



Preserving Tradition, Rising Expectations

REQUEST FOR PROPOSALS

Hot Bread Almacén at La Marqueta

INTRODUCTION

Hot Bread Kitchen, with support from the Upper Manhattan Empowerment Zone, is opening a retail storefront (“Hot Bread Almacén”) in *La Marqueta*, the historic public market in East Harlem. We seek a creative designer to develop a design and manage the build-out of Hot Bread Almacén, occupying a 120-square-foot space in the front of *La Marqueta*. We submit this Request for Proposals to solicit design-build proposals from those teams that are interested in contracting to serve as the Design-Builder for the Hot Bread Almacén store.

BACKGROUND INFORMATION

About Hot Bread Kitchen

Hot Bread Kitchen is a multiethnic bakery and innovative social enterprise that preserves baking traditions while creating professional opportunities for foreign-born and minority women. By offering paid, on-the-job training in a commercial bakery with classes in English as a Second Language and kitchen math, we help women develop the professional skills necessary to become managers and business owners in the burgeoning specialty food industry. HBK Incubates, Hot Bread Kitchen’s culinary incubator and microenterprise development program, supports the growth of women & minority-owned start-up food ventures. To fund our training programs, we sell a line of international breads inspired by the bakers who craft them.

About *La Marqueta*

The Project is located in East Harlem, New York, in *La Marqueta*, a historic city-owned public marketplace on Park Avenue at 115th Street. Constructed in the 1930’s with the goal of formalizing the street-vending sector in East Harlem, *La Marqueta* was once a thriving center of multicultural commerce and independent business. Hot Bread Kitchen’s training facility and incubator currently occupy the south half of *La Marqueta*; the north half of the building remains a functioning market space. As the home for Hot Bread Kitchen’s first permanent retail outlet, we aim to pay homage to *La Marqueta*’s legacy and East Harlem’s rich cultural history.

PROJECT DESCRIPTION

Hot Bread Almacén will fulfill multiple organizational functions. The storefront will provide a platform for Hot Bread Kitchen’s community outreach, serving as a reception area and information center for community members and prospective applicants to Hot Bread Kitchen’s programs. Hot Bread Almacén will also function as a café, a lunch counter, and an informal meeting space for customers and staff, as well as a food destination that will generate new interest in the market as a whole.

Timeline

Our goal is to complete construction no later than April 30th, 2012.

Hot Bread Kitchen will use a single step selection process for the selection of the design-build team. In accordance with the requirements of this RFP, interested design-builders will submit a proposal consisting of a design concept, a project timeline, and a budget.

PROPOSAL FORMAT & INSTRUCTIONS

- I. **Design Concept:** Provide a brief description of design concept. Design-Builders should specifically address the following in their proposal:
 - a. Required Functions:
 - Retail bakery showcasing Hot Bread Kitchen's multiethnic line of breads
 - General store offering a variety of products made by HBK Incubates members
 - Information booth & reception center for Hot Bread Kitchen's programs
 - Coffee bar/lunch counter & community-oriented café
 - Informal break room & meeting space
 - Engaging welcome center that will draw foot traffic into La Marqueta and increase business for the market as a whole
 - b. Required Infrastructure:
 - Running Water
 - Implements for heating and/or cooking of prepared foods
 - Refrigeration
 - Phone
 - Internet access
 - Computer workstation
 - All permanent structures and construction must be confined to the 120 square feet of gated store space (see Appendix A, Floorplan)
 - Moveable seating and display structures can be utilized in the surrounding 110 square feet, but must be able to be consolidated within permanent space when market is closed.
 - Food displays, cooking and prep areas must comply with all NYC Department of Health and NYS Department of Agriculture and Markets regulations.
 - c. Desirable Elements (non-required):
 - Recycled/repurposed materials
 - Mobility or design translatable to a mobile vending scenario

- II. Floorplan
- III. Project Timeline
- IV. Budget, including compensation for design
- V. References
 - a. Provide two client references
 - b. Include link to website or online portfolio with examples of past work

Submission Deadline

All Qualifications Submittals and Proposals must be received no later than 5pm **Monday, February 26th, 2012**. All submissions, including hand-delivered packages, US Postal Service regular mail, US Postal Service express mail, or private delivery service (FEDEX, UPS, courier, etc.), must be delivered to:

**Hot Bread Kitchen
Attn: Robin Burger
1590 Park Avenue
La Marqueta
New York, NY 10029**

SELECTION PROCESS & ADDITIONAL INFORMATION

Design-Build Team will be selected based on the following criteria:

- Evidence of ability to execute project in timeline and within competitive budget
- Design that best addresses multiple functions
- Evidence that budget is accurately researched and deliverable

In addition to compensation for their design, winning team will receive: credit in press release and on Hot Bread Kitchen's website, an invitation to the *Hot Bread Almacen* ribbon cutting, and a plentiful supply of Hot Bread Kitchen's fresh breads and tortillas while working on the project.

Hot Bread Kitchen will host an information session & site visit for interested parties on **Thursday, February 16th at 7:00pm**. Please RSVP for the info session to Robin@HotBreadKitchen.org.

HOT BREAD KITCHEN

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Request for Proposals
Hot Bread Almacen Project

