operating business¹, the storefront was filled in and the building converted to residential use in the late-20th century.

OTR A.D.O.P.T. is returning the building to its historic use by restoring the original storefront, fully renovating the vacant interior space, and identifying an appropriate occupant.

ADOPT is seeking an operator (“Operator”) for the space with a bold vision to match ADOPT’s goals for the building. ADOPT will renovate the space for commercial use; the scope of the



¹ The building began as a boot and shoe store; in 1883 it became a meat shop and butcher, which it remained for over 60 years. See Digging Cincinnati History report attached.

renovation is to be determined based on the selected Operator’s vision and ADOPT’s available budget. ADOPT will then lease the space to the Operator. The amount of rent will be determined based on the Operator’s business model and finances.

The building has up to two floors of commercial space, a rear courtyard, a third floor attic for office/storage, and a second floor balcony². See the following links for a virtual 3D tour of the space: [123 E. McMicken 3D Tour](#); [123 E. McMicken 3D Tour Top Floor](#).

Vision

Our vision for this project is for a space that contributes to the social fabric of the city by bringing people together in new ways. The boundaries created by social isolation and exacerbated by technology/social media have resulted in a city where the primary modes of physical togetherness are bars/breweries and churches. While these institutions have their place, for those seeking togetherness without alcohol or religion, the options are very limited.

Coffee shops are sometimes viewed as an alternative to bars as social gathering spaces. However, in Over-the-Rhine newer coffee shops have often exhibited subtle or overt social cues that have the effect of both excluding certain classes of people, and limiting social engagement.

ADOPT seeks to foster a new community gathering space in Over-the-Rhine that encourages engagement³ among people 1) across racial, ethnic, and class divides, and 2) across divides created by social norms that inhibit authentic self-expression.

Our fundamental aesthetic vision for the space is drawn from the German word “gemütlichkeit”, meaning a space that conveys a feeling of warmth, friendliness, cozy-ness, and/or a sense of belonging and acceptance.⁴ While there is no direct English translation of “gemütlichkeit”, a close synonym is “mood”. Accordingly, proposals for the space should seek to foster an atmosphere befitting this word.

The Operator might serve coffee, tea, food, or other (non-alcoholic) beverages, or it might not serve food and beverage at all. ADOPT’s architectural drawings for the space include a kitchen, a point-of-sale counter, and lots of seating; however, it is not necessary to propose an end-use consistent with these drawings, and we are willing to amend the drawings for a proposal that otherwise meets the project goals.

² See architectural drawings attached

³ Please note that “engagement” is defined broadly to mean “people inhabiting a common space”, and for our purposes does not require direct verbal communication among people.

⁴ Gemütlichkeit. In *Wikipedia*. Retrieved February 11, 2021, from <https://en.wikipedia.org/wiki/Gemütlichkeit>

Goals

ADOPT seeks an Operator for the commercial space at 123 E. McMicken. The detailed goals for the project are as follows:

- Create a celebrated community gathering place in Over-the-Rhine.
 - Honor the history of the space by acknowledging the past in the present.
 - Establish a space that fosters social engagement without alcohol or religion.
 - Create an inclusive space that seeks to transcend racial and class boundaries.
 - House a functioning, financially viable business.
 - Create a space with an ambience that exemplifies the German concept of “gemütlichkeit”.
 - Work together with the ADOPT to implement a successful vision.
-

Supplemental Documentation

ADOPT has attached the following documentation to assist respondents in making their proposals. Additional documents may be available upon request:

- Commissioned Digging Cincinnati History report on the history of the building
- Current proposed architectural drawings (subject to change)
- Links to 3D virtual tour of the building showing interior and exterior conditions

Selection Criteria

Proposals will be reviewed and scored based on the following criteria:

- Consistency with project vision and goals [20 points]
 - Viability of revenue model for the proposed business [12 points]
 - Innovativeness of the proposed business [8 points]
 - Experience of Operator (If a new business, then quality/thoroughness of proposal) [5 points]
-

Proposal Requirements

A completed proposal should include the following documentation. Only completed proposals will be considered.

- Cover letter
- Company overview (if a new company, then overview of the proposed new company)
- Detailed proposal, to include:
 - Detailed description of the proposed business
 - How the business meets the project goals/vision listed on pp. 6-7
 - Proposed layout and aesthetic of interior and exterior spaces
 - Proposed revenue model (i.e., “how will the business generate income?”)
- List of any anticipated specialized equipment, furniture, or other needs
- Proposed timeline for opening the business
- Supplemental documentation
 - Existing businesses: Most recent five (5) years of financial documentation (P&L and balance sheet, or other record of income and expenses)
 - Both new and existing businesses: Projected five-year operating proforma with anticipated costs and revenues for the business
 - Business plan (if available)

Completed proposals should be submitted electronically via email to ashley@otradopt.com. All attachments must be in .pdf, .xls, or .doc file format.

OR

Completed proposal should be submitted by mail + address as follows:

OTR A.D.O.P.T.
c/o Ashley Feist
1311 Vine Street
Cincinnati, OH 45202

Timeline

Timeline for proposal process:

- Deadline for submitting questions (answers to all questions will be made public): April 15, 2021
- Answers to questions issued by ADOPT to all potential respondents: April 30, 2021
- Proposal submission deadline: May 31, 2021
- Submission review: June 1 – June 30, 2021
- Applicants notified: July 1, 2021
- Construction period: August 1, 2021 – March 1, 2022

Contact Information

Questions regarding this request for proposals and any information outlined herein should be directed to:

Ashley Feist
Project Manager
ashley@otradopt.com
(513) 824-1215