

# **DISTILLERS • BREWERS BREW PUBS**

**FIND YOUR HOME IN**

# **BATTLE CREEK**



**Issued: 21 December 2017**

**Closed: 2 March 2018**



**Battle Creek Unlimited  
4950 W. Dickman Road  
Battle Creek, MI 49037**



# Brewery - Brew Pub - Distillery Search

**ARE YOU THE NEXT GREAT MIDWEST BREWERY, BREW PUB OR DISTILLERY?  
ARE YOU LOOKING TO GROW INTO ANOTHER MARKET?**

**IF SO, WE ARE LOOKING FOR YOU.**

What's at stake? You get to anchor an amazing transformation in Michigan's fourth largest geographic city. We are offering up to \$200,000 in financial assistance to help your operation thrive in downtown Battle Creek. We will work with the winner to establish your business, market yourself to our region and ultimately be successful.

## Overview

Battle Creek Unlimited (BCU) – an economic development organization for the City of Battle Creek – is searching for a reputable, experienced brewer, brew pub or distiller who is seeking a home or second location in the heart of the Midwest.

Located in Southwest Michigan, Battle Creek is small enough to be friendly and inviting, yet big enough to provide lots of activities, events and opportunities to explore.

Home to industry leaders, international corporations, airport, institutions of higher education and two military installations, we're conveniently located along interstates and highways between Chicago and Detroit. In addition to our proximity to the Midwest's greatest cities, we are also close to amazing beaches along Lake Michigan, Big Ten and MAC universities, ethnic and community festivals, concerts and countless outdoor activities.

The population of Battle Creek's MSA is over 136,000, with most of our residents between the ages 19 and 49 years old, making our city a prime location for an all-encompassing brewery, brew pub and/or distillery. Our middle-class community is the perfect spot for a great company looking to establish themselves or an already established company looking to expand.

Battle Creek's downtown is revitalizing and your brewery/brew pub/distillery can serve as an anchor to that development. Multiple downtown properties are a stone's throw to a Fortune 500 world headquarters. Additionally, a large upscale condo project and a Hilton hotel are on target for completion within 18 months.

## Our Market

Currently there are no breweries, brew pubs or distilleries in downtown Battle Creek. Our MSA is a prime location for a proprietor who wants to establish themselves. Competition is low and the demand is high. Our economy was founded on food. We are home to numerous food and beverage companies including Kellogg, Post, Prairie Farms, SnackWerks and FritoLay.

We have a large industrial park with over 90 companies, including many Japanese, German and other international firms. Our people are a good mix of mid and high skilled blue-collar workers and highly trained professionals. And we all love to have a good time.

**We are looking for a great brewery/brew pub/distiller to set up shop in our community,  
create a great atmosphere and be prepared to host our awesomeness.**

## **Minimum Requirements**

- Battle Creek Unlimited seeks proposals for a development project consisting of a brewery, brew pub and/or distillery to be located in downtown Battle Creek.
- The brewery, brew pub and/or distillery must provide lunch and dinner service within 12 months (timeline negotiable) of opening.
- Applicants must demonstrate a minimum of three years' experience in the beer and/or spirits industry.
- Applicants must demonstrate a minimum of two years' experience in restaurant / pub management.
- Partnerships with development companies are allowed and encouraged. Concepts that include a brewery, brew pub or distillery, but not as the main element, are also allowed and encouraged. However, the developer and the brewer/brew pub/distiller must both provide proposals for their portion of the project and will be judged as one submittal.
- Applicants do not have to be from Michigan. Any brewer/brew pub/distiller who meets the minimum qualifications may submit proposals.
- We encourage on-site production.
- Applicant should be able to demonstrate the ability to secure capital beyond BCU's \$200,000.

## **Other Considerations**

- In addition to access to select properties downtown, Battle Creek Unlimited is prepared to offer up to \$200,000 in assistance.
- Proposals shall respect and consider the fact that the property may sit within a historic district. Renovation and/or demolition plans must gain the Historic District Commission's approval before proceeding.
- Battle Creek Unlimited does not make any representation, guaranty or warranty concerning any site conditions of downtown properties – including the possible presence of environmentally hazardous materials.
- Land not covered by structures or parking is encouraged to be landscaped, with pedestrian walkways as needed. Potential for terraces, courtyards, atriums and other visually appealing aspects should be considered.
- Any appraisal, survey, legal, market, architectural/engineering or other costs shall be incurred by the developer.
- Before proceeding, plans and specifications for demolition, alteration and/or new construction must be submitted to and approved by Battle Creek Unlimited prior to submission to the City of Battle Creek.

- The developer awarded the RFP will be required to submit a good-faith deposit, \$2,500, to be returned in full upon successful fulfillment of the agreed proposal.
- Site access will be granted to interested parties. If you would like to tour this facility before developing your proposal, please contact Shabaka Gibson at [gibson@bcunlimited.org](mailto:gibson@bcunlimited.org) or (269) 441-1669.

## **Proposal Content**

- Present a detailed statement identifying and explaining the project's objectives, goals and desired results. Should elements of the proposal deviate from the stated requirements, clearly identify those deviations and illustrate how they make economic sense. Applicants should feel free to be creative.
- If you have a separate idea that compliments the above requirements or development but does not involve breweries/brew pubs/distilleries, feel free to submit that idea for consideration outside of this RFP.
- Include a table showing types (sources) of project capital, including owner equity, bank financing, other financial commitments – and how the funds will be used, including hard development costs, support costs, reserves, et cetera.
- Provide organization principles and references. Additional references may be requested.
- Define tentative project milestones. Include cost commitments and anticipated completion dates for those milestones.
- Describe economic impact of the proposal. Include: number of jobs anticipated and respective wages.
- Proposals must include a business plan that demonstrates the fiscal ability to complete the proposed project and begin operations. Please give a broad cost narrative. The cost narrative may include financial assistance from Battle Creek Unlimited up to \$200,000. Additional financial information may be requested.
- Business plans and financial information will only be reviewed by the selection committee and will be considered confidential.
- The brewery, brew pub and/or distillery proposal must indicate how the entity will provide a great atmosphere with an inviting character. Brewers/brew pubs/distillers must be well versed in their industry and able to share that knowledge with their patrons.
- Finalists must be willing to submit to a beer/spirit tasting to be judged by the selection committee and members of the public. If there is a food tasting menu available, samples are encouraged.



- Proposals must be received no later than 11:59 PM EST, March 2, 2018.
  - Proposals may be submitted to Shabaka Gibson via email at [gibson@bcunlimited.org](mailto:gibson@bcunlimited.org). The subject header must read **Battle Creek Competition (Your Company Name)**
  - For large proposals that will not make it through the email system, there are two options:
    - Option 1. Flash drive and send it to:
 

Battle Creek Competition  
Battle Creek Unlimited  
4950 W Dickman Road, Ste. A-1  
Battle Creek, MI 49037
    - Option 2. Send us a Dropbox invite to share the material
  - Proposals must be electronic (Word, PDF, PowerPoint, Video, etc.) and reproducible – we will need to share the proposal amongst ourselves for consideration.
  - This is Battle Creek, we encourage you to **Be Creative**.

### **Submission, Acceptance, Supplements and Rejection**

Proposals shall demonstrate the organization's capacity to satisfy the requirements and objectives herein. While they need not be elaborate or costly, proposals should be presented in a professional manner. Proposals may include any background or other supporting information. Battle Creek Unlimited will not be limited solely to the information provided in the proposal, and may utilize other resources useful in evaluating the capabilities of the proposer. Each proposal must be signed by an official authorized to make a binding contractual commitment for the respective organization.

Proposals, or unsolicited amendments to proposals, received after the closing date will not be accepted for review. Failure to submit the proposals in the fashion described above may result in the proposal's automatic rejection.

- *Proposal Acceptance*

Proposals must be submitted, in complete, and with any appendices issued in response to further inquiries, as a written response to be considered.

- *Supplements*

Should it become necessary to revise any component of this RFP, provide further information necessary to adequately interpret provisions and requirements of this RFP, or respond to written inquiries concerning this RFP, an addendum to the RFP will be provided to all proposers who received the original RFP. Acknowledgement of all addenda issued by Battle Creek Unlimited shall be included in each proposal.

- *Cancellation of the RFP; Rejection of Proposals*

Battle Creek Unlimited, in its sole discretion, reserves the right to cancel this RFP – whether in whole or part – or reject all submitted proposals when determined to be advantageous to, or in the best interest of, the community or Battle Creek Unlimited.

## **Evaluation Criteria**

All proposals will be reviewed and rated in accordance with weighted criteria and evaluation. The adopted method ensures reviewers will maintain consistency throughout the selection process. When assessing each proposal, there are three priority grading criteria the selection committee will weight heaviest:

- The financial capacity of the developer to fulfill the proposal's scope;
- The experience of the business owner with respect to brewing/distilling and managing a restaurant/pub;
- The degree to which the proposed project contributes to vibrancy of the downtown;
- The proposal's uniqueness and ability to garner public interest and support

Evaluation of submitted proposals will also include, but is not limited to, the following criteria:

- Proposal alignment with downtown's continued redevelopment
- Redevelopment is encouraged, but not mandatory; developers may consider property rehabilitation before new construction
- Past relevant experience and qualifications of the developer
- Project and financial references
- Perceived value of the proposal's benefits
- Schedule of completion
- Financing of the proposal
- Preference will be given to those who will utilize Battle Creek-area contractors and business service providers throughout the project timeline

Finalists will be selected to visit the property and participate in an open taste-testing along with other finalists. The date of this taste testing will be determined after the finalists are selected. The location will be downtown Battle Creek. The results of the taste test will be just a part of the selection process, but important nonetheless.

## **Award Procedures**

To be eligible for reward, the proposal shall – in addition to satisfying the above criteria – gain the selection committee’s approval. The selection committee features a variety of officials from the community, Battle Creek Unlimited and its Board of Directors, and others committed to Battle Creek’s continued development. Official notices of the award will be sent to each respondent upon approval from the Board. Respondents may be required to give oral presentations in the event a proposal needs clarifying.

## **Rights Reserved**

Battle Creek Unlimited reserves the right in its sole discretion to recommend the award of a contract, related to this RFP, based upon the written proposal received by Battle Creek Unlimited without prior discussion or negotiation with respect to those proposals. Any contract awarded by Battle Creek Unlimited will be subject to final approval by the Board.

As part of the evaluation process, Battle Creek Unlimited reserves the right to review and approve the conceptual drawings, plans and specifications for redevelopment with respect to its conformance with the goals and requirements of this RFP.

Battle Creek Unlimited reserves the right to accept or reject any and all proposals, at its sole discretion, received as a result of this RFP, to waive minor irregularities, and to conduct discussion with all responsible proposers, in any manner necessary, to serve the best interest of Battle Creek Unlimited and the community.

Battle Creek Unlimited reserves the right to request additional information from any or all prospective developers, if necessary, to clarify that which is contained in the proposals.

Additionally, Battle Creek Unlimited reserves the right to withhold the property deed throughout the development process until project completion, at which point it will transfer the deed to the developer.

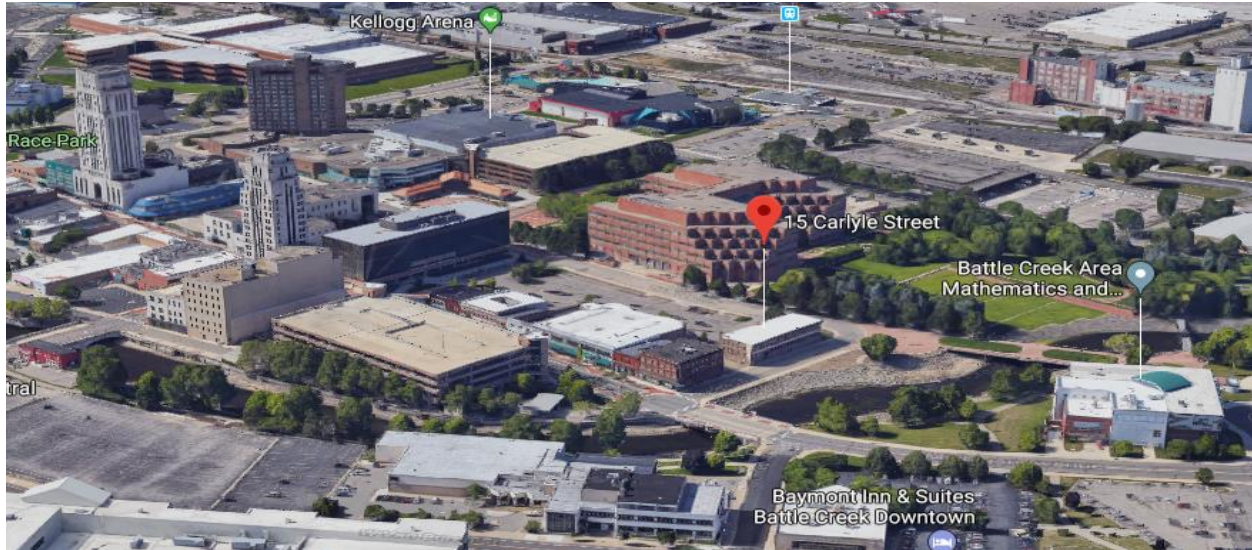
## **Battle Creek Unlimited-Owned Properties**

This RFP is being offered in conjunction with three newly available properties in downtown Battle Creek. While pursuing these featured properties is encouraged, other possibilities downtown exist. Key figures for each of the three showcased properties are highlighted in the subsequent pages. To learn more about each property, and to access the respective full-length RFPs, follow this address:

<http://bcunlimited.org/Media-Center/News/2017/Request-for-Proposals-on-Downtown-Buildings.aspx>

**15 Carlyle Street  
Battle Creek, MI 49015**

- Size: 20,112 sq. ft. total
- Number of floors: 3 including basement
- Year built: 1903
- Structure: Free standing
- The property is being offered in totality or can be portioned to meet the needs of your project and is currently part of a RFP for any type of development.





**119/121 W. Michigan Ave.  
Battle Creek, MI 49015**

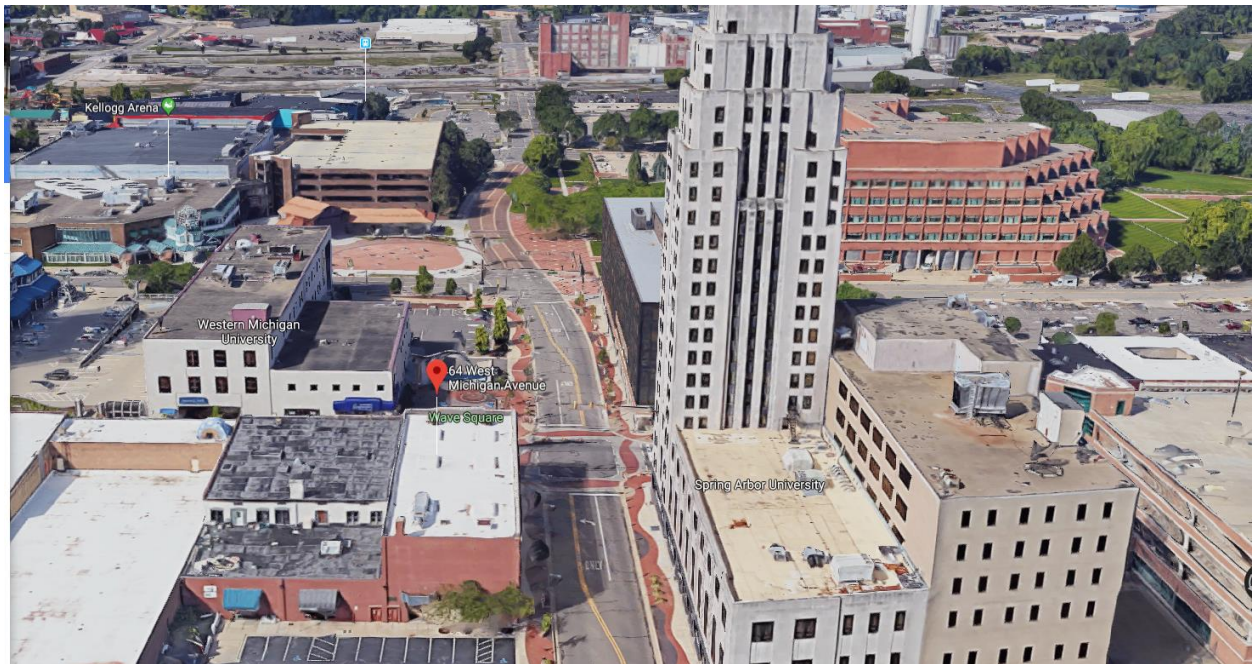
- Size: 18,400 sq. ft. total
- Number of floors: 4 including basement
- Year built: 1923
- Structure: 1 Shared Wall
- The property is being offered in totality or can be portioned to meet the needs of your project and is currently part of a RFP for any type of development.





**64 W. Michigan Ave.  
Battle Creek, MI**

- Size: 20,670 sq. ft. total
- Number of floors: 4 including basement
- Year built: 1928
- Structure: 1 Shared Wall
- The property is being offered in totality or can be portioned to meet the needs of your project and is currently part of a RFP for any type of development.





## Appendix A – Map

Battle Creek, Michigan – highlighted by the red pin below – is strategically located and provides easy access to major Midwest cities.

